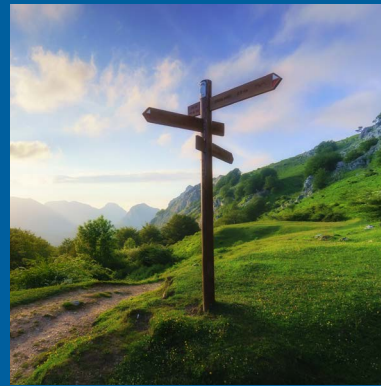
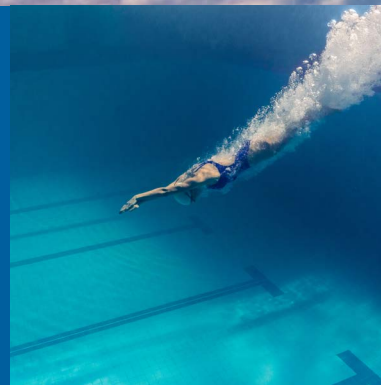


MarketFacts

MEDIA KIT



About MarketFacts

MarketFacts offers thought leadership sponsorship, giving you extensive, year-round multimedia exposure highlighting your company's brand, products and services to executives representing diverse sectors of the financial services industry. LIMRA and LOMA member companies represent assets of \$8.3 trillion and premium income of \$711 billion in North America.

MarketFacts serves to help our readers improve their marketing and distribution effectiveness, with a broad array of articles authored by the leading minds in the industry. Each issue provides a comprehensive look into the forces that help executive decision-makers grow their companies — whether they are insurers, banks, brokerage firms, investment companies or institutional corporations.

Among the topics covered are:

- Distribution strategies
- Organizational growth
- Consumer behavior and buying preferences
- Market segmentation
- Technology advancements in the marketing and distribution of financial products and services
- Marketing and communication strategies
- Issues facing companies that offer insurance, workplace benefits and annuity products and services
- Product innovation, development and advancement
- Sales and management development
- Legislation and regulations impacting the industry
- Globalization and financial integration

About LIMRA and LOMA

For more than a century, we've served as the largest trade association supporting the insurance and related financial services industry. Today, we're working with more than 700 member companies in 71 countries worldwide, helping them understand industry trends, informing their strategies, developing their talent and creating solutions that advance the industry.

We provide our members with research, consulting, assessment, development, compliance and regulatory services. We conduct more than 70 benchmark studies across our life insurance, annuity and workplace benefits verticals, identifying actionable industry insights to help our members make critical business decisions.

We act as the center point for the industry, bringing professionals together to discuss key issues, trends and implications. Each year, we bring together over 10,000 industry professionals through conferences, committees, study groups, executive forums and webinars.

We promote excellence in management and operations, helping our member companies deal with challenges in technology, financial management, customer service, human resources and education. We offer a variety of solutions with our members taking an active role in development to address the industry's most critical needs in everything from creating the industry's first set of data exchange standards to developing an insurance immersion program for new hires.

Our innovative, award-winning courses and self-study designation programs are another way we contribute to our member companies' success. The FLMI program has long been a designation of professionalism for the life insurance industry, and our courses help member companies develop expertise and thrive in the ever-changing financial services industry.

To learn more about LIMRA and LOMA, please visit www.limra.com and www.loma.org.

Readership and Purchasing Power

As the premier publication for executive management in the financial services industry, **MarketFacts** reaches senior executives and upper-level managers with substantial decision-making authority. Approximately 28,000 individuals at member organizations subscribe to our digital edition, and we have over 9,800 subscribers to our LinkedIn newsletter — and our subscriber numbers continue to grow.

MarketFacts Reaches Decision-Makers and Delivers Buying Power

- CEO, CIO, CFO and other C-suite executives.
- Premium income of our audience in North America totals over \$711 billion.
- *MarketFacts* subscribers include:
 - Senior Management 35.5%
 - Vice President 9.7%
 - Director 14.8%
 - Manager 8.1%
 - Entry-level 15.9%
- Our more than 700 members account for almost 95 percent of the \$21.8 trillion worth of life insurance in force in the United States.

- Over half our readers participate in the purchasing process of systems, services and related products, including policy administration systems, consulting services, financial or accounting software, e-commerce/internet systems, document management/imaging, reinsurance and bank services/asset management.

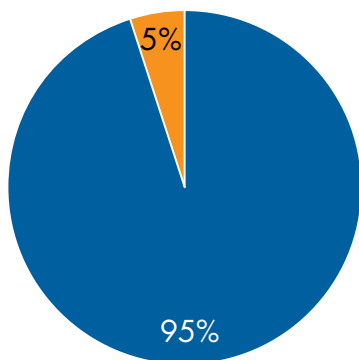
Our readers represent diverse functions across their organizations that include:

- Information technology
- Product development and support
- Distribution channels
- Marketing and communications
- Sales force training and development
- Management and executive training and development

Our readers also attend LIMRA and LOMA industry conferences and events that connect people to industry-specific research, knowledge and solutions.

