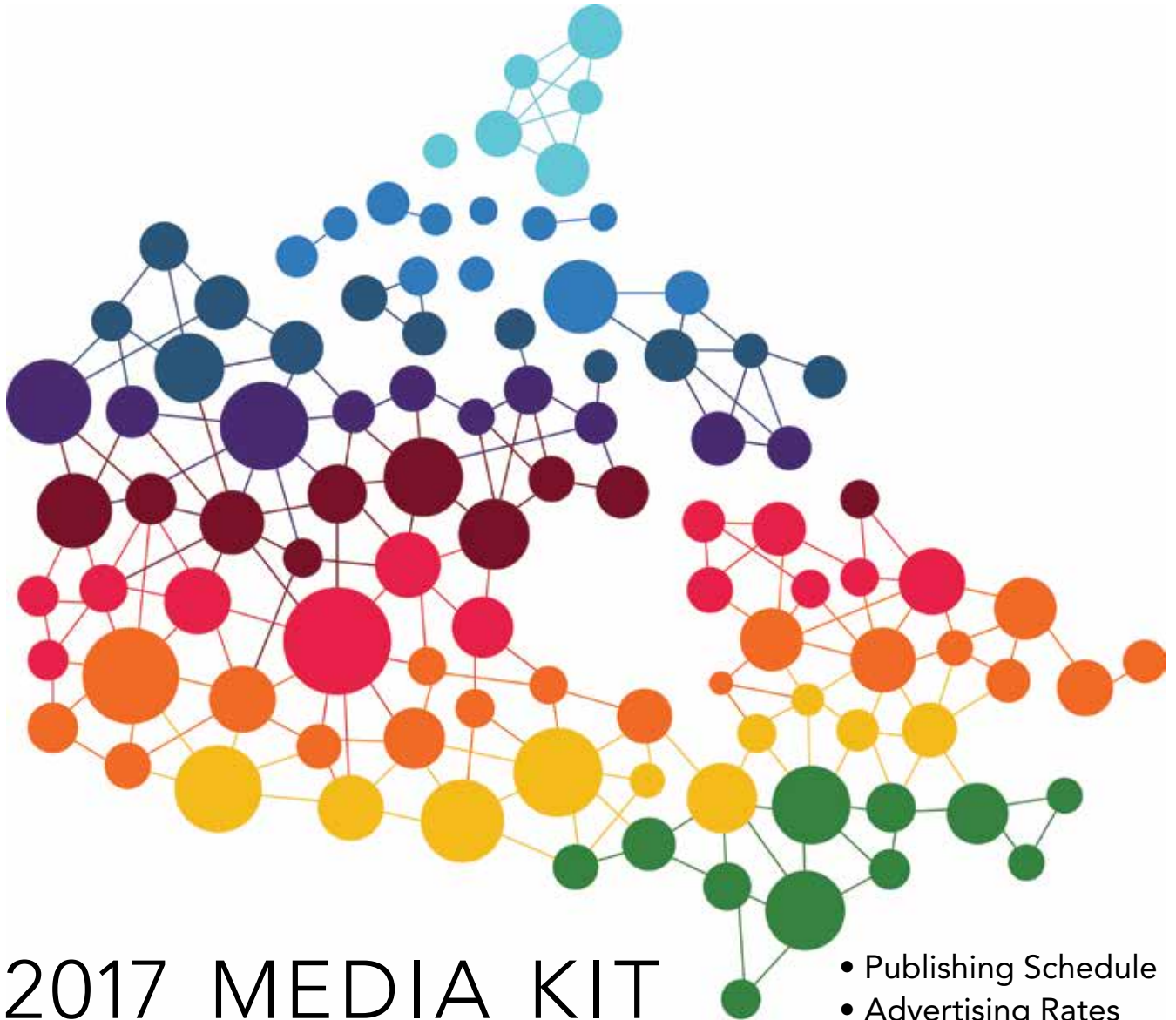


# Claims

CANADA

Official Journal of the Canadian Independent Adjusters' Association  
Journal Officiel de l'Association Canadienne des Experts Indépendants

