

market | people  
magazine



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magazine

Welcome to our exciting magazine produced exclusively for the London Insurance Market - the home of global insurance. Market People Magazine bring amazing content and cutting edge features directly to professionals working in the heart of London's historic financial district.

Our magazine embraces the whole community from industry professionals to the thousands of people who provide essential products and services, ranging from legal, IT and consultancy businesses to restaurants, food outlets and fitness centres. This publication brings the community together as one - it is truly a Market where the people are the most important asset, and Market People Magazine celebrates this.



This will be the second issue of the Market People Magazine. Our bi-annual publication will include numerous sections including people, technology, lifestyle, travel etc. Special features in this edition are:

- Brexit - The City of solid ground or adrift at sea?
- Merger & Acquisition Central - EC3 landscape is still changing
- Special Report: Training the talent of tomorrow
- Hitting the ski slopes - your guide to the best, near and far
- Driverless vehicles - the future has arrived?
- Charity Fashion Gala Highlights

Market People Magazine features cutting edge articles written by respected journalists as well as professionals from the insurance market.

The magazine is an extension of the fast growing and popular



A high proportion of our readers are ABC1 category, senior level executives and highly experienced qualified professionals, along with an expanding group of graduates.

In the older demographic (40+) there is a large proportion of white male individuals but the diversity of the target readership increases within the younger segment.

A reasonable percentage of professionals within the circulation reach of this magazine fall into the top 10% of UK earners.

The London Insurance Market generates 3% of the UK's GDP. Disposable income from this geographic segment is considerably above national average.

Our readership profile is approximately:

- Insurers 45%
- Brokers 25%
- Institutions (Lloyd's etc) 15%
- Service Providers 15%

The Market for this publication has approximately 48,000 individual employees within around 600 companies. Many of the world's leading insurers and brokers are headquartered in this geography.

# magazine | circulation

The magazine is complimentary to most readers but has a cover price of £3 and is available to purchase. The print circulation of the magazine is 5,000 which will be professionally distributed to offices, lobbies, restaurants and other public places in the Square Mile. This will be supported by an online version which will be distributed to all LMForums club members and thousands of other insurance professionals in the City of London.

We will also be supplying copies of our magazine to every attendee at every event that we host, ensuring continuous and ongoing readership. The magazine will initially be published twice a year, resulting in extended advertising coverage for contributors.



# the | details

- Files must be provided in flattened PDF/X-1a version 1.3.
- All fonts must be embedded.
- The file must be in CMYK. No RGB, LAB or embedded colour profiles (such as ICC profiles).
- PMS colours must be converted to CMYK.
- Maximum ink density: 300% total.
- Resolution: 300 dpi.
- High resolution colour accurate proof required with submission.

#### Double page spread

Bleed: 305 x 428mm  
Trim: 297 x 420mm  
Type: 271 x 395mm

#### Half page:

Horizontal: 131 x 180mm  
Quarter page:  
Horizontal: 65 x 180mm  
Vertical: 131 x 85mm

#### Full Page

Bleed: 303 x 216mm  
Trim: 297 x 210mm  
Type: 271 x 180mm

### Advertising Rates

Type of Advert	Price	Introductory Price	* Two edition Price
Back Cover	£3,000	£2,495	£4,495
Inside Cover Single	£2,500	£1,995	£3,495
Inside Cover Double	£4,500	£3,995	£7,495
Double Page Spread	£3,000	£2,495	£4,495
Full Page	£2,000	£1,695	£2,995
Half Page	£1,500	£1,245	£2,295
Quarter Page	£1,000	£795	£1,445

A discount of is available on all single edition prices to all Corporate Members of the London Market Forums.

\* For those committing to two editions

# about | us



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Contributor



## THE LONDON MARKET FORUMS

BRINGING INSURANCE PROFESSIONALS TOGETHER

Market People is the magazine of LMForums, a business club created with the intention of encouraging learning, professional development and networking in the highly successful London Insurance Market. The club holds events throughout the year for professionals from all contingents of the insurance market; all working in and around Lloyd's of London and the wider London Insurance Market.