



N A I L B A



**NETWORK**

**MEDIA**


FOR THE INDEPENDENT INSURANCE MARKET

belong. connect. grow.

2020 **MEDIA** KIT



## BEING **INDEPENDENT** DOESN'T MEAN STANDING ALONE



Belong. Connect.  
And, Grow your  
business through  
integrated digital,  
print and event  
marketing from  
NAILBA.

**WITH OVER HALF** of the policies sold by the independent producers each year, placement decision for over \$20 billion in annualized premiums is in the hands of independent brokers and their agents. Though these key decision makers are independent, they stand together as NAILBA members and producers, looking to the association for essential resources, educational information and advocacy.


### **INCREASING OPPORTUNITY**

With business challenges continually changing, and industry information outlets dwindling, NAILBA continues to increase member resources and ways for the independent producers to connect with the products and services they need to succeed. In 2020, look to NAILBA for a network of media offerings for the independent market – the ID Network. From live and on-demand events to digital and print platforms to social engagement and email programs, NAILBA's ID Network offers integrated media solutions for direct engagement and networking opportunities with over 210,000 of the industry's most influential decision-makers.

### **BELONG. CONNECT. GROW.**

NAILBA's array of educational and informational offerings are designed to support the independent professionals while providing uncluttered venues for marketing and brand messaging.

## **STRENGTH IN NUMBERS**



**300** BROKERAGE GENERAL AGENCIES (BGAs)

**160** MEMBER AGENCIES ARE REPRESENTED IN ALL 50 STATES

**300,000+** INDEPENDENT PRODUCERS

## REACHING THE **LARGEST** INDEPENDENT COMMUNITY

**AS THE ONLY ASSOCIATION** focused on independent brokerage distribution, NAILBA is the largest community of independent insurance and financial services professionals. Its membership base is comprised of the decision-makers for products being offered in the marketplace including life, health, annuity, final expense, LTC, and other supplemental policies. Through more than 300-member BGAs, NAILBA represents 300,000+ active agents and producers across the insurance and financial service industry.

### SALES STRENGTH OF **MEMBERS**

<b>99%</b>	OF NAILBA MEMBERS SELL UNIVERSAL LIFE
<b>99%</b>	TERM/WHOLE LIFE
<b>93%</b>	TRADITIONAL FIXED ANNUITY
<b>92%</b>	LONG TERM CARE INSURANCE
<b>88%</b>	SINGLE PREMIUM IMMEDIATE ANNUITY
<b>84%</b>	INDEXED UNIVERSAL LIFE
<b>79%</b>	DISABILITY INSURANCE
<b>76%</b>	INDEXED ANNUITY
<b>55%</b>	FINAL EXPENSE
<b>44%</b>	CRITICAL ILLNESS/MEDICARE SUPPLEMENTAL

### **TITLES OF NAILBA MEMBERS:**

Agency Principal	CPA	Managing Broker
Broker	Director of Brokerage	President
Case Manager	Director of Marketing	Producer
Chairman of Board	Director of Recruitment	Senior Vice President
Chief Financial Officer	Field Agent	Underwriter
Chief Marketing Officer	Financial Advisor	Vice President
Chief Technical Officer	Managing Agent	



## ONE **MEDIA NETWORK** FOR ALL MARKETING NEEDS

**TO FULFILL** the needs of the independent insurance market, NAILBA has expanded its digital, print and event platforms, as well as extended the reach of marketing resources and information to non-NAILBA members. This new network of services is the ID Media Network, consisting of a stable of media platforms, events and content offerings –

**PERSPECTIVES MAGAZINE** – quarterly publication

**ID TRENDS** – special bi-annual magazine

**THE INDEPENDENT** – digital newsletter

**NAILBA NOW** – digital newsletter exclusive for NAILBA members

**NAILBA.ORG** – association website

**BROKERAGE IN MOTION** – podcasts

**ID VIDEO CHANNEL** – video interviews

**WEBINAR SERIES** – industry webinars

**NAILBA 39** – 2020 annual meeting

The ID Media Network provides an opportunity to partner with NAILBA to support and engage with over 210,000 independent life/health and financial services executives and producers. Let us customize a marketing campaign for maximum engagement through NAILBA's multimedia platforms.

