

# *Difference* the Demotech



**Serious About Solvency<sup>®</sup>**

**Article Submission Guidelines**

# Purpose Statement

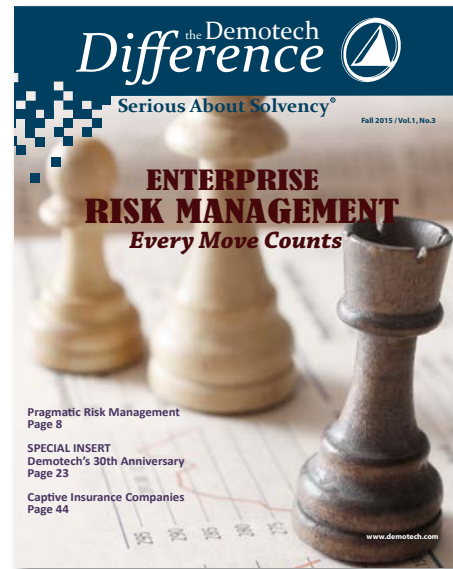
The insurance industry is constantly changing and evolving. *The Demotech Difference* exists to facilitate meaningful communication and discussion in the industry. Each issue contains the perspectives of subject matter experts on emerging concepts, tools, or techniques, making *The Demotech Difference* our voice and a vehicle for sharing those concepts and tools to spur learning and evolution of our industry.

We also focus every issue on insurers that have been in continuous operation for more than a century, understanding that the principles that have kept these insurers in business over

100 years are valuable principles that may benefit younger or emerging companies.

If reading this magazine helps you make more informed decisions, underwrite a particular application of new business, generate better research evaluating new product lines, or to create a new type of investment that enhances your legacy of longevity, then we've achieved our goal.

**Barb Albert**, Editor & Manager of Publications and Media  
Demotech, Inc. [BAAlbert@demotech.com](mailto:BAAlbert@demotech.com)



# Editorial Calendar

	Winter 2021	Spring 2021	Summer 2021	Fall 2021
Advertising Deadline	12/7/2020	3/8/2021	6/7/2021	9/6/2021
Article Deadline	12/7/2020	3/8/2021	6/7/2021	9/6/2021
Publication Date	2/1/2021	5/3/2021	8/2/2021	11/1/2021

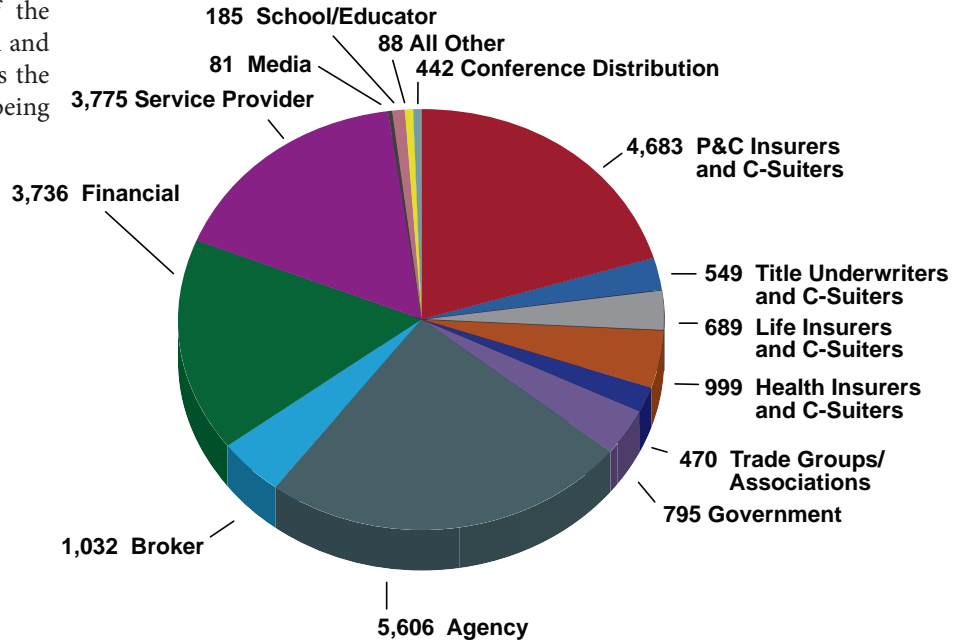
	Winter 2022	Spring 2022	Summer 2022	Fall 2022
Advertising Deadline	12/7/2022	3/7/2022	6/6/2022	9/6/2022
Article Deadline	12/7/2022	3/7/2022	6/6/2022	9/6/2022
Publication Date	2/1/2022	5/2/2022	8/1/2022	11/1/2022

# Demographics

Just who reads *The Demotech Difference*? Since its beginning in 2015, *The Demotech Difference* reader base has grown rapidly, including readers from every sector of the insurance industry and from the financial and legal industries. Magazines are sent across the U.S. and around the world. Thanks for being part of *The Demotech Difference*!

