

Claims

CANADA

Official Journal of the Canadian Independent Adjusters' Association
Journal Officiel de l'Association Canadienne des Experts Indépendants

Connecting Your Advertising Message With Professionals Throughout Canada's Claims Market



2017 MEDIA KIT

- Publishing Schedule
- Advertising Rates

Exclusive CIIA Member Media Kit & Rate Card

Canada's Only National Claims Magazine

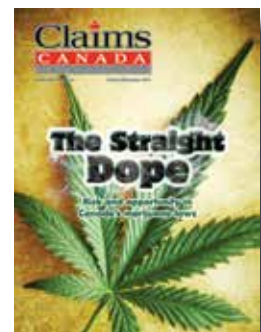
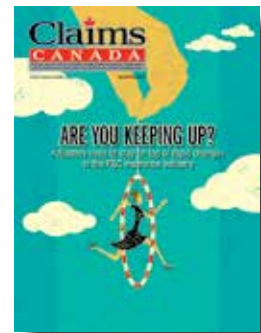
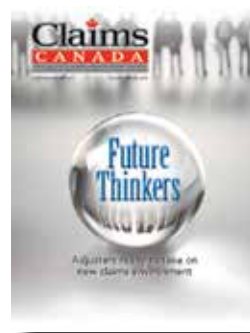


Targeted Claims Industry Marketing Communications

To **REACH** and **INFLUENCE** the claims industry, **PLAN NOW** and place your advertising investments in the one information source that more than **8,500** claims market professionals across Canada read and trust the most.

2017 ISSUE CALENDAR:

- FEB/MAR
- APRIL/MAY
- JUNE/JULY
- AUG/SEPT
- OCT/NOV
- DEC/JAN



DIGITAL EDITIONS: <http://bit.ly/claimscanada>

Advertise to an engaged national readership of:

- Independent Adjusters • Insurance Company Claims Managers & Adjusters
- Risk Managers • Brokers • Claims Market Providers

• Reaching Over **8,500** Insurance Claims

Connecting your brand with claims management and adjusting decision makers across Canada

CLAIMS CANADA magazine provides advertisers with exclusive access to Canada's Insurance Claims market.

Official publication of the Canadian Independent Adjusters' Association (CIAA), Claims Canada is a respected industry magazine, which — from cover-to-cover each issue — focuses on claims and loss adjusting topics, news and information that matters most to claims professionals.

PUT YOUR MESSAGE IN FRONT OF **8,500** FAITHFUL READERS EACH ISSUE

Every issue of Claims Canada magazine guarantees that your marketing message reaches with pinpoint accuracy **4,500+ Claims Managers/Adjusters** and an additional **4,000+ Insurance Industry Professionals who influence claims.**

Above and beyond our 8,500+ national circulation – Claims Canada magazine provides your advertising investments direct impact and exposure at the following key industry conferences and events (with bonus show distribution):

- RIMS Canada (Risk & Insurance Management Society)
- CIAA Annual Conference
- CIAA Educational Seminars
- CICMA/CIAA Annual Joint Conference
- OIAA Conference
- Annual Fraud Forum



visit www.claimscanada.ca



The official publication of the Canadian Independent Adjusters Association

Published By:

CANADIAN UNDERWRITER



Professionals from Coast-to-Coast! •

2017 Exclusive CIIA Member Discounted Advertising Rates

Claims Canada Magazine

ADVERTISING RATES (net)

COLOUR	1X	3X	7X
Full Page	\$2,730	\$2,590	\$2,450
1/2 Page Island	1,911	1,813	1,722
1/2 Page	1,715	1,631	1,547
1/3 Page	1,232	1,169	1,113
1/4 Page	952	903	854

PREFERRED POSITIONS:

(Minimum full-colour accepted for cover positions)

1st Cover: Not Sold

2nd & 3rd: 30% premium on space and colour

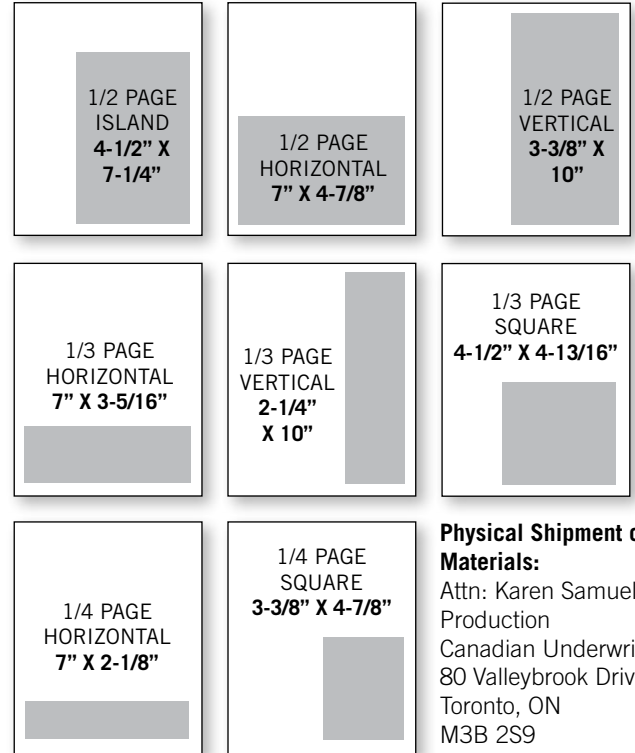
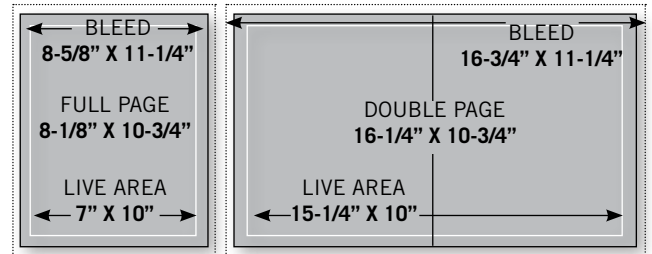
4th: 40% premium on space and colour

APPOINTMENT NOTICES

Advertisements in editorial style \$110 per column inch. Production included.

DISPLAY ADVERTISING MEASUREMENTS

	WIDE		DEEP
Full page trim size:	8 1/8"	x	10 3/4"
Full page type size:	7"	x	10"
Full bleed page:	8 5/8"	x	11 1/4"
Double page spread:	15 1/4"	x	10" (type size)
Double page spread:	16 3/4"	x	11 1/4" (bleed size)
1/2 page: (Island)	4 1/2"	x	7 1/4"
1/2 page: (Horiz.)	7"	x	4 7/8"
1/2 page: (Vert.)	3 3/8"	x	10"
1/3 page: (Sq.)	4 1/2"	x	4 13/16"
1/3 page: (Horiz.)	7"	x	3 5/16"
1/3 page: (Vert.)	2 1/4"	x	10"
1/4 page: (Sq.)	3 3/8"	x	4 7/8"



Physical Shipment of Materials:

Attn: Karen Samuels, Production Canadian Underwriter, 80 Valleybrook Drive, Toronto, ON M3B 2S9

**Space closes 10th of month prior
Ad materials 20th of month prior**

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