Advertise with the most influential and trusted voice in the Australian intermediated insurance industry – the National Insurance Brokers Association (NIBA)
Who we are
Our print and online publications are the official source for industry news, events and information for members of the National Insurance Brokers Association (NIBA).

Who we reach
Our publications reach four core audiences: Insurance Brokers; Senior Executives at Major Insurers; Underwriters and Financial Services Professionals; and Loss Assessors.

What we do for your brand
Through integrated packaging we set your brand apart from the rest. We break through the clutter to provide you with prime positioning and special advertising opportunities, placing you directly in front of NIBA members.

What we do
• Print Publication
• News Website
• e-Newsletters
• Need A Broker Website
• Targeted Email Campaigns
• Events – NIBA Annual Convention
## WHAT WE OFFER

**AT A GLANCE**

<table>
<thead>
<tr>
<th>Print Publication</th>
<th>Need A Broker Website</th>
<th>Broker Buzz e-Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>More than 25,000 profile views per month</td>
<td>11,172 subscribers with a 31% average open rate</td>
</tr>
<tr>
<td>Readership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11,520</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**insuranceandrisk.com.au**

<table>
<thead>
<tr>
<th>EDMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,500 subscribers with a 24% average open rate</td>
</tr>
</tbody>
</table>
WHAT CAN WE DO FOR YOUR BRANDS?

1 Create tailored solutions
We meet your needs through tailored campaigns.
- Print campaigns with editorial integration and prime positioning
- Online campaigns with website and e-newsletter advertising and sponsorships; and sponsored EDMs
- Special advertising opportunities such as flysheets, gatefolds, bellybands and promotions

2 Reach your target audience
We reach the decision makers of broking firms, insurers and underwriters, ensuring that your key messages are reaching your consumers.
- 73% of readers are interested in advertising around specific insurance products*
- 79% of readers are interested in advertising around underwriting services
- 68% want to be informed about the latest insurance policies and products
- 71% want to know about the latest underwriting services
- 74% look for practical case studies and technical features

3 Maintain reader engagement
Over more than 20 years, NIBA publications have a track record of engaging with our readership.
- 87% read our publications to stay up to speed with the latest industry and regulatory news*
- 84% of readers say they usually notice advertisements
- 52% of readers have responded to classified advertising

4 Add credibility
Your brands are part of a respected and trusted environment – giving your brand valuable credibility.

* Findings from 2015 IRP and NIBA Gazette reader surveys

84% of our readers say they usually notice advertisements
VITAL STATISTICS

We have an established, audited circulation of **4,400** and a readership of **11,520** insurance professionals across Australia (2015 IRP reader survey), providing advertisers with direct access to decision makers representing our core audiences:

- Insurance brokers who are among the most successful small business operators in Australasia.
- Top-level executives and managers at major insurance, underwriting and financial companies in Australasia.
- Experts who service the insurance industry or rely on its products and expertise including corporate risk managers, risk engineers, loss adjusters and assessors, lawyers, accountants, financiers, financial advisers and legislators.

Based on past readership research:

- 41% of readers are Directors
- 6% are Chief Executives
- 34% own their own business
- The average income of readers is **$130,000** per annum

Meanwhile, our established news website, insuranceandrisk.com.au, offers a cost-effective means of reaching our readership online.
Insurance Adviser is NIBA’s respected membership publication providing you the opportunity to get your message in front of brokers and key decision makers every month.

What is in Insurance Adviser?
The most popular elements of our previous publications have merged in Insurance Adviser:

• Updates on NIBA activity in our core areas of Representation, Professionalism and Community
• Technical insurance and emerging risks features
• Business improvement tips
• Interviews with big-name insurance influencers
• News features and analysis on the issues that matter
• Standard & Poor’s insurer strength ratings
• Classified ads section for hard-to-place risks

The feature content from Insurance Adviser will continue to be included on the IRP website.
REGULAR FEATURES

Our publication will include a mix of the following content each month:

**Technical Articles**
We cover the hot topics and emerging areas of risks all insurance professionals need to know about

