

# market people

magazine

IN ASSOCIATION WITH



THE LONDON MARKET FORUMS  
BRINGING INSURANCE PROFESSIONALS TOGETHER



THE CITY OF LONDON'S EXCITING  
NEW QUALITY PUBLICATION

EXCLUSIVE FOR THE LLOYD'S & WIDER  
LONDON INSURANCE MARKET



REACH IN EXCESS OF  
**30,000**  
INSURANCE PROFESSIONALS

**25,000** DIGITAL  
**6,000** HARD COPIES

**84** CONTENT RICH PAGES

PREMIUM  
QUALITY

TWICE YEARLY  
PUBLICATION

PROFESSIONALLY DISTRIBUTED  
THROUGHOUT THE CITY





**THE LONDON MARKET FORUMS**  
BRINGING INSURANCE PROFESSIONALS TOGETHER

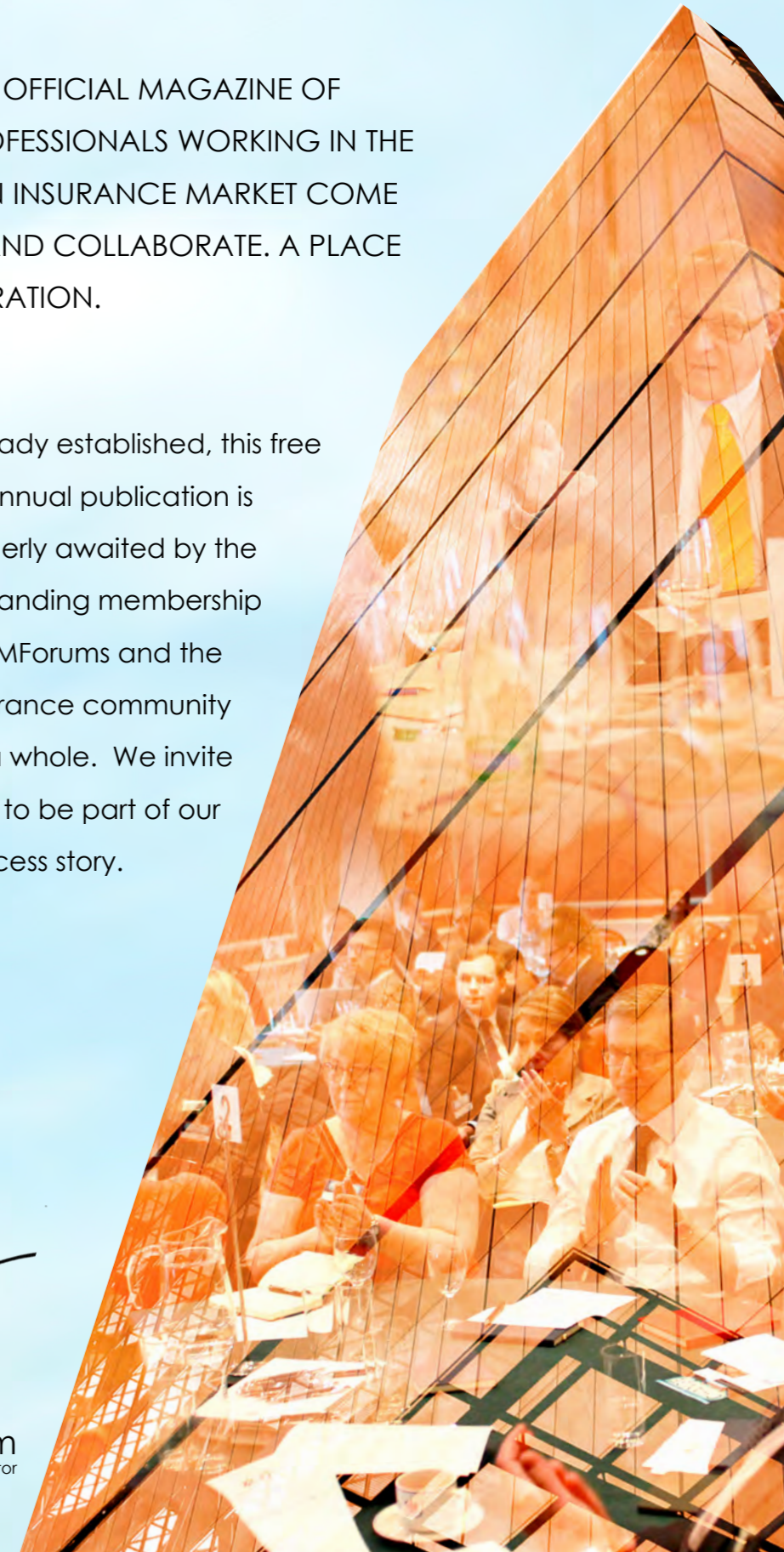
**MARKET PEOPLE MAGAZINE** IS THE OFFICIAL MAGAZINE OF LMFORUMS, THE CLUB WHERE PROFESSIONALS WORKING IN THE PROSPEROUS LLOYD'S & LONDON INSURANCE MARKET COME TOGETHER TO LEARN, NETWORK AND COLLABORATE. A PLACE FOR THOUGHT LEADERSHIP GENERATION.

