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# ARKETFACTS®

*Your **RESOURCE** for Industry Insights*

# 2022 MEDIA KIT

[www.limra.com](http://www.limra.com)  
[www.loma.org](http://www.loma.org)

**LIMRA**®

**LOMA**®



# Your Link to the Financial Services Industry

## About LL Global, Inc.

**LL Global, Inc.** is the not-for-profit parent company for LIMRA and LOMA. LL Global provides a unified management and board structure for both trade associations. LIMRA and LOMA have a combined membership of nearly 1,200 insurance and financial services companies in 71 countries worldwide.

**LIMRA** has served the industry since 1916 — helping to advance financial services by empowering nearly 700 companies in 53 countries with knowledge, insights, connections, and solutions. We provide our members with global research, consulting, assessment, development, and compliance and regulatory services in the areas of insurance, workplace benefits, and retirement.

To learn more about LIMRA, please visit [www.limra.com](http://www.limra.com).

**LOMA** — established in 1924 — helps to advance the financial services industry by empowering more than 900 companies in 57 countries with knowledge, insights, connections, and solutions. We promote excellence in management and operations, helping our member companies deal with challenges in the areas of technology, financial management, customer service, human resources, and education. The FLMI program has long been a designation of professionalism for the life insurance industry, and our courses develop expertise in financial services.

To learn more about LOMA, please visit [www.loma.org](http://www.loma.org).

## About MarketFacts: Your Resource for Industry Insights



*MarketFacts: Your Resource for Industry*

*Insights* serves to help our readers improve their marketing and distribution effectiveness. Bringing together our LOMA and LIMRA magazines has allowed for a broader 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 retirement products and services
- Product innovation, development, and advancement
- Sales and management development
- Legislation and regulation impacting the industry
- Globalization and financial integration

## Readership and Purchasing Power

*MarketFacts: Your Resource for Industry Insights* brings together two award-winning magazines, *LIMRA MarketFacts* and *LOMA Resource*. The new magazine — launched in 2021 — offers the best of both publications to industry leaders. As the premier publications for executive management in the financial services industry, *MarketFacts: Your Resource for Industry Insights* reaches high-level decision makers with substantial purchasing power. Our readership is primarily composed of senior executives and upper-level managers having the authority to make purchase decisions within their respective companies. 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

We reach approximately 3,500 industry leaders with

our hardcopy publication and approximately 19,000 individuals at member organizations who subscribe to our interactive digital edition online. Our readers also attend LL Global industry conferences and events that connect people to industry-specific research, knowledge, and solutions. *MarketFacts: Your Resource for Industry Insights* receives bonus distribution at key events, as well as to 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](http://www.limra.com/conferences) for LIMRA's 2022 events and [www.loma.org/events/conferences](http://www.loma.org/events/conferences) for LOMA's 2022 events.

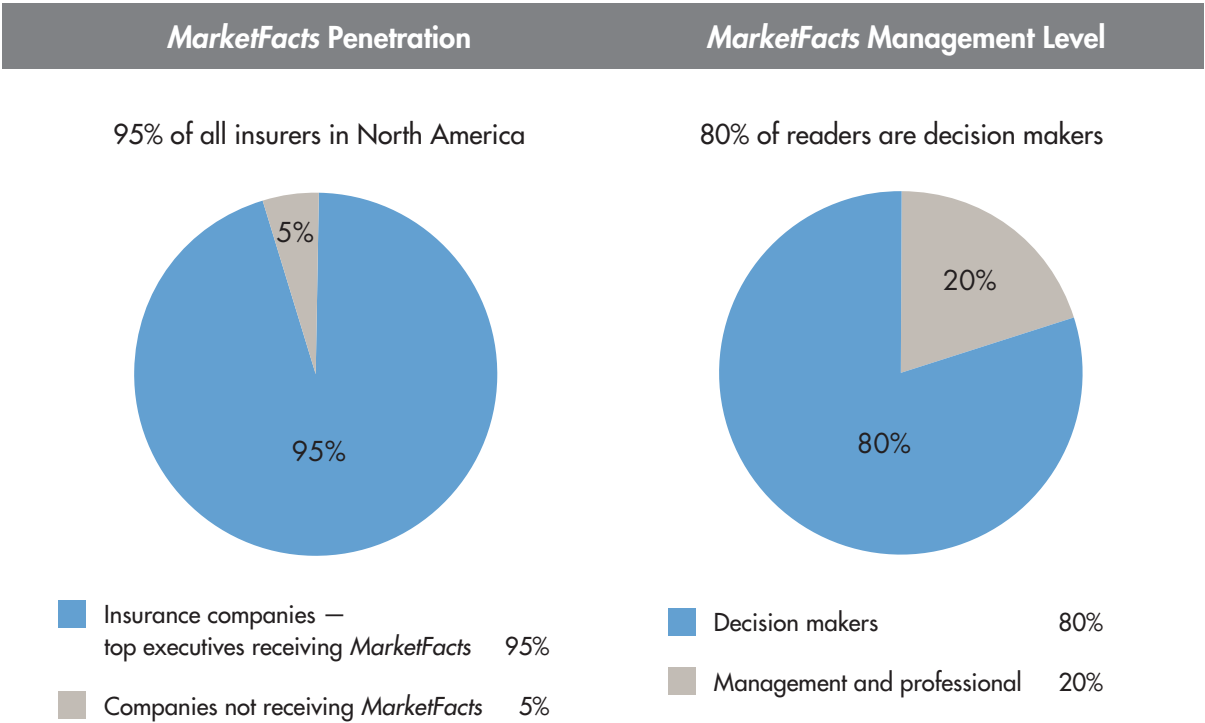
*MarketFacts: Your Resource for Industry Insights* reaches the decision makers of the financial services industry:

