

Top Choice to Reach Over +250,000 California Insurance Brokers

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS



JUNE 2024 METRICS:

Digital Media includes:

Website, eNewsletter, eMagazine, eCalendar and Hot Product email blast campaigns



CALIFORNIA BROKER WEBSITE

Average Monthly Visitors: 12,000



WEEKLY eNEWSLETTER

Average Cost Per Click \$2-5

Emails Sent: 1,002,833

Deliverable Rate: 98.5%

✓ AFFORDABLE
✓ BEST ROI



DIGITAL eMAGAZINE

98.5% Delivery Rate } Average Cost Per Click \$2-5
25%-40% Open Rate }

THE CALIFORNIA BROKER MEDIA MARKETING ADVANTAGE

- **Longevity:** Established in 1981
- **Reach:** 250,000 California Life and Health brokers
- **Brand Recognition:** 80% of brokers recognize the California Broker Brand established 1981

California Broker Media monthly eMagazine reaching over 250,000 readers

Insurance Insider eNewsletter weekly sent to more than 250,000 brokers

California Broker Exceeds the Competition- Your content reaches all California brokers

MORE INFORMATION OR TO REQUEST THE MEDIA PLACEMENT AGREEMENT

Contact: Phil Calhoun

714-664-0311

publisher@calbrokermag.com