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



JUNE 2024 METRICS:

Digital Media includes:

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



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%**



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

Media Package Price Options



6-12 month commitment.

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.

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 PACKAGE 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.

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

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

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

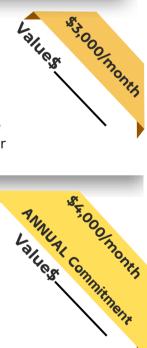
Monthly digital media click reports will be sent to you

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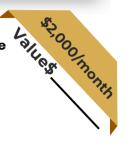
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Values,



2024-2025







STARTER

STARTER

PLUS

SPONSORED