- Over 22,000 executives and professionals
- CEO, CIO, CFO, and other C-suite executives at 1,200 insurance and financial services companies that are members of LL Global.
- 95 percent of the assets of all life insurers in North America
- 80 percent of our readers are decision makers

*MarketFacts: Your Resource for Industry Insights* delivers buying power:

- Premium income of our audience in North America totals over \$1 trillion.
- The typical reader works at an insurance company with more than 3,000 employees.
- Our members account for 95 percent of the \$19.6 trillion worth of life insurance in force in the United States.
- IT spending among these life insurers is estimated to be \$400 billion.
- Over half our readers are involved 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.

*MarketFacts: Your Resource for Industry Insights*



# Editorial Calendar

	Editorial Focus/Feature	Bonus Distribution	Deadlines
<b>Issue 1 (January)</b>	<b>Editorial Focus and Feature: Industry Trends/Forecast 2022</b>  The annual forecast for 2022, with discussion of the major issues facing the industry in technology, service, HR, and more. Also includes industry executive perspectives on the long-term outlook for the industry. One of our most-read issues!	LOMA Customer Experience Conference  Distribution Conference for Financial Services  Compliance & Financial Crimes Conference  Promoted in LL Global e-newsletters  Promoted via social media	<i>Articles and editorials due/ Ad close:</i> October 19, 2021  <i>Ad materials due:</i> December 7, 2021
<b>Issue 2 (April)</b>	<b>Editorial Focus: Insurance Trends</b>  <b>Editorial Feature: Professional Development</b>  An exploration of the latest research and trends in insurance and professional development.	Life Conference  Group & Worksite Benefits Conference  Retirement Industry Conference  Marketing Conference  Promoted in LL Global's e-newsletters  Promoted via social media	<i>Articles and editorials due/ Ad close:</i> January 18, 2022  <i>Ad materials due:</i> March 4, 2022
<b>Issue 3 (July)</b>	<b>Editorial Focus: Workplace Benefits</b>  <b>Editorial Feature: Technology Trends</b>  This issue will feature the latest research and insights on workplace benefits, as well as technology trends affecting the industry.	Supplemental Health, DI & LTC Conference  Advanced Sales Forum  Promoted in LL Global's e-newsletters  Promoted via social media	<i>Articles and editorials due/ Ad close:</i> April 19, 2022  <i>Ad materials due:</i> June 7, 2022
<b>Issue 4 (October)</b>	<b>Editorial Focus: Annual Conference Theme TBD</b>  <b>Editorial Feature: Customer Experience</b>  This issue will focus on the latest trends in improving the customer experience in the insurance and financial services industry. In addition, we will focus on the theme determined by the LIMRA Annual Conference Committee, featuring the top-of-mind trends for industry leaders.	LIMRA Annual Conference  Promoted in LL Global e-newsletters  Promoted via social media	<i>Articles and editorials due/ Ad close:</i> July 19, 2022  <i>Ad materials due:</i> September 6, 2022



## 2022 Publication Schedule

Issue	Editorial Submissions/ Ad Close	Distribution
Number 1	October 19, 2021	Print and Digital Editions: January 24, 2022
Number 2	January 18, 2022	Print and Digital Editions: April 24, 2022
Number 3	April 19, 2022	Print and Digital Editions: July 25, 2022
Number 4	July 19, 2022	Print and Digital Editions: October 24, 2022
Number 1-2022	October 19, 2022	Print and Digital Editions: January 23, 2023

## 2022 Advertising Space Rates

Advertising in *MarketFacts: Your Resource for Industry Insights* leverages the trust we've built with our members and readers over the last century. It is a unique opportunity for your message to be viewed by more insurance and financial services C-suite executives than any other industry publication can offer.

Ad Size	1 Time	2 Times	3 Times	4 Times
2-page spread	\$6,000	\$5,800	\$5,600	\$5,400
1 full page	\$5,000	\$4,800	\$4,600	\$4,400
1/2 page	\$2,500	\$2,350	\$2,200	\$2,050
1/4 page	\$1,500	\$1,350	\$1,200	\$1,050

We also offer ad options within our digital edition, as well as conference sponsorship opportunities.

For digital ad pricing and specs, please see page 6, or contact MB Selby at 860.830.1442 or mselby@limra.com.