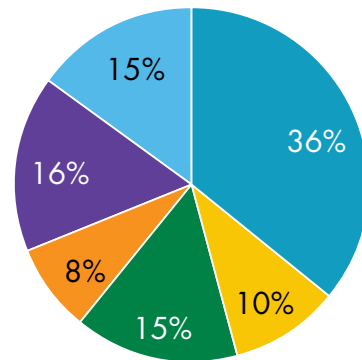
MarketFacts is promoted and shared at key events, as well as with LL Global Board, committee and council members. We also offer opportunities to combine promotion through both advertising in the magazine and exhibiting at conferences. Please visit www.limra.com/conferences and www.loma.org/events/conferences for upcoming events.

MarketFacts Penetration in North America



- Insurance companies receiving *MarketFacts*
- Companies not receiving *MarketFacts*

MarketFacts Subscribers



- Senior Management
- Vice President
- Director
- Manager
- Entry
- Other

Publication Schedule

January 2024 – January 2025 Issues

| Issue | Articles, Advertorials and Ad Placement Deadlines | Ads Due | Issue Posts |
|---|---|--------------|--------------|
| Digital distribution is first full week of each month | | | |
| January | December 1 | December 22 | January 10 |
| February | December 15 | January 23 | February 7 |
| March | January 19 | February 20 | March 6 |
| April | February 16 | March 19 | April 3 |
| May | March 15 | April 23 | May 8 |
| June | April 17 | May 20 | June 5 |
| July | May 17 | June 17 | July 3 |
| August | June 14 | July 22 | August 7 |
| September | July 26 | August 28 | September 11 |
| October | August 23 | September 25 | October 9 |
| November | September 27 | October 23 | November 6 |
| December | October 18 | November 14 | December 4 |
| January 2025 | November 15 | December 17 | January 8 |

Note: The number of advertisements included in each issue will be at the discretion of the publisher.

MarketFacts Frequency Rates

| AD CHOICE | 1X | 3X | 6X | 12X |
|---|---------|---------|---------|---------|
| MarketFacts Homepage Ad JPG format Medium rectangle 300 x 250 pixels | \$3,500 | \$3,250 | \$3,000 | \$2,500 |
| MarketFacts Article Skyscraper Ad JPG format Skyscraper 334 x 1250 pixels | \$1,500 | \$1,300 | \$1,100 | \$1,000 |
| 1-Page Advertorial with company skyscraper ad (334 x 1250 pixels) on article page | \$4,500 | \$4,250 | \$4,000 | \$3,750 |
| Sponsored White Papers <ul style="list-style-type: none"> • MarketFacts homepage tile with image (480 x 270 pixels) and teaser text (35 words) on both LIMRA.com and LOMA.org • Skyscraper ad (334 x 1250 pixels) on MarketFacts article page • Promotion in same monthly issue of news2use email newsletter • Contact information from registrants to drive lead generation | \$5,500 | \$5,250 | \$5,000 | \$4,750 |

Note: Advertisers with current contracts should contact Ben Skidmore at ben@partnerspr.com for updated offerings.

Ad Specs

PNG or **JPG** files at **150 dpi**.

Maximum file size: **256 Kb**.

Please supply link; do not build link into ad.

Other Opportunities

Sponsored White Papers

We will promote your white paper with its own tile for each month you purchase on the *MarketFacts* homepage on both LIMRA.com and LOMA.org and with a skyscraper (334 x 1250 pixels) ad on an article page, linking to your white paper. We will also promote your white paper in one issue of our *news2use* email newsletter (during your purchase month), which has a circulation of 13,000.

We will collect the following contact information from readers who select your white paper and share it with your designated company representative:

- First and last name
- Company name
- Job title
- Email address
- Phone number

Cost: \$5,500 a month

Homepage Ad on LOMA's Website

The site features information about LOMA's education programs, conferences, research and more. LOMA.org receives over 240,000 total page views a month and 45,000 on the homepage alone.

Cost: \$3,500 a month (size 262 x 140 pixels)



Ad Placement

Advertising Policies

- **Insertion orders** are required and must contain full instructions. Submitting an order implies acceptance of all terms outlined in this Media Kit.
- **Payment** for advertising is due 30 days after the invoice date.

Contract Regulations

- The publisher's liability for any error will not exceed the charge for the ad in question.

- The publisher shall not be liable for any costs or damages if, for any reason, an ad is not published.
- The publisher shall hold the advertiser and/or its agency liable for such monies that are due and payable to the publisher for advertising that was ordered by the advertiser/agent and published.
- The positioning of advertisements is at the discretion of the publisher unless the advertiser/agent agrees to pay for a special position in the magazine.
- Ads may be canceled by the publisher if the advertiser fails to pay accounts when due.

MarketFacts Homepage Ad
300 pixels x 250 pixels

MarketFacts Article Page Skyscraper Ad
334 pixels x 1250 pixels

LOMA.org Homepage Ad
262 pixels x 140 pixels



Permission Requests

If you are a company or academic institution that would like permission to reuse content from *MarketFacts*, please contact:

Stilla McMahon

Editor-in-Chief, *MarketFacts*

Work Phone: (860) 607-9033

smcmahon@limra.com



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