**Business Advice**
Tips to help brokers improve their businesses

**People**
Profiles of industry leaders, young professionals and successful brokers

**Education**
Ideas for career development

**Events**
Covering industry events, conventions and seminars
FORWARD FEATURES 2019

February
- Cyber
- Insurtech

March
- Heavy Vehicles & Fleet
- Product Contamination & Recall

April
- Strata
- Mergers & Acquisitions

May
- Construction (Plant & Equipment)
- Imports & Exports

June
- Travel/Tourism
- Agriculture

July
- Energy
- Business Interruption

August
- Accident And Health
- Driverless Vehicles

September
- Professional Indemnity
- Commercial Property

October
- Marine Cargo
- Management Liability

November
- Hospitality
- Technology/IT

December / January 2020
- Major Events
- Disaster Relief

For editorial enquiries and subscription list emails, please contact:
editor@niba.com.au
# ADVERTISING PRICES

## Display Ads Rate Card

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Casual</th>
<th>3x</th>
<th>6x or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>$5,250</td>
<td>$4,935</td>
<td>$4,725</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,150</td>
<td>$2,887</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,100</td>
<td>$1,890</td>
<td>$1,575</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,575</td>
<td>$1,313</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

## Classified Ads Rate Card

The classifieds ad section is home to a wide range of solutions for hard-to-place risks, making it an essential ongoing reference tool for brokers. Please note, only NIBA members are able to advertise in this section of the magazine, and space is strictly limited.

<table>
<thead>
<tr>
<th>Layout</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,575</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$840</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$840</td>
</tr>
<tr>
<td>1/4 Page horizontal</td>
<td>$472</td>
</tr>
<tr>
<td>Full Column</td>
<td>$562</td>
</tr>
<tr>
<td>2/3 Column</td>
<td>$393</td>
</tr>
<tr>
<td>1/2 Column</td>
<td>$330</td>
</tr>
<tr>
<td>1/3 Column</td>
<td>$236</td>
</tr>
</tbody>
</table>

*All prices exclude GST
15% discount applies for NIBA members*
## Display Ads Rate Card

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Type Size (mm)</th>
<th>Trim Size (mm)</th>
<th>Bleed (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>400w x 277h</td>
<td>420w x 297h</td>
<td>430w x 307h</td>
</tr>
<tr>
<td>Full Page</td>
<td>190w x 277h</td>
<td>210w x 297h</td>
<td>220w x 307h</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>200w x 138.5h</td>
<td>210w x 148.5h</td>
<td>220w x 158.5h</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>92w x 287h</td>
<td>102w x 297h</td>
<td>112w x 307h</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>200w x 89h</td>
<td>210w x 99h</td>
<td>220w x 109h</td>
</tr>
</tbody>
</table>

## Classified Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Type Size (mm)</th>
<th>Trim Size (mm)</th>
<th>Bleed (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>400w x 277h</td>
<td>420w x 297h</td>
<td>430w x 307h</td>
</tr>
<tr>
<td>Full Page</td>
<td>190w x 277h</td>
<td>210w x 297h</td>
<td>220w x 307h</td>
</tr>
<tr>
<td>1/2 Page H</td>
<td>200w x 138.5h</td>
<td>210w x 148.5h</td>
<td>220w x 158.5h</td>
</tr>
<tr>
<td>1/2 Page V</td>
<td>N/A</td>
<td>89w x 240h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4 Page V</td>
<td>N/A</td>
<td>89w x 117h</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Column Ad</td>
<td>N/A</td>
<td>57w x 240h</td>
<td>N/A</td>
</tr>
<tr>
<td>2/3 Column Ad</td>
<td>N/A</td>
<td>57w x 157h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Column Ad</td>
<td>N/A</td>
<td>57w x 117h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Column Ad</td>
<td>N/A</td>
<td>57w x 77h</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Artwork

Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. PDF files should be submitted with crop marks and 5mm bleed margin on all sides where necessary.

All images should be a minimum of 300 dpi at the size they’re used. PDF files can be supplied on disk or via email. It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard. Incorrect supplied material may incur production charges of $80 per hour.