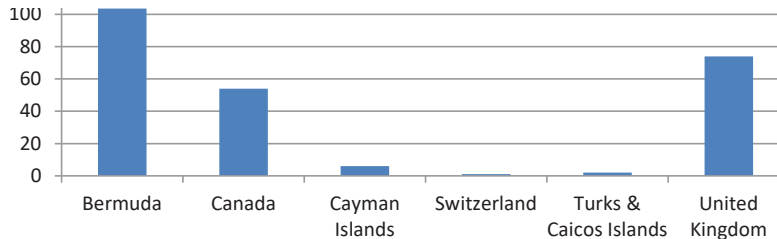
## Magazine Distribution by Industry Category

Distribution: 23,100 As of June, 2020



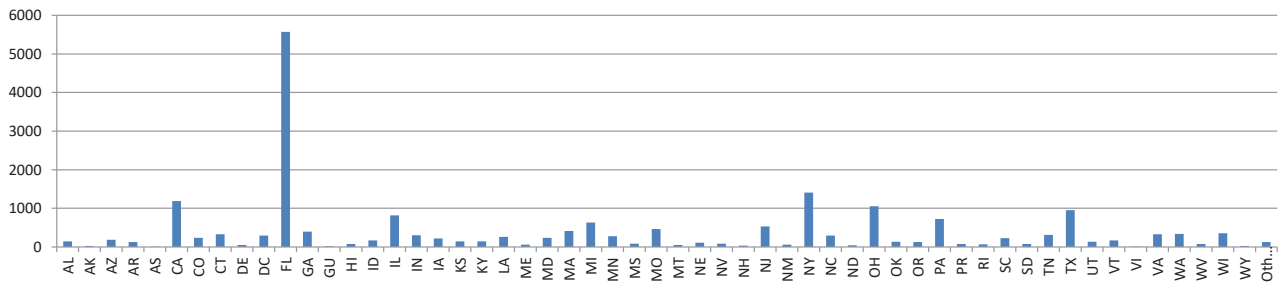
## Foreign Distribution

Total: 247



## Distribution by US State & Territory

Total: 20,836



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# Article Specifications

## Articles should:

- **Be original articles**, unless previously arranged with the editor.
- **Be between 1200 and 1800 words**, unless previously approved by the editor.
- Cite sources if necessary, but **avoid footnotes, endnotes and bibliographies**.
- Explain technical terms, and define any acronyms.
- Present information in a narrative style as much as possible.
- Be written in a style consistent with the Associated Press Stylebook.

Articles cannot promote the author's company, products or services. *The Demotech Difference* is a forum for subject matter experts. Paid advertising is available for promotion of businesses or services.

Author may submit an outline for consideration prior to writing the article, if he/she chooses. Email outlines as a Word document to [BAAlbert@demotech.com](mailto:BAAlbert@demotech.com).

## Steps for Submitting Articles:

1. Complete and sign the Contributor Agreement and return with article.
2. **Email article as a Microsoft Word attachment** to [BAAlbert@demotech.com](mailto:BAAlbert@demotech.com).
3. Include a short biography of the author, including name, title, and company — no more than 50 words.
4. Include a brief description of the company, if desired — no more than 50 words. Include an email contact for the author.
5. Submit a digital headshot of the author (**300 DPI and several inches in size**), **attached as a separate file**.
6. Photos or graphs may accompany the article, and should be sent in Excel or high-resolution PDF formats, in color. Any submission should be a 5 x 7 electronic image, 300 DPI, TIFF or high-quality JPEG format.

## Submission Deadline :

All items must be submitted two months before the scheduled publication date.

All articles are subject to review

- Articles are subject to review and approval, evaluated for news value, timeliness, credibility and readability. Every effort will be made to publish accepted articles, as space, timeliness of topic, or other concerns allow.
- Our staff edits all articles for clarity and length. We will contact the author with any questions about the article, or if significant edits or changes are required.

PDF files of published articles are available to authors upon request.

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Date: \_\_\_\_\_