

# Now You Can Drive Home Your Sales & Marketing Message to Canada's Insurance Claims Industry!

*Introducing...*

**Claims**  
**CANADA**  
Official Journal of the Canadian Independent Adjusters' Association

Canada's first and only national Insurance Claims & Loss magazine reaching and influencing all key stakeholders in the Insurance Claims management and adjustment process.



The official publication of the  
Canadian Independent Adjusters Association.



Produced by the publishers of  
Canadian Underwriter magazine.

**CANADIAN**  
**UNDERWRITER**  
Canada's Insurance and Risk Magazine



**Introducing** the only national magazine dedicated to the **Insurance Claims market!**

**Claims Canada is Canada's newest insurance industry magazine** and is the official journal of the *Canadian Independent Adjusters' Association (CIAA)*.  
[Claims Canada incorporates the magazine previously titled, 'The Canadian Independent Adjuster']



Produced by *Canadian Underwriter* magazine on behalf of the **CIAA**, **Claims Canada** is 'the Voice of Insurance Claims and Loss in Canada'.

A bi-monthly magazine (6x per year), **Claims Canada** provides the entire property & casualty insurance claims market with vital news, information and insight into the profession and business of insurance claims and loss adjusting. **ALL** key claims-process stakeholders within the industry and respective claims vendor communities are reached.

**Claims Canada is the ONLY national publication to exclusively focus-on and serve insurance claims professionals.**



**Claims Canada's Readership and Reach Puts Your Advertising Message Right-On-Target:**

Covering all segments of Canada's claims market, representing **over 5000+** Insurance Professionals on a national scale:

- Canadian Independent Adjusters' Association (CIAA) Members
- L'Association Canadienne Des Experts Independants (ACEI) Members
- Insurance Company Claims Personnel
- Corporate Risk Managers • Loss Control Professionals
- Insurance Law Firms
- Forensic Engineers & Accountants
- Restoration, Rehabilitation & Collision Repair Professionals

**Distribution Calendar 2007**

**FEB\***

**APR**

**JUN**

**AUG**

**OCT**

**DEC**

Space closes 5th of month prior • Ad materials 15th of month prior

\*Claims Canada premiere issue will be April 2007

**With Claims Canada, your advertising communication messages are specifically targeted and exposed to insurance claims professionals and decision-makers and are assured of achieving maximum market awareness and the most effective influence possible with your key audience.**

**NOV**

**SPECIAL 7th ISSUE:  
The Annual NATIONAL CLAIMS MANUAL  
(The Official CIAA Claims Manual)**

Published 1x per year, Claims Canada publishes the '**NATIONAL CLAIMS MANUAL**' – reaching the entire circulation of Claims Canada magazine.

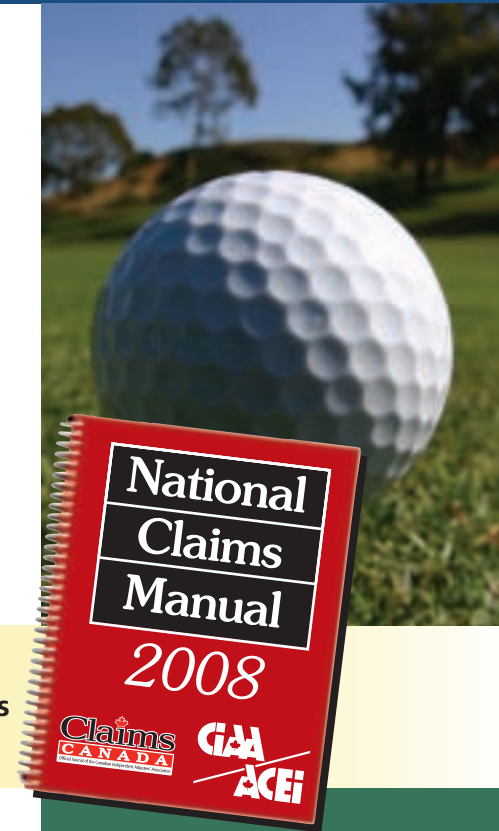
This comprehensive annual, coil-bound directory provides Canada's Insurance Claims market with a vital claims information resource that is referenced on an ongoing basis by the readership of Claims Canada.

Strategic information sections within the **NATIONAL CLAIMS MANUAL** provide advertisers with a choice of highly referenced advertising location options – ensuring exposure for your advertisement within an editorial/information environment that is specific to your area of business. Advertising within the **NATIONAL CLAIMS MANUAL** is at the same cost-efficient rate as Claims Canada magazine (see reverse panel).

**2008 National Claims Manual (Published November 2007)**

The 2008 National Claims Manual is a valuable resource publication for claims management professionals across the country. Sections will include:

- **Provincial Legal Limitation Periods**
- **Insurance Institutes, Councils and Superintendents**
- **Provincial Educational and Licensing Requirements**
- **ADR - Provincial Institutes, Practices and Requirements**
- **Provincial and Regional Calendar of Events**
- **Provincial and International Member Firms & Branches**
- **Forensic Engineering: Accident Reconstruction**
- **Arbitration and Mediation • Risk Management • PIPEDA**
- **Property Insurance • Auto Insurance • Bodily Injury**
- **Environmental Risk Management**
- **Environmental Loss Assessment**
- **Ergonomic Assessment • Accident Benefit Claims**
- **Equipment Replacement Losses**



**CLAIMS CANADA** provides Canada's Insurance Claims market with a powerful and respected magazine – covering all aspects of this vital and important professional market.

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Canadian Independent Adjusters Association.



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**CANADIAN  
UNDERWRITER**  
Canada's Insurance and Risk Magazine

# 2007 Advertising Rates\*

## Claims Canada Magazine and the National Claims Manual

| Black and White | 1x     | 3x     | 7x     |
|-----------------|--------|--------|--------|
| 1 PAGE          | \$2460 | \$2165 | \$1910 |
| 1/2 PAGE Island | \$2120 | \$1870 | \$1653 |
| 1/2 PAGE        | \$1833 | \$1620 | \$1435 |
| 1/3 PAGE        | \$1586 | \$1406 | \$1249 |
| 1/4 PAGE        | \$1376 | \$1223 | \$1090 |

\* Rates shown are net. Agencies must add 15%.

### COLOUR RATES

Four-Colour: ..... \$985  
 Standard:\*\* ..... \$325

\*\*Definition of Standard Colours: cyan, yellow, magenta.

### 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

### SUPPLIED INSERTS / POLYBAG OUTSERTS\*

#### Brochure & Flyer Inserts:

Your existing promotional material may be inserted and distributed within the pages of Claims Canada

#### Polybag Direct Marketing (Outserts):

Distribute your brochure or promotion piece with Claims Canada – visible in a clear sealed plastic bag

\* Contact publisher for details, specs.

### DISPLAY ADVERTISING MEASUREMENTS

|                      | WIDE    |   | DEEP                 |
|----------------------|---------|---|----------------------|
| Full page trim size: | 8 1/8"  | x | 10 7/8"              |
| Full page type size: | 7"      | x | 10"                  |
| Full bleed page:     | 8 3/8"  | x | 11 1/8"              |
| Double page spread:  | 15 1/4" | x | 10" (type size)      |
| Double page spread:  | 16 1/2" | x | 11 1/8" (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"               |

### APPOINTMENT NOTICES

Advertisements in editorial style \$185 per column inch. Production included.

### CLASSIFIED ADVERTISING

\$185 per column inch (1" x 2-1/8")

## FOR ADVERTISING SPACE RESERVATION OR FOR FURTHER INFORMATION, PLEASE CONTACT:

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