PUBLICATION DISTRIBUTION OF **210,000**

**DOESN'T EVEN BEGIN TO COUNT THE PASS-ALONG EXPOSURE!**

## PERSPECTIVES MAGAZINE



### POPULARITY SPEAKS FOR ITSELF IN EVERY ISSUE:

**26,000+** DIGITAL DOWNLOADS

**13** PAGES VIEWED PER VISITOR

**8+** MINUTES AVERAGE TIME SPENT PER PAGE

**207,000** DIGITALLY DELIVERED/ 28,500+ OPENS

**1,450+** MAILED COPIES TO BGA PRINCIPLES

**WITH THE REDUCTION** of publications supporting the life/health insurance and financial services business, Perspectives continues to be a leader in providing tips, tools, and best practices for the market. In 2019, the magazine experienced a redesign and the addition of writing from well-respected industry journalists, propelling the quarterly into industry-wide popularity and a cost-effective advertising option.

Read in both print and digital formats, the magazine goes beyond the traditional media outlets, reaching top industry brokerage agencies and their principals along with independent producers for a total readership of over 210,000...doesn't even begin to count pass-alongs!



# PERSPECTIVES MAGAZINE EDITORIAL CALENDAR

ISSUE	THEME	SPACE RESERVATION	ARTWORK DUE
Q1	How to Target Prospect: Hunting in Mid-Market, Millennial, Women and High Net Worth markets	12/16/2019	12/23/2019
Q2	Annual Mid-Year Review of business lines – Life, Health, LTC, DI, Med Supp, and Annuities	3/5/2020	3/16/2020
Q3	Supporting Growth through Technology and Digital Marketing, plus Life Insurance Awareness Month	6/30/2020	7/17/2020
Q4	Gearing up: Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med Supp and Annuity Sales Success (Bonus distribution at NAILBA 39)	9/23/2020	10/6/2020

## ISSUES INCLUDE –

- Columns from well-known industry experts including Kim Magdalein, Sheryl Moore, Charles K. Hirsch, and NAIFA
- Sales strategies, marketing ideas, best practices, and market-specific features written by industry subject matter experts and industry professionals
- Bonus distribution at NAILBA's annual meeting, NAILBA 39

COVER STORY

## Branding AND marketing:

### What they mean to your business

Too often today, marketers throw around the words "branding" and "marketing" as if they're interchangeable. They're not.

That widespread confused thinking is bad enough, but to make matters worse, too often branding in our business is ignored completely or else just kind of taken for granted. When that happens, the business suffers.

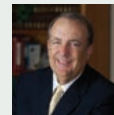
To help clarify what branding is all about and to help better integrate marketing strategies into your business, I sought out the insight of three very different kinds of marketing experts, inviting the following top-notch insurance marketers to weigh in.



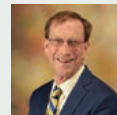
8 Perspectives Q4 2019

### Expert opinions

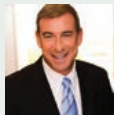
First, to get a top-producing advisor's perspective, I invited former Million Dollar Round Table president and this year's John Newton Russell Memorial Award winner, **Guy Baker, Ph.D., CLU**, to share his thoughts. Second, I asked veteran home office marketing officer and current sales trainer, coach, and consultant **Ken Smith, CLU**, of Ken Smith Sales Training and Consulting to comment. And third, NAILBA's own **Michael Tesler, CLU**, former NAILBA chairman, president of BUI, and winner of the 2018 Douglas Moores Award for Excellence, was kind enough to share with me his thoughts from the brokerage general agency's perspective.



Guy Baker, Ph.D., CLU, ChFC, CFP® RHU, AEP and a Registered Investment Advisor, Managing Director, Wealth Teams Alliance, LLC and BTA Advisory Group



Ken Smith, FIC, CLU President, Ken Smith Sales Training & Consulting



Michael Tesler President, BUI

### Branding within marketing

I started the discussion by asking Mr. Baker how he understood branding within the context of marketing. In other words, what is the relationship between building a brand and marketing to potential clients? Mr. Baker said, "Branding is when you can fit in the mind of your constituency what you do and why you do it. You have a brand when people think of you in context with a service or product."