### Artwork requirements

- **Colour Space:** CMYK
- **Spot/PMS Colours:** No
- **Format:** PDF
- **Resolution:** Min 300dpi

### Artwork delivery

NIBA, Level 11, 20 Berry Street, North Sydney NSW 2060
E: tmay@niba.com.au
## INSURANCE ADVISER PRINT DEADLINES 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>4/1/19</td>
<td>8/1/19</td>
</tr>
<tr>
<td>March</td>
<td>1/2/19</td>
<td>5/2/19</td>
</tr>
<tr>
<td>April</td>
<td>1/3/19</td>
<td>5/3/19</td>
</tr>
<tr>
<td>May</td>
<td>5/4/19</td>
<td>9/4/19</td>
</tr>
<tr>
<td>June</td>
<td>3/5/19</td>
<td>7/5/19</td>
</tr>
<tr>
<td>July</td>
<td>7/6/19</td>
<td>11/6/19</td>
</tr>
<tr>
<td>August</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>September</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>October</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>November</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>December / January</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

### Cancellations
Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date. Please speak to the advertising manager about options.

The details in this document are to be used as a point of reference and are not legally binding. Schedules may be subject to change at the publisher’s discretion.
The IRP website was relaunched in April 2015 as a fully-responsive site. We have put packages together to make sure your marketing message gets more exposure.

The choices available ensure that there is an option to best suit your objectives.

### Run of Site (ROS) Options
Your ad will appear on your chosen position as 100% share of voice per month across all the section pages (homepage, news section pages and events section pages. These ads also rotate between the two positions on every feature page across the site.

<table>
<thead>
<tr>
<th>MREC</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC 1</td>
<td>$3,500</td>
</tr>
<tr>
<td>MREC 2</td>
<td>$3,000</td>
</tr>
<tr>
<td>MREC 3</td>
<td>$2,500</td>
</tr>
<tr>
<td>MREC 4</td>
<td>$2,000</td>
</tr>
<tr>
<td>MREC 5</td>
<td>$1,750</td>
</tr>
<tr>
<td>MREC 6</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Section Options
Your ad will appear on all the pages of the section for the duration of the month.

<table>
<thead>
<tr>
<th>Section</th>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>Skins</td>
<td>$3,000</td>
</tr>
<tr>
<td>News Section</td>
<td>Skyscrapers</td>
<td>$3,000</td>
</tr>
<tr>
<td>Events Section</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Series Booking Rates
- **x 3 Months**: 5% discount per month
- **x 6 Months**: 10% discount per month
- **x 12 Months**: 20% discount per month
DIGITAL SPECIFICATIONS

IRP Website Specifications

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Top Banner</td>
<td>1250w x 200h</td>
</tr>
<tr>
<td>Billboard Skins</td>
<td>300w (safe area 180w) x 1280h</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300w x 250h</td>
</tr>
</tbody>
</table>

- 40KB file size, GIF/JPG/PNG. One click through URL per asset.
- For animated GIFs include a static image to be used as a safeguard for those who may not be able to view GIF files. Ensure that all key information is included on this static image.

IRP Website Top Banner & Skins Specifications & Guidelines

- Maximum one graphic, one price point and/or product message is permitted per panel
- We accept JPEG/GIF/PNG
- Max file size 40kb per panel
- Skin assets must be received 14 working days in advance for approval and testing.
- Expands on page load and will remain open for the entire duration
- No more than two panel GIFs are accepted
- Cannot contain audio and/or video content
- Maximum one click through URL per panel
- Maximum logo size of 100 pixels wide or deep (can’t have competing logo on homepage).
BROKER BUZZ
NIBA’s Weekly e-Newsletter

What is in Broker Buzz?
Broker Buzz is a weekly e-Newsletter delivered directly to 11,396 brokers, risk assessors, loss adjustors and other insurance industry professionals. It keeps readers up to date with NIBA news, as well as industry and product developments.

All stories link directly to insuranceandrisk.com.au

More than 75% of readers say that Broker Buzz makes for essential reading and over 87% find the stories interesting and relevant.

