



AUSTRALIAN & NEW ZEALAND INSTITUTE OF INSURANCE & FINANCE

Journal

Advertising Information

ADVERTISING RATES

SIZE	CASUAL	x3	x5
Double Page Spread (Colour)	\$7,920	\$7,200	\$6,600
Full Page (Colour)	\$4,400	\$4,000	\$3,620
Half Page (Colour)	\$2,900	\$2,600	\$2,350
Third Page (Colour)	\$1,995	\$1,785	\$1,680
Eighth Page (Colour)	\$1,100	\$1,000	\$950

INSERTS - LOOSE

A4 Single Sheet (folded)	POA
Other sizes and rates on application	

POSITION LOADINGS

Outside Back Cover	+35%
Inside Front Cover	+30%
Inside Back Cover	+25%
Other Specified Position	+10%

CONTACT

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Web advertising also available on the Institute website
www.theinstitute.com.au
 Enquiries to Tatyana Kovalyov.

PUBLISHED

February/March, April/May, June/July, August/September, October/November.

DESK DATES

Week 26 March
 Week 14 May
 Week 16 July
 Week 24 September
 Week 19 November

BOOKING DEADLINES

25th January, 15th March, 18th May, 27th July, 21st September.

AD SIZES

Note: All adverts are to contain a minimum of 3mm of bleed around the trim areas.

DOUBLE PAGE SPREAD

>> Type 410mm x 260mm
 >> Bleed 436mm x 286mm
 >> Trim 430mm x 280mm

HALF PAGE - VERTICAL

>> Type 87.5mm x 260mm
 >> Bleed 110.5mm x 286mm

THIRD PAGE - HORIZONTAL

>> Type 195mm x 73.5mm
 >> Bleed 221mm x 96mm

HALF PAGE - HORIZONTAL

>> Type 195mm x 120mm
 >> Bleed 218mm x 143mm
 >> Trim 215mm x 140mm

EIGHTH PAGE - STD

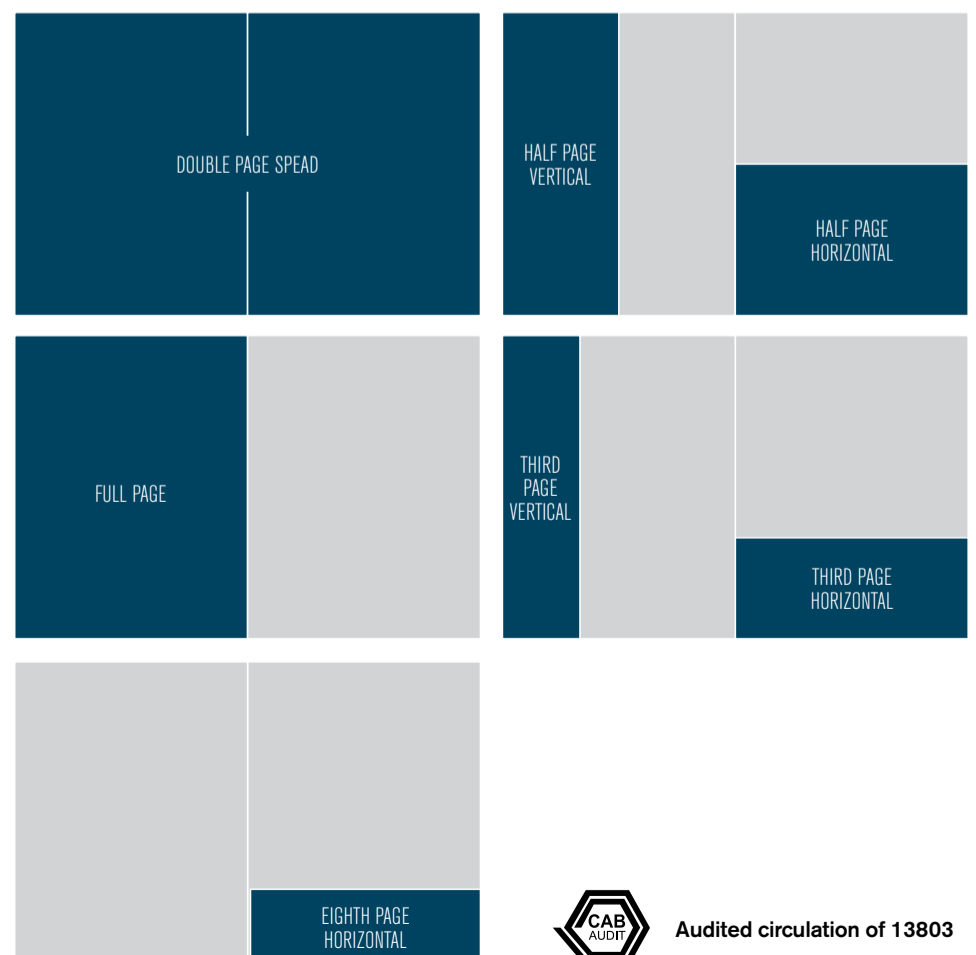
>> Type 195mm x 20mm
 >> Bleed 221mm x 38mm

