

Top Choice to Reach Over +110,000 California Insurance Brokers

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS



JUNE 2024 METRICS:

Digital Media includes:

Website, e-Newsletter, e-Calendar, e-Magazine, and Hot Product email blast campaigns



CALIFORNIA BROKER WEBSITE

Average Monthly Visitors: 12,000
Number of Pages Viewed: 1,763,308
Number of Hits: 3,368,600



WEEKLY e-NEWSLETTER

Cost per Click Average: \$5 or less
Emails Sent: 1,002,833
Deliverable Rate: 99.9%

**AFFORDABLE
BEST ROI**



DIGITAL e-MAGAZINE

Year to date online Impressions: 23,911
98.5% Delivery Rate
25%-40% Open Rate: } **Cost Per Click \$2**

THE CALIFORNIA BROKER MEDIA MARKETING ADVANTAGE

- **Longevity:** Established in 1981
- **Reach:** 110,000 California Life and Health brokers
- **Brand Recognition:** 80% of brokers recognize the California Broker Brand established 1981

California Broker Media monthly magazine reaching over 110,000 readers
Insurance Insider e-Newsletter weekly sent to more than 110,000 brokers
California Broker Exceeds the Competition reaching all California brokers

MORE INFORMATION OR TO REQUEST THE MEDIA PLACEMENT AGREEMENT

Contact: Phil Calhoun 714-664-0311 publisher@calbrokermag.com

Price options in the Package below are based on a **6-12 month commitment.**

STARTER

Our Basic Starter Package includes both Digital and Print coverage

You will provide your articles/advertorials to be placed in all of our media on the following schedule:

- The e-Newsletter **(2)** times per **6** months
- Hot Product email blast **once** per **6** months
- **(2)** articles placed in to magazine every 6 months in California Broker magazine
- Half-page Ads placed in **2** magazine issues every **6** months.

Value\$ **\$1,000/month**

STARTER PLUS PACKAGE

Our Starter Plus Package includes twice the exposure as the Basic Starter Package

You will provide your articles/advertorials to be placed in all of our media on the following schedule:

- The e-Newsletter **(4)** times per **6** months
- Hot Product email **(2)** times per **6** months
- **(4)** articles placed in to magazine every 6 months in California Broker magazine
- Half-page Ads placed in **4** magazine issues every **6** months.

Value\$ **\$2,000/month**

GOLD

Our Gold Package is our greatest coverage in the packages

You will provide your articles/advertorials to be placed in all of our media on the following schedule:

- The e-Newsletter **monthly** for **6** months
- Hot Product emails **(4)** times per **6** months
- **(4)** articles placed in to magazine every 6 months in California Broker magazine
- Half-page Ads placed in **(6)** monthly magazine issues for a **6** month campaign or an annual campaign

Value\$ **\$3,000/month**

SPONSORED

Sponsor Package includes the following:

You will provide your articles/advertorials to be placed in all of our media on the following schedule:

- The e-Newsletter **monthly** for **6** months
- Hot Product emails **(4)** times per **6** months
- Monthly articles in California Broker magazine
- Full-page Ads placed in **(6)** monthly magazine issues

Value\$ **\$4,000/month ANNUAL Commitment**

Any of the packages encourages you to provide editorial content, news, and event details to enhance your brand awareness.

Digital Media includes: e-Magazine, e-Newsletter, Website, and Hot Product email blast campaigns.

Call to Action on Your Offer: Your response (Clicks) are heavily based on what you offer readers.

ALL Campaigns include an e-Directory Basic Listing(s) and a Half-page Ad, Plus eCalendar event listings

Monthly digital media click reports will be sent to you

MORE INFORMATION OR TO REQUEST THE MEDIA PLACEMENT AGREEMENT

Contact: Phil Calhoun

714-664-0311

publisher@calbrokermag.com