Mr. Baker continued, "The name of the marketing game is referrals. There is a difference between building a brand in the insurance field versus the investment arena. Insurance is problem driven. Find the need, provide the solution. A brand is being known for the problems you solve, not the solutions you sell. "With investments, your brand is based on service and education. Returns are always retrospective, so if you build your brand on performance, you are likely to lose reputation in down markets. If you build your brand on service and education, you will become known for providing stability and consistency in a field that lacks both. Clients want to know you know what you are doing. But more importantly, they want access to their money. If you cannot provide good service, you will lose clients."

For Mr. Smith, the relationship is simple and direct. "Branding," Mr. Smith said, "is part of marketing. Branding is what sets you apart. Branding is what people think when they hear your name."

### Building a brand through reputation

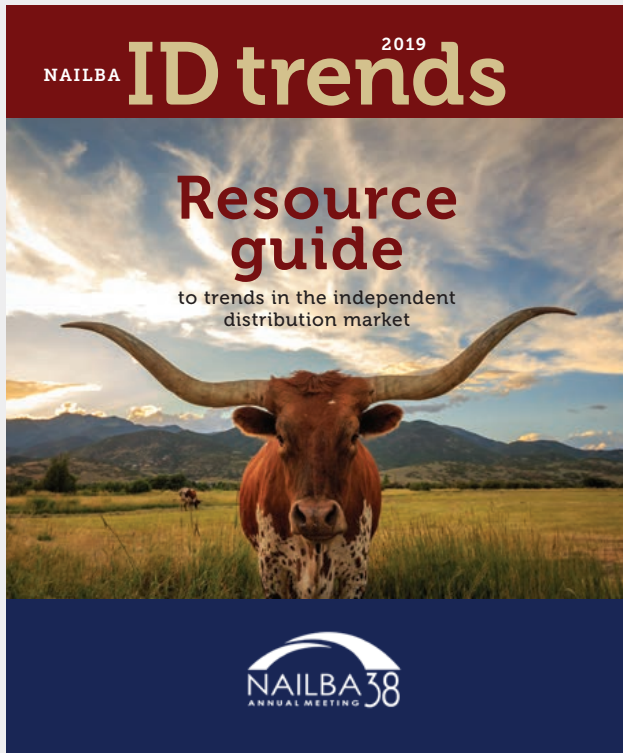
Mr. Tesler answered the question in terms of his own firm's strategy. "When considering our brand," Mr. Tesler said, "we tend to focus on what comes to the advisor's mind when he or she thinks about BUI, whether he or she thinks of BUI in the place indicates whether our marketing is working. Each member of the BUI team has our core values on a mouse pad at his or her desk. Our number one core value is to make recommendations based on what we believe is in the consumer's best interest. It is our sincere hope that our brand screams consumer value responsiveness, and professionalism. It is incumbent upon every member of the team to personally think the things that etch our brand in the minds of the advisors who work with BUI."

Mr. Tesler concluded by saying, "Our marketing efforts are those things that help the advisor remember what we do and when to use us. Our brand makes them want to use us." After establishing what a brand's all about, I asked about some of the practicalities of building one. Specifically, I asked how a young advisor or a relatively new wholesaler would go about the business of building a brand. And further, for their personal operations, was this a strategic process or was it more just their businesses evolved?

Branding continued on page 9  
www.nailba.com

PERSPECTIVES MAGAZINE IS HOSTED AND ARCHIVED ON NAILBA WEBSITE: **PERSPECTIVES**

## TRENDSETTING AS A NEW ADVERTISING VENUE



### ID TRENDS

**DEBUTING AT NAILBA 38**, ID Trends had 34,000 downloads within the first week, offering sales trends and sponsored content to further thought leadership and educate readers on marketing trends in specific business categories.