**M**ARKET PEOPLE MAGAZINE is the only publication of its type dedicated to the successful Lloyd's and London Insurance Market. This exciting and hugely popular publication contains amazing features and editorial content, using expert writers from inside and outside of the insurance industry. With our readership and distribution

already established, this free bi-annual publication is eagerly awaited by the expanding membership of LMForums and the insurance community as a whole. We invite you to be part of our success story.



**Roger Oldham**  
Founder & Managing Director



# CONTENT

- TECHNOLOGY
- MARKET NEWS
- LIFESTYLE
- EVENTS
- PEOPLE
- PLACES



Market People Magazine features an amazing range of exciting features and editorials, produced by first class journalists and commentators from the world of insurance and business. Advertising space in a variety of formats is carefully located within each of our content rich sections. This publication represents an exceptional opportunity to reach your target audience over a six month period.

# MAGAZINE DISTRIBUTION

BEING THE OFFICIAL PUBLICATION OF LMFORUMS, THE MARKET'S FASTEST GROWING NETWORKING AND THOUGH LEADERSHIP GROUP, MARKET PEOPLE MAGAZINE IS DELIVERED TO OUR MEMBERS IN THE CITY OF LONDON, IN BOTH DIGITAL AND HARD COPY FORMATS.

Over 30,000 professionals will receive a copy of our 80 page luxury magazine over a six month period - with an A4 size advertisement costing around only 5p per reader, this is an exceptional channel to a high number of ABC1 readers. We use one of the UK's best distribution companies to deliver the printed version to high end offices such as Plantation Place and 55 Bishopsgate, as well as quality hotels such as Threadneedles

and The Grange. The publication will also be distributed at all of the social and educational events hosted by LMForums over the whole 6 months. Advertising in our exciting magazine presents an incredible opportunity for your brand amongst a business sector which makes a substantial contribution to the UK economy and amongst some the most highly paid professionals in Europe.