Connecting Your Advertising Message With  
Professionals Throughout Canada's Claims Market



***Canada's Only National Claims Magazine***

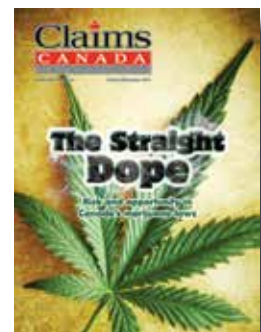
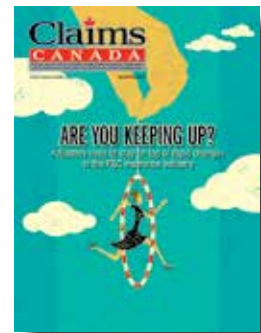
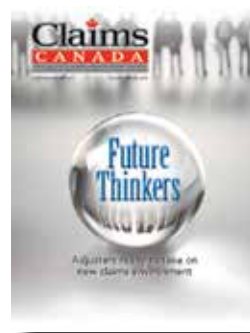


# Targeted Claims Industry Marketing Communications

To **REACH** and **INFLUENCE** the claims industry, **PLAN NOW** and place your advertising investments in the one information source that more than **8,500** claims market professionals across Canada read and trust the most.

## 2017 ISSUE CALENDAR:

- FEB/MAR
- APRIL/MAY
- JUNE/JULY
- AUG/SEPT
- OCT/NOV
- DEC/JAN



**DIGITAL EDITIONS:** <http://bit.ly/claimscanada>

## Advertise to an engaged national readership of:

- Independent Adjusters • Insurance Company Claims Managers & Adjusters
- Risk Managers • Brokers • Claims Market Providers

• Reaching Over **8,500** Insurance Claims

# Connecting your brand with claims management and adjusting decision makers across Canada

**CLAIMS CANADA** magazine provides advertisers with exclusive access to Canada's Insurance Claims market.

Official publication of the Canadian Independent Adjusters' Association (CIAA), Claims Canada is a respected industry magazine, which — from cover-to-cover each issue — focuses on claims and loss adjusting topics, news and information that matters most to claims professionals.

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PUT YOUR MESSAGE IN FRONT OF **8,500** FAITHFUL READERS EACH ISSUE

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Every issue of Claims Canada magazine guarantees that your marketing message reaches with pinpoint accuracy **4,500+ Claims Managers/Adjusters** and an additional **4,000+ Insurance Industry Professionals who influence claims.**

Above and beyond our 8,500+ national circulation – Claims Canada magazine provides your advertising investments direct impact and exposure at the following key industry conferences and events (with bonus show distribution):

- RIMS Canada (Risk & Insurance Management Society)
- CIAA Annual Conference
- CIAA Educational Seminars
- CICMA/CIAA Annual Joint Conference
- OIAA Conference
- Annual Fraud Forum



visit [www.claimscanada.ca](http://www.claimscanada.ca)



The official publication of the Canadian Independent Adjusters Association

Published By:

**CANADIAN UNDERWRITER**

**Claims**  
**CANADA**  
Official Journal of the Canadian Independent Adjusters' Association  
Journal Officiel de l'Association Canadienne des Experts Indépendants

Professionals from Coast-to-Coast! •

# 2017 Advertising Rates\* Claims Canada Magazine

## ADVERTISING RATES (net)

| COLOUR          | 1X      | 3X      | 7X      |
|-----------------|---------|---------|---------|
| Full Page       | \$3,900 | \$3,700 | \$3,500 |
| 1/2 Page Island | 2,730   | 2,590   | 2,460   |
| 1/2 Page        | 2,450   | 2,330   | 2,210   |
| 1/3 Page        | 1,760   | 1,670   | 1,590   |
| 1/4 Page        | 1,360   | 1,290   | 1,220   |

## PREFERRED POSITIONS:

(Minimum full-colour accepted for cover positions)