Given the popularity of the publication, NAILBA is adding a second ID Trends in 2020. As a Best Practice Guide under the ID Trends' name in the summer of 2020, the special report will include results from a market survey, as well as supporting articles and best practice pieces for NAILBA's 210,000 publication audience.

#### Two ways to participate:

1. A traditional advertising page in the magazine
2. A Sponsor Showcase page offering a unique way to highlight how your organization is setting the pace in a specific business category within the industry.

ISSUE	THEME	SPACE RESERVATION	ARTWORK DUE
JUNE	Best Practice Report	4/17/2020	5/1/2020
NOVEMBER	Life/Health Insurance Buying Trends	9/2/2020	9/16/2020

**ID TRENDS HOUSED AND ARCHIVED ON NAILBA WEBSITE:** [ID TRENDS](#)

## LOOK TO NAILBA FOR CREATIVE WAYS TO ADD DIMENSION AND TOUCHPOINTS TO YOUR **ADVERTISING CAMPAIGN**

### Helping Clients for More Than 100 Years

When it comes to building and protecting a financial future, your clients deserve to work with a carrier they can trust. Likewise, you need to know the company will stand behind the policy you've sold.

Mutual of Omaha is that company.

Visit [mutualofomaha.com/sales-professionals](https://mutualofomaha.com/sales-professionals) to learn more.








#### LIFE SOLUTIONS

Indexed UL | Term Life Answers  
Term Life Express | Living Promise  
GUL | GUL Express  
Children's Whole Life

#### HEALTH SOLUTIONS

Medicare Supplement  
Long-Term Care | Critical Illness  
Prescription Drug Plans

 <b>A+</b> Superior <small>This rating is the second highest of 16<sup>1</sup></small>	 <b>A1</b> Good <small>This rating is the fifth highest of 21<sup>1</sup></small>	 <b>AA-</b> Very Strong <small>This rating is the fourth highest of 21<sup>1</sup></small>
A.M. BEST	MOODY'S INVESTORS SERVICE	STANDARD & POOR'S

Mutual of Omaha Insurance Company and its subsidiaries maintain a strong capital position, solid liquidity and are highly rated by third party rating agencies.



Life  
Medicare Supplement  
Long-Term Care

57126\_20457083\_O 458210 Not all products are available in every state. For producer use only. Not for use with general public. <sup>1</sup>as of 9/1/19

**BELLYBANDS & STICKERS**

**GATEFOLDS AND FALSE COVERS**

**INSERTS**

**MAGAZINE ENVELOPE MESSAGING**

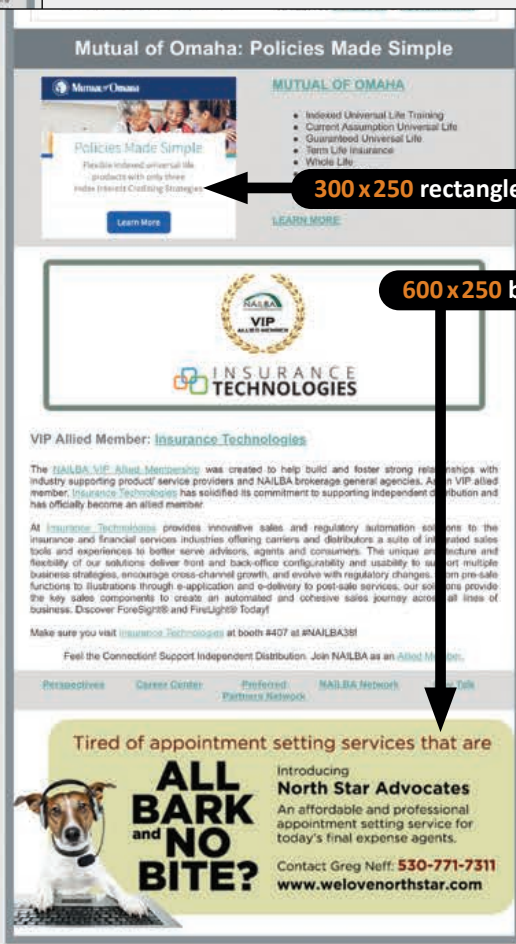
**AND, OTHER CUSTOMIZED CREATIONS**



## EXPANDING THE DIGITAL SCOPE

WITH DIGITAL CONSUMPTION at an all-time high, and information scattered across websites, video channels, and social media, NAILBA is bringing the best of digital platforms together within the ID Network. From e-newsletters to video to webinars and podcasts, the NAILBA ID Network is quickly becoming the one source for insightful content and engaging discussion.

