

2018 Digital
Media Kit

Annuity Outlook

Annuity Outlook Magazine Has Gone Digital

The need for the industry to be educated on the state of the annuity market place is of greater importance than ever before. The easiest and most efficient way to get information in front of the industry is digitally. This is why in we are going digital. After analyzing the 2017 statistics, the magazine website and email components delivered 10x the branding, traffic and lead generation than the print magazine. It is in the best interest of our advertisers to eliminate the print magazine and enhance our digital reach. The new digital campaign is more robust and is going to maximize our clients' investment and deliver more value at a more affordable rate. In addition, we will also be creating an opt-in text message subscription list. This delivers our clients the newest and most effective way to get their message in front of our subscribers. Text messages have a 99% open rate and receive an average of 25% click through rate.

Our Audience

Annuity Outlook audience are annuity and life insurance licensed. The largest portions of their business breaks down in the following ranking:

1. Annuities
2. Life Insurance
3. Hybrid/Combo Products
4. Securities/Variable products
5. Medicare supplements
6. LTC/DI and other health products

Percentage of our audience that also holds a securities license = 62%

Our Audience (*continued*)

Our Agents & Advisors are planning on spending the following number of years working in the insurance industry:

- 15 years or more = 34%
- 10 - 14 years = 34%
- 5 - 9 years = 23%
- 4 years or less = 9%

Average income of our Agents & Advisors:

- \$100,000 - \$250,000 = 53%
- \$50,000 - \$100,000 = 24%
- \$250,000 - \$500,000 = 13%
- Under \$50,000 = 5%
- Over \$500,000 = 5%

Our Audience *(continued)*

Gender of our Agents & Advisors:

- Male = 88%
- Female = 12%

Sales growth in their client base is coming from:

- Age group 55 - 64 = 53%
- Age group 65 and above = 31%
- Age group 45 - 64 = 10%
- Age group 44 and under = 6%

Our Agents & Advisors discuss the following topics most with their clients:

- Retirement Income = 34%
- Protecting against outliving assets = 30%
- Insuring to protect against risk = 29%
- Wealth Transfer = 5%
- Other = 2%

Editorial Focus

Annuity Outlook is designed to provide critical information and tools to insurance agents, financial advisors, insurance marketing organizations, carrier staff and really anyone involved in the insurance industry. While our primary concerns involve the annuity marketplace, the content will also provide information concerning other insurance products and business-building strategies. The editorial content will be specific to what is happening in the industry as it happens. The content will provide information on the following:

- Product information
- Business-building strategies
- Breaking news
- Market trends
- Industry best practices
- Industry statistics and updates

Top Banner specs:
1040 x 100

Website Banners

Right Side Banner specs:
300 x 250

www.annuityoutlookmagazine.com

The screenshot displays the website's layout. At the top, a dark navigation bar contains links for Home, About Annuity Outlook, and Advertising Opportunities, along with a search icon. Below this is the main header with the 'Annuity Outlook' logo and 'Annuity Outlook Magazine' text, and social media icons for Twitter, Facebook, and LinkedIn. A blue bar below the header contains links for 'Order Press Release' and 'Order Reprints'. The main content area features a large black banner for 'INSURANCE WEB X Exclusive Web Classes' with a 'CLICK HERE' button. Below this is a large article image showing a man and a woman on a staircase, with the text 'ANNUITY OUTLOOK MAGAZINE', 'DEC 2017/JAN 2018', and '3 Steps to Be a Champion'. To the right of the main content are two vertical banners. The top one is for Pacific Life, titled 'UNDERLYING Strength' and 'Tell a Stronger Story', with the text 'PACIFIC LIFE' and 'Sell Fixed Annuities Direct >'. The bottom one is for Allpro Direct Marketing, featuring a hand holding a sign that says 'WANTED: MORE LEADS!' and the text 'GET MORE LEADS!', 'MORE EFFICIENT • MORE AFFORDABLE', and 'MORE PRACTICABLE • MORE BAL'. Two red arrows originate from the bottom of the main article image: one points up to the 'INSURANCE WEB X' banner, and the other points right to the Pacific Life banner.

Email Blast Sample

specs: 600 x Unlimited



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SAT-1540

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Single Sponsored Alert Blast

specs: 570 x 100

Annuity Outlook

ANNUITY OUTLOOK ALERT



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3 Steps to Be a Champion

In my 33-year career as a Professional Sport Psychologist, teaching Olympic gold medal winners, world champions and professional athletes how to develop and maintain the "mindset of a champion," I discovered 3 critical steps that lead to consistent winning.

[READ MORE »](#)

DOL Update Blast



The DOL Fiduciary Rule is Here NOW WHAT?

We can all go on and on about how the Fiduciary Rule is NOT in the best interest of our clients. How the little guy, who never had to pay a fee to advisors before, will now likely be doing exactly that – IF they can even find one.

I know many others are frustrated that this rule is here. Hopefully it will be significantly modified over the next few months. But, what is an advisor to do during this time?

[READ MORE »](#)



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specs: 200 x 167

2018 10 Month Digital Campaign

- 2 Month Top Website Banner
- 8 Month Right Side Website Banner
- 10 email blasts sent to 45,000+ annuity producers (One per month)
- 10 Alert email blasts sent to 45,000 producers (One per month)
- 10 DOL Update email blasts sent to 45,000 Producers (One per month)
- 3 Text Message blasts sent to 2,500 Producers (One per quarter)
- Full campaign report details

Monthly Rate: \$2,475