MEDIA KIT

TAKE YOUR MESSAGE FURTHER™.

insurancenewsnet

MARKET BE SEEN

InsuranceNewsNet connects your message to the right market using the right media, including the industry's leading online and print publications. Be seen, outmarket your competition and never look back.

600,000	225,000	50,000
online insurance professionals	subscribers to our e-mail database	magazine subscribers

THE INSURANCENEWSNET AUDIENCE REPRESENTS YOUR ULTIMATE TARGET MARKET.

MESSAGE
BE HEARD

Message is everything. InsuranceNewsNet takes your message further with unparalleled marketing strategy, creative services and custom ad tracking. Be heard, stand out and get the results you need to create a lasting impression for your brand.

MEDIA
BE EVERYWHERE

InsuranceNewsNet's far-reaching media channels **expose your company to the industry's top producers** where they prefer to consume information. Be everywhere you need to be using the power of three.

ONLINE — PRINT — E-MAIL

MEDIA KIT
2012

A LA CARTE ADVERTISING RATES

Magazine

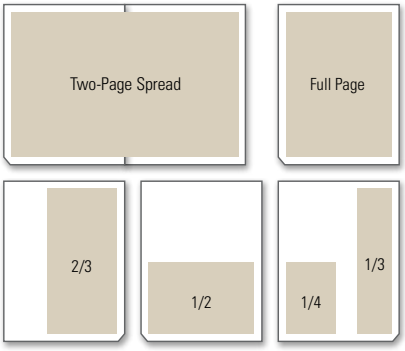
	12x	6x	3x	1x
Full Page	$4,375	$4,975	$5,295	$5,875
2/3-Page Vertical	3,385	3,830	4,065	4,535
1/2-Page Horizontal	2,650	3,040	3,235	3,675
1/3-Page Vertical	2,200	2,450	2,550	2,675
1/4-Page Vertical	2,050	2,350	2,450	2,575
Inside Front Cover	6,955	7,885	8,355	9,270
Back Cover	7,890	8,945	9,475	10,505
Inside Back Cover	6,955	7,885	8,355	9,270
Two-Page Spread	6,420	7,275	7,705	8,560
Two 1/2-Page Spread	5,215	5,910	6,260	6,955

Online

	1x
Apex Banner (5 banner rotation)	$4,500
Pinnacle Banner (in rotation)	3,000
Medallion Banner (in rotation)	2,400
Featured Banner (in rotation)	2,000
Text Ads (per week in rotation)	500
Article/Press Release	89

Email/Newsletter

	1x
Email Blast (minimum 75,000 sends)	$2,120
Apex Banner	2,225
Featured Banner	1,905
Pinnacle Banner	1,590
Medallion Banner	1,270
Featured Text Newsletter Sponsorship	825
Consultation & Design on One Campaign	635



MAGAZINE AD OPTIONS

ONLINE AD OPTIONS

GET STARTED

For more information on pricing and placement, contact our sales staff at **866.707.6786, ext. 2,** or email **sales@insurancenewsnet.com**.

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3-MONTH TRIAL PACKAGES*

	EMAIL/ONLINE	MAGAZINE/ONLINE	MAGAZINE ONLY	POWER PACKAGE
Magazine				
Full-Page Sponsorship	-	-	1/month	1/month
1/4-Page Vertical Sponsorship	-	1/month	-	-
Online				
Text Ads (per week in rotation)	1/month	1/month	-	-
Article/Press Release	-	-	-	1/month
Email				
Email Blasts (Minimum 75,000 sends)	1/month	1/month	-	1/month
TOTAL PRICE A LA CARTE	$7,860.00	$15,585.00	$17,625.00	$24,252.00
TOTAL PRICE AFTER TRIAL DISCOUNT	5,550.00	9,375.00	10,575.00	14,550.00
	$1,850.00/mo. SAVE $2,310.00	**$3,125.00/mo.** SAVE $6,210.00	**$3,525.00/mo.** SAVE $7,050.00	**$4,850.00/mo.** SAVE $9,702.00

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* FOR NEW CUSTOMERS ONLY.