### DIGITAL NEWSLETTERS



300 x 250 rectangle or video and native message

OR:

600 x 250 banner

## THE INDEPENDENT

**LAUNCHED IN MAY OF 2019**, The Independent is distributed to independent life/health agents and financial advisors with tips and ideas to support business growth.

With the association to NAILBA and the lack of other resources in the market, this quick read is establishing itself as a must read for all in the business.



**200,000** DIGITAL DISTRIBUTION

**16%** AVERAGE OPEN RATE

**9.5%** AVERAGE CLICK-THROUGH

### NAILBA Announces 2019 Independent Distribution Twenty Award Recipients - Appreciating 20 of the Industry's Innovators and Trailblazers

The 2019 recipients of the ID Twenty Awards were announced by NAILBA, the voice of independent distribution (ID) in insurance and financial services. In the award's inaugural year, NAILBA is honoring Independent Distribution's most courageous innovators and visionaries, who have made important contributions to the insurance profession...[Read More](#)



Many clients have low awareness of how annuity can help them meet their financial goals. Or, they may think there are other, better vehicles to consider for their hard-earned money. Here are a few tried-and-true sales insights and considerations you can to help meet your clients' financial objectives...[Read More](#)

### Time to Distinguish Yourself from the Herd - Brand Yourself!

The original idea of branding wasn't advertising, it was a form of product identification, livestock to be specific. In the old west, you created a brand that correlated to your ranch and your animals...

Today, branding is part of the overall marketing strategy to promote your company's name and secure an online foothold. Image profiling is an art in or itself. It's a label that should imprint on the customer's cortex, which leaves an implicit memory...[Read More](#)

### VIRTUAL PANEL DISCUSSION

October 30, 2019 • 1:00 pm, EST

**Reinventing Life Insurance Distribution:**  
How technology & innovation can transform your business

Moderator:  
**Dan LaBert**,  
NAILBA CEO

Panel: **Mike Pepe**, Founder of Proformex  
**Jim Purdy**, Magna Director of Origination  
**Tom Gray**, Employee Pooling Founder & CEO

[CLICK HERE FOR COMPLIMENTARY REGISTRATION](#)

### Striking a Chord: Selling to Emotion

Let me just say upfront that a lot of what I'm planning on encouraging you to think about as you read this particular column is probably going to irritate your compliance officers. And let me also say upfront that I understand the value and importance of compliance to you as an advisor, to the companies you represent, and to the continued success of the life insurance business. But...[Read More](#)

### Issues and Solutions to Commission Accounting

Commission Accounting Systems have been around since the mid-1980s. They are usually found as a standalone system...and have challenges associated with them. Several solutions have developed...[Read More](#)

#### Where's your money?

Calculate, track and project commissions without a costly CRM.

[Learn more online](#)

With Agency Comp, never miss another commission payment.

NAILBA members receive an exclusive discount.

Know where you're going  
**agencycomp**  
817-945-1445

**Join the Excitement! Annual Meeting**  
November 7-9 in Dallas, TX

The NAILBA annual meeting is the largest gathering of independent life brokerage agencies. From member agency principals and staff, to insurance and financial carrier executives, and senior leadership teams from more than 100+ sponsors and...



[Learn about NAILBA 38](#)

**600x250 banner**

OR:

**300x250 rectangle or video and native message**

ARTICLES HOUSED/ARCHIVED ON  
NAILBA.ORG WITHIN **THE INDEPENDENT**

## ID VIDEO CHANNEL

To reach more of the independent insurance professionals, and deliver more industry information and business insights, NAILBA is launching the ID Video Channel in 2020. The channel will offer brief video interviews with insurance carrier executives, as well as BGA and IMO principals on market trends, latest offerings and news impacting independent distribution.