FULL PAGE

>> Type 195mm x 260mm
 >> Bleed 221mm x 286mm
 >> Trim 215mm x 280mm

THIRD PAGE - VERTICAL

>> Type 52mm x 260mm
 >> Bleed 74.5mm x 286mm



ANZIIF Journal



The ANZIIF Journal is the official publication of the Australian and New Zealand Institute of Insurance and Finance (ANZIIF). ANZIIF is the leading provider of education, training and professional development services to the insurance and financial services industry in Australia, New Zealand and the Asia Pacific region. The Journal is read by the most influential members of the insurance and associated industries throughout Australia, New Zealand, Hong Kong and South East Asia.



THE JOURNAL IS READ BY OVER 4,000 INSURANCE BROKERS AND AROUND 6,700 PROFESSIONALS FROM THE GENERAL INSURANCE SECTOR.

Profile

The ANZIIF Journal reaches an audience of more than 56,000 financial services professionals.

The CAB audited circulation of the Journal in the period ending September 2011 was 13,803. The Journal enjoys a high pass on readership rate of one to four and with ANZIIF membership reaching a new high of 15,500 members at the end of 2010, the Journal now has an overall readership of more than 60,000 per issue.

The Journal is a professional issue-based publication which remains relevant over time. ANZIIF's Journal survey showed that 75% of members keep their copies as a relevant research and information tool for years.

The Journal regularly features articles from all sectors of the insurance industry, including General Insurance, Insurance Broking, Life Insurance and Superannuation, Loss Adjusting, Financial Planning, Risk Management, and Workers Compensation.

ANZIIF members regard the Journal as the leading informational magazine within the insurance industry, also providing up-to-date technical and general information contributed by recognised leaders in their fields, and highly relevant to the broad spectrum of the industry.

The Journal is now also available in a searchable online library so that members can easily access the world of information and professional issues articles that have been featured in the Journal over the past 8 years.

WHO ARE OUR READERS?

Professionals from all areas of the insurance and financial services industry including:

- + Insurance broking
- + General insurance
- + Life insurance
- + Reinsurance
- + Insurance agents
- + Loss assessing
- + Claims adjusting
- + Underwriting
- + Risk management
- + Finance and investment

Department Managers and their teams in:

- + HR and Training
- + IT
- + Property and Facilities

As the Journal is considered the leading publication within the industry, it also proves invaluable to members of various associated professional groups including:

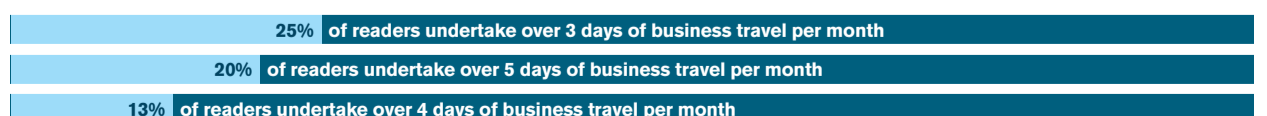
- + Accountants
- + Architects
- + Engineers
- + Lawyers

WHAT DO OUR READERS THINK?



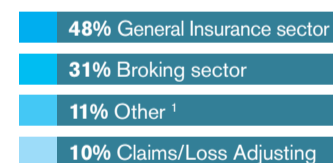
+ The pass-along rate of the Journal is 1 to 4 equalling a total readership of over 56,000 financial services professionals.

TRAVELLERS



DEMOGRAPHICS

WHO ARE OUR READERS?



Note ¹ Life Insurance, Reinsurance, Risk Management and Financial Planning.