

# *Difference* the Demotech



Serious About Solvency®



Media Kit



# Purpose Statement

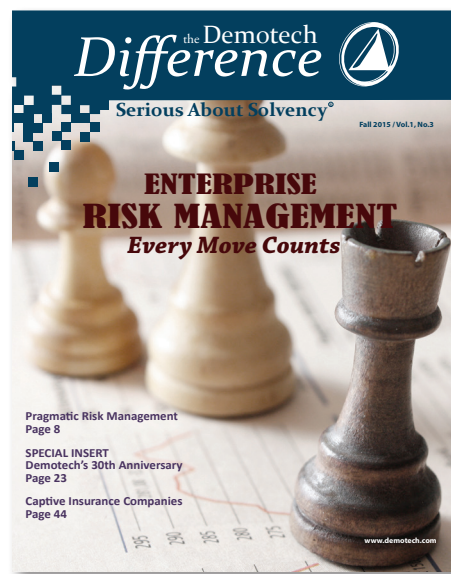
The insurance industry is constantly changing and evolving. *The Demotech Difference* exists to facilitate meaningful communication and discussion in the industry. Each issue contains the perspectives of subject matter experts on emerging concepts, tools, or techniques, making *The Demotech Difference* 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 2024	Spring 2024	Summer 2024	Fall 2024
Advertising Deadline	12/7/2024	3/4/2024	6/3/2024	9/3/2024
Article Deadline	12/7/2024	3/4/2024	6/3/2024	9/3/2024
Publication Date	2/1/2024	5/1/2024	8/1/2024	11/1/2024

	Winter 2025	Spring 2025	Summer 2025	Fall 2025
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# Ad Rates

	Your Ad in One Issue (cost per ad)	Your Ad in Two Issues (cost per ad)	Your Ad in Three Issues (cost per ad)	Your Ad in Four Issues (cost per ad)
Full Page	\$4,000	\$3,600	\$3,400	\$3,200
Half Page	\$2,700	\$2,400	\$2,300	\$2,200
Two Page Spread	\$8,000	\$7,200	\$6,800	\$6,400

You can choose to run a single ad or rotate a series of ads, to reach your intended audience.

Special Positions: Stated rate plus 15%. Contact Advertising Department for availability. Advertising space in each issue is limited.

If your target client or prospect is located in the home office of an insurance company, *The Demotech Difference* will be there, reaching over 21,000 insurance professionals and businesses in related industries.

Contact Barb Albert at [BALbert@demotech.com](mailto:BALbert@demotech.com) for more information.

# Demographics

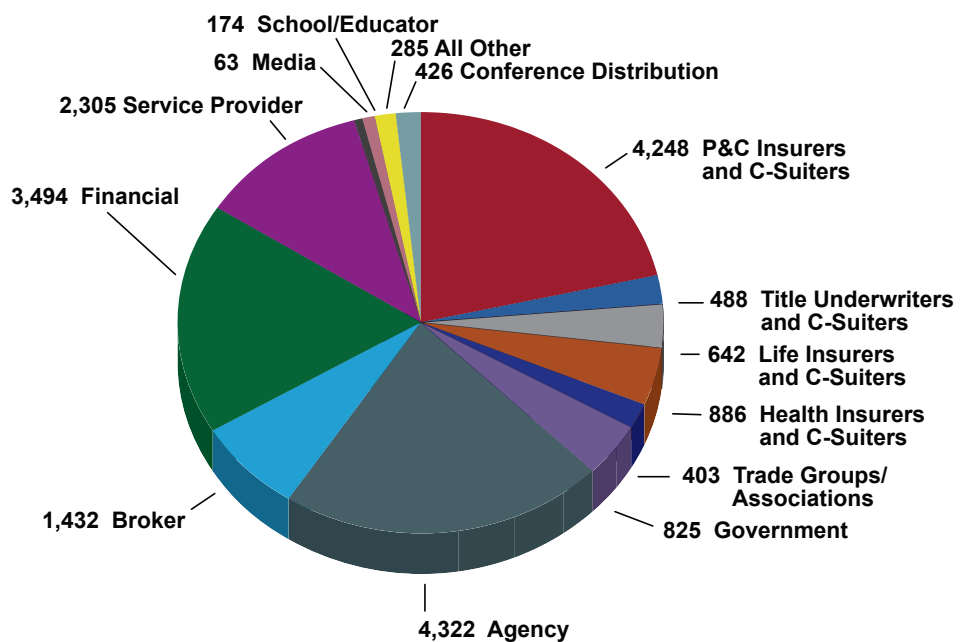
*"We began advertising our services in The Demotech Difference years ago, and we have been so pleased with the results of our ad campaign. The production quality of the magazine is top-notch and the content is meaningful and important. It reaches the insurance industry's thought leaders and executives, making it an excellent place to highlight your business. The Demotech Difference has been a major source of CaseGlide's visibility to the insurance industry. We highly recommend taking advantage of this unique advertising opportunity."*

Carly Cohen  
CaseGlide

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: 19,993 As of August, 2023



# Ad Specifications



## 2 Page Spread

**Final Image Size: 11.25" x 17.25"**

Bleed Zone: .125" beyond each edge  
Graphics must extend into the bleed zone and may be trimmed.

**Ad Size: 11" x 17"**

**Safe Zone: 10.5" x 16.5"**

All text must be within the safe zone.



## Half Page

**Final Image Size: 8.75" x 5.75"**

Bleed Zone: .125" beyond each edge  
Graphics must extend into the bleed zone and may be trimmed.

**Ad Size: 8.5" x 5.5"**

**Safe Zone: 8" x 5"**

All text must be within the safe zone.



## Full Page

**Final Image Size: 8.75" x 11.25"**

Bleed Zone: .125" beyond each edge  
Graphics must extend into the bleed zone and may be trimmed.

**Ad Size: 8.5" x 11"**

**Safe Zone: 8" x 10.5"**

All text must be within the safe zone.

*The Demotech Difference* is printed in full color on high quality, glossy stock.

**Crop Marks:** Do not include crop marks

**Color:** All colors must be **four color** (CMYK)

**Resolution:** All images must be a minimum of 300dpi

**File Formats:** Accepted formats are .pdf (preferred - include all fonts and subsets), .tif, .eps

**Submission:** Email ads to BAAlbert@demotech.com