### SPONSORSHIP PACKAGES INCLUDE:

- Video recording and interviews by NAILBA
- Hosted on NAILBA.org and NAILBA's YouTube channel
- Sponsorship recognition at beginning and end of video, along with text graphic
- Promotions through NAILBA media outlets, NAILBA website, and social media accounts



TOTAL EXPOSURE TO **330,900+** THROUGH PROMOTIONS, VIDEO AIRING AND YOUTUBE



## WEBINARS

**WEBINARS OFFER** an interactive avenue to leverage the large audience that NAILBA serves with its multiple media platforms. Supported by a campaign of promotions, webinars increase your brand's exposure while generating leads and positioning your company as a market thought leader.

### Webinar packages include:

- Pre and post event promotions in NAILBA's media outlets
- Pre and post event posts within NAILBA's social media accounts
- Hosting and archiving of the recorded event on NAILBA.org
- Calendar inclusion within *Perspectives* magazine
- Topic direction and introduction of webinar by NAILBA

TOTAL EXPOSURE TO **330,900+** THROUGH PROMOTIONS, PODCAST AIRING AND ARCHIVE



### 2019 FEATURED WEBINARS SERIES

The first 3-part webinar series for 2019, focuses on retirement solutions customized for NAILBA Brokerage General Agencies with Tom Hegna, CLU, ChFC, CASL



## BROKERAGE IN MOTION PODCASTS

- Exclusive Podcast Production
  - NAILBA CEO, Dan LaBert interviewing your key executive
  - Average 950 downloads of podcasts over 6-month period
- Hosted and archived on NAILBA website
- Pre and post event promotions in NAILBA's media outlets
- Pre and post event posts within NAILBA's social media accounts
- Calendar inclusion within Perspectives magazine

TOTAL EXPOSURE TO **330,900+** THROUGH PROMOTIONS, PODCAST AIRING AND ARCHIVE

**BROKERAGE IN MOTION PODCAST**

*The "Vitality" of Independent Distribution*

**EPISODE 06**

**GUEST SPEAKER:**  
Brooks Tingle  
President and CEO  
John Hancock Insurance

**#BrokerageInMotion**

**Featured Podcast:**

**Grabbing Brokerage by the Horns:**  
Attracting and Onboarding Producers

**Stephen D. Tarr, SVP**  
Financial Services Practice, Sandler Training

**Recent Podcasts**

- [Acquisition, Product Update & a Cyber Security Horror Story for BGAs](#)  
Larry Berran, CEO, iPipeline
- [Reg B \(I\), 187, the Secure Act, and Performance + Purpose](#)  
Kevin Mayeux, CEO, NAIFA
- [The "Vitality" of Independent Distribution](#)  
Brooks Tingle, President and CEO, John Hancock Insurance
- [Outlook for Term Life & AXA Product Focus Now & Future](#)  
Trey Reynolds, Head of Life Distribution, AXA
- [Life Products Development: Current & Future Opportunities for Brokerage](#)  
Warren Maw, National Vice President, Principal

**Quick Links**

- REGISTER FOR NAILBA 38
- PERSPECTIVES
- CAREER CENTER
- ID TRENDS
- NAILBA NETWORK
- UPDATE YOUR PROFILE
- RENEW YOUR MEMBERSHIP

**Promotion of podcast topic and image of your key executive being interviewed**

## NAILBA **WEBSITE** ADVERTISING

**NAILBA.ORG IS THE CENTRAL** site for the independent brokerage and agent community with industry resources, online media, membership news, forum discussions, and professional development offerings.

The site averages 25,000 unique visitors a month. With the addition of editorial content and new e-newsletters, the visitors are growing by the day.

A run-of-site banner ensures visibility as visitors spend time in various sections.



The screenshot displays the NAILBA website interface. At the top, the NAILBA logo is accompanied by navigation links: Home, Who We Are, Membership, Professional Development, Industry News, Advocacy, Media, and Events. Below the navigation bar is a search bar and buttons for 'JOIN NOW' and 'MEMBER LOGIN'.

The