**1st Cover: Not Sold**

**2nd & 3rd: 30% premium on space and colour**

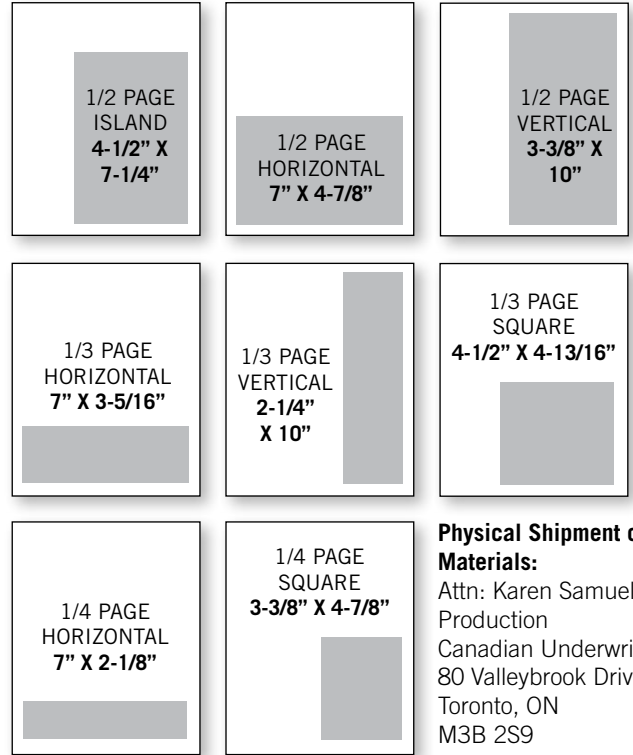
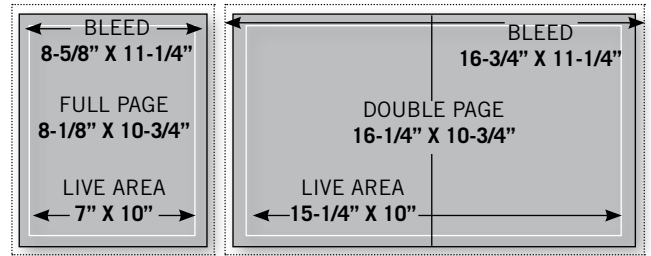
**4th: 40% premium on space and colour**

## APPOINTMENT NOTICES

Advertisements in editorial style \$110 per column inch. Production included.

## DISPLAY ADVERTISING MEASUREMENTS

|                      | WIDE      | DEEP                 |
|----------------------|-----------|----------------------|
| Full page trim size: | 8 1/8" x  | 10 3/4"              |
| Full page type size: | 7" x      | 10"                  |
| Full bleed page:     | 8 5/8" x  | 11 1/4"              |
| Double page spread:  | 15 1/4" x | 10" (type size)      |
| Double page spread:  | 16 3/4" x | 11 1/4" (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"               |



**Physical Shipment of Materials:**  
 Attn: Karen Samuels,  
 Production  
 Canadian Underwriter,  
 80 Valleybrook Drive,  
 Toronto, ON  
 M3B 2S9

**Space closes 10th of month prior  
 Ad materials 20th of month prior**

## FOR ADVERTISING SPACE INFORMATION PLEASE CONTACT:

**Christine Hirst**  
 Account Manager  
 (416) 510-5114  
 christine@newcom.ca

**Mike Wells**  
 Account Manager  
 (416) 510-5122  
 michael@newcom.ca

**Karen Samuels**  
 Production  
 (416) 510-5190  
 karens@newcom.ca

**Ian Portsmouth**  
 Managing Director  
 (416) 510-6800  
 ian@newcom.ca

**Emily Atkins**  
 Editor  
 (416) 510-5130  
 emily@claimscanada.ca

TOLL-FREE: Canada: 1-800-268-7742 • U.S.A: 1-800-387-0273 • FAX: 416-510-5140  
 Mailing Address; Claims Canada Magazine,  
 80 Valleybrook Drive, Toronto, Ontario, Canada, M3B 2S9

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