The stats

30% open rate  
41% click through rate

1 Campaign Monitor, 30 November 2017
2 Campaign Monitor, June to November 2017
BROKER BUZZ
NIBA’s Weekly e-Newsletter

**e-Newsletter Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost per month (average x4)</th>
<th>Casual (one-off, subject to availability)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st MREC</td>
<td>$4,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>2nd MREC</td>
<td>$3,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>3rd MREC</td>
<td>$3,000</td>
<td>$850</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$2,000</td>
<td>$675</td>
</tr>
</tbody>
</table>

**Sponsored Post Rates**

- Sponsored post inside the e-newsletter leading to a sponsored landing page on the IRP website: $3,000
- Sponsored post inside the e-newsletter leading to external URL: $2,250

**e-Newsletter Deadlines**
Distributed every Wednesday, with material due on the Friday prior to distribution.

**e-Newsletter Cancellations**
Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date. Please speak to the advertising manager about options.

**Sponsored Content**
Sponsored content can be inserted in an e-newsletter, taking readers to a landing page of your choice. Advertorial/press release-style content can also appear in the trusted environment of the Insurance & Risk Professional website.

**Sponsored Post Deadlines**
Booking deadlines four weeks prior to the desired distribution date. Material and copy to be submitted 14 days prior to distribution date.
**EMAIL MARKETING**

**Electronic Direct Mail Campaigns**
An Electronic Direct Mail (EDM) is an email dedicated to your message, and yours alone. It is a great opportunity to promote a special offer, new product launch or event.

- EDMs will be emailed to our 10,500 subscribers. A recent campaign had an open rate of 26% and CTR of 13%.
- EDMs are clickable and drive user traffic through to your nominated URL link.
- EDMs are limited to one per month and cannot be sent on Wednesdays so as not to clash with our Broker Buzz e-Newsletter.

**Deadlines**
Material needs to be provided one week prior to the sending date.

**Cancellations**
Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date. Please speak to the advertising manager about options.

**EDM Rates**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One EDM</td>
<td>$4,000 each</td>
</tr>
<tr>
<td>Two EDM</td>
<td>$3,500 each</td>
</tr>
</tbody>
</table>

*Campaign Monitor, 24 October 2017*
**DIGITAL SPECIFICATIONS**

**Broker Buzz Specifications**

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>600w x 74h</td>
</tr>
<tr>
<td>MREC</td>
<td>300w x 250h</td>
</tr>
</tbody>
</table>

- Maximum file size 75kb
- 72 DPI and web safe colours
- The files can be animated GIFs
- They cannot be flash files as these are too large for an email newsletter
- Outlook 2007 and Outlook 2010 display the first frame of animated GIFs only. To avoid this being a problem, ensure your first frame works as a static image.

**EDM**

**Client to provide:**

- A completed HTML file
- Zipped images folder (containing all images used within the HTML file to correct size and 72dpi)
- EDM with a width of 650 pixels (it can be as long as needed)
- Any hyperlinks within the HTML file, properly linked and styled
- A subject line for the EDM
- An ‘unsubscribe’ function included in the bottom disclaimer of the email
- NIBA logo and ‘Sponsored Message’ line to be include as heading in template
- Files must be compatible to Campaign Monitor.

All ad executions are subject to approval and NIBA reserves the right to request changes to content and/or execution for brand equity/user experience reasons. If you are unsure about a concept that you are working on, please submit it to the advertising manager for feedback.
The Need a Broker service puts business owners and consumers in touch with brokers in their geographic area or those who specialise in their area of need.

Only NIBA member brokerages with at least one QPIB on staff are eligible to be registered on Need a Broker. When users search for ‘insurance broker’ on Google in Australia, Need a Broker is the number one organic result. That’s why its driving so many leads to our members.

For the first time, NIBA’s Need a Broker website is available to advertisers and will provide an outstanding opportunity to target business owners and consumer as they visit the site in growing numbers.

Check it out needabroker.com.au

Website Ads Rate

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Size</th>
<th>Cost per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carousel MREC</td>
<td>340w x 446h</td>
<td>$1,800</td>
</tr>
<tr>
<td>Take a Look Around MREC</td>
<td>213w x 220h</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

The numbers

7,000
Broker searches carried out monthly

25,000
Broker profile views monthly

3,200
Quantifiable leads passed on to NIBA members monthly

^ Stats from Need a Broker, 1 November 2016 - 31 October 2017
CONTACT DETAILS

Advertising Enquiries

Tony May
National Advertising Sales Manager
P 02 9459 4303
E tmay@niba.com.au

Editorial Enquiries
E editor@niba.com.au