Lock in these huge savings before it's too late!

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EDITORIAL CALENDAR

	AD CLOSE	MATERIALS DUE	OPPORTUNITIES	MEETING COVERAGE
JANUARY: Income Planning How to have your best year ever.	11.28.11	12.05.11	*Sponsored Cover* SOLD	
FEBRUARY: Tax Planning What does the tax landscape mean to insurance producers?	12.28.11	01.04.12	*Tax Planning Strategy Guide*	*ICMG Bonus Distributors*
MARCH: Big Case Hunters The stories producers love to tell around the campfire: How I brought in the big one.	01.26.12	02.02.12	*Sponsored Cover & Producer Profiles*	
APRIL: Annuities Just when clients need them most, the market is still a challenging one. Successful producers share their winning strategies.	02.29.12	03.07.12	*Annuity Sales Systems Insert*	*ICMG Coverage*
MAY: Famous Estate Planning Failures One of our most popular issues of the year. Who doesn't love a celebrity disaster story? Clients sure seem to enjoy them.	03.27.12	04.03.12	***AWARD-WINNING Estate Planning Failures of the Rich and Famous*** *& DI Awareness Month*	
JUNE: Boomers They're used to doing things differently, so producers need to be different to stand out.	04.27.12	05.04.12	*French Door Cover*	**LIVE from** *LIMRA Life Insurance and Retirement Conference*
JULY: Summer Sales Issue Sales secrets from the masters.	05.31.12	06.07.12	*Book of Sales Gems*	*AALU Annual Meeting*
AUGUST: Business Client Opportunities More producers are transitioning. See what the future holds.	07.03.12	07.10.12	*Sponsored Cover*	**LIVE from** *MDRT Annual Meeting*
SEPTEMBER: Life and Advanced Markets How advanced producers got where they are.	07.31.12	08.07.12	*Life Insurance Awareness Month*	
OCTOBER: Agency Perpetuation and How to Actually Retire Think you'll retire? Think again, if you haven't prepared your agency.	08.30.12	09.06.12	*Special Custom Insert with Polybag*	**LIVE from** *NAIFA*
NOVEMBER: Social Media LinkedIn, Twitter, Facebook, and all the other social media are here to stay. If you're not there, you're not anywhere.	10.02.12	10.09.12	*LTCI Awareness Month*	*NAIFA Annual Meeting*
DECEMBER: Look Ahead What's ahead for 2013?	10.29.12	11.05.12	*French Door Cover & High Impact*	*LIMRA Annual Meeting*

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TESTIMONIALS

INN came to us with a game plan. They executed on that plan with a dedicated team effort. INN took our goals and focus, helped refine them, and would only settle for generating the desired results. The success of our business was the foundation of our relationship. **WE COULD NOT ASK FOR A BETTER PARTNER.**

—James Stewart, CFP, AssetMarketingSystems

As a well-respected insurance trade journal, INN has a great array of services that aid your marketing efforts. They also have a very **ATTENTIVE AND RESPONSIVE CUSTOMER SERVICE** staff to make sure your marketing needs are met.

—Dane Petersen, Petersen International Underwriters

INN has been instrumental in helping us with the key initiative of new agent recruitment. Their email blasts and readership of the trade publication help us reach quality independent insurance agents. Keep up the great work INN, **WE COULDN'T HAVE REACHED OUR RECRUITMENT GOALS WITHOUT YOU!**

—Bryan Stout, Midland National Life Insurance Company

We were a company looking for new ways to expand our recruiting efforts. Insurancenewsnet was able to **PROVIDE US MORE LEADS THAN WE COULD HAVE IMAGINED**, providing strategic insight every step of the way.

—Paul Seidel, Zenith Marketing Group

THE OVERALL RESPONSES FROM OUR MARKETING EFFORTS WITH INN WERE TERRIFIC.

—Bill Broich, annuity.com