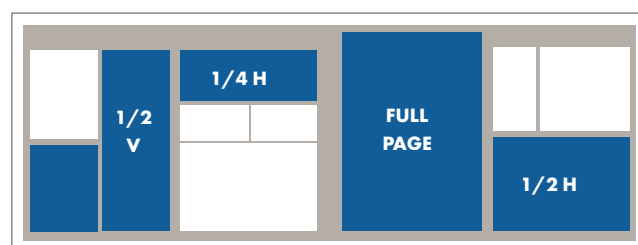
For conference sponsorship packages, please contact Kim Hull at 860.285.7752 or khull@limra.com.

Additional Charges (per page or fraction)

Inside Covers (front and back) – Space rates plus \$350; Back Cover – Space rates plus \$450; Center Spread – Space rates plus \$500

## Ad Sizes and Specs

Ad Size	Width	Depth
Full page with bleed trim size	8.125" x	10.875"
Full page - non bleed	7" x	10"
1/2 page (vertical)	3.445" x	9.5"
1/2 page (horizontal)	7.125" x	4.75"
1/4 page (vertical)	3.445" x	4.6"
1/4 page (horizontal)	7.125" x	2.25"



**Safety margin:** Keep all live matter  $\frac{3}{8}$ " from outer trim edges and gutter.

**Space rates:** All rates apply to *MarketFacts: Your Resource for Industry Insights*. Rates are for space only. They do not include any composition charges or alterations.

# Digital Edition Advertising Opportunities

## MarketFacts: Your Resource for Industry Insights *Digital Edition Ads*

Place an ad in our interactive digital edition, with over 19,000 subscribers!

- **Banner Ad**  
728 x 90 with click through to URL  
\$1,500
- **Interstitial Ad (pop-up)**  
320 x 372 with click through to URL  
\$2,000

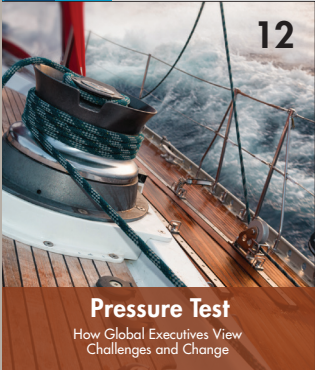
Out with the old, in with the new way to sell life insurance.

Ethos is a digital platform making it easier for producers to sell life insurance with instant quoting, a simple application, no case management, and competitive compensation.

ETHOS

Learn more →


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CLEARVIEW  
PARTNERS

**SINGLE FOCUS ON FINANCIAL SERVICES**  
Partners in Transformation,  
Consulting, and Professional Services



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NUMBER 4, 2021

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## Pressure Test


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# Other Opportunities on loma.org

## Banner ad on LOMA's Website

- Over 240,000 total page views a month; 45,000 on home page alone

The site features information about LOMA's education programs, conferences, research and more. You can choose from a LOMA home page ad, an ad that appears on many other Web pages, or choose a specific page.

### *Home page banners:*

Standard: size 262 x 140 pixels, \$3,500 a month.

(Home page purchase also includes a 262 x 140 pixel banner on 1 or 2 high-traffic inside pages.)

### *Inside page banners:*

Standard: 262 x 140 pixels, \$1,200 a month on a high-traffic page.

*Tech Directory banner:* \$1,200 a month

Note: All banner ads subject to rotation

Banner specs: GIF (preferred) or jpg files. No Flash. Animation OK. 3 loops max.

Maximum file size: 50 kb Please supply link, do not build link into ad

Note: LL Global members will receive a 5% discount on website banner ads.

## Thought Leadership Sponsorship Package

*MarketFacts: Your Resource for Industry Insights* offers the innovative **Thought Leadership Sponsorship**, which gives you extensive, year-round multimedia exposure highlighting your company's thought leadership, brand and products/services to an audience composed of insurance management professionals at LL Global member companies, which represent assets of 2.8 trillion and premium income of \$633 billion in North America.

## Technology Directory

The Technology Directory is online year-round, as a featured part of LOMA's website. It receives over 65,000 views annually.

## E-Newsletter Sponsorship Ads

A limited number of sponsorships for the *Member Connection* e-newsletter are available.

Distribution: Over 22,000 monthly, opt-in list.

Cost: \$1,800 month (primary); \$1,200 month (secondary)

Ad size: 200 x 200 pixels or 350 x 150 pixels. GIF files only, no animation.

## Sponsored White Papers

We will post your white paper on our site (White Paper Page) and promote with a banner ad linking to it.

Cost: \$3,200 a month.



## 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. A service charge of 1½ percent per month (18 percent per year) will be charged to accounts overdue by 30 days or more.

## Contract Regulations

- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher shall not be liable for any costs or damages if, for any reason, an advertisement is not published.
- The publisher is not liable for delays in delivery and/or nondelivery in the event of fire, flood, or act of God, labor or material shortage, transportation interruption, or any condition beyond the control of the publisher that affects production or delivery.
- 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.
- Ad orders may be canceled by the publisher if the advertiser/agent fails to pay accounts when due.

*For more information, please contact:*

**Mary-Beth Selby**

Publications Manager

Editor-in-Chief

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Industry Insights*

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