OVER 30,000 PROFESSIONALS



OVER 600 COMPANIES



ONE OF THE HIGHEST CONCENTRATIONS OF ABC1 READERS IN THE UK



LLOYD'S OF LONDON UNDERWRITERS BROKERS AGENTS

**1** The only magazine of its type dedicated to the people of the London Insurance Market

**2** Reaching out to thousands of high net worth business professionals in London's Square Mile

**3** Ready-made loyal readership through the established LMForums club membership

**4** Extensive physical and digital coverage of your brand for six whole months

**5** Cost effective Return on Advertising Spend considering reach, duration and print run

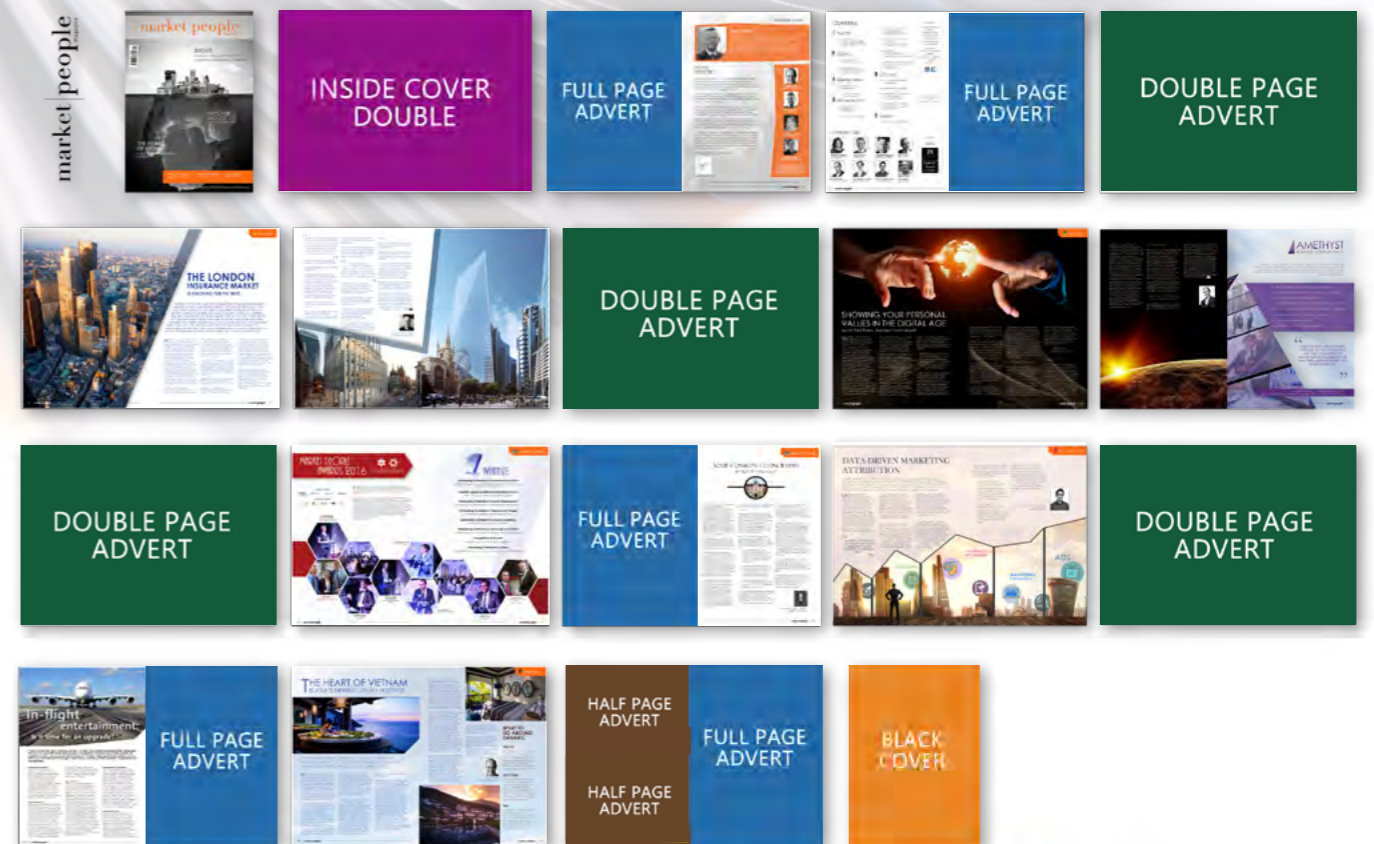
Advertising Rates	Price	Early Bird Price	* Two edition Price
Back Cover	£3,000	£2,495	£4,495
Inside Cover Single	£2,500	£1,995	£3,495
Inside Cover Double	£4,500	£3,995	£7,495
Double Page Spread	£3,000	£2,495	£4,495
Full Page	£2,000	£1,695	£2,995
Half Page	£1,500	£1,245	£2,295

All Rates exclude VAT  
Duration of advertisement - 6 months

The file must be PDF or JPG in CMYK in minimum 300dpi  
For size - see the brand book

\* For those committing to both editions

SAMPLE OF THE MAGAZINE



OUR LAST EDITION INCLUDED OVER 80 PAGES WITH ARTICLES COVERING:

- Brexit - The City on solid ground or adrift at sea?
- Merger & Aquisition Central - EC3 landscape is still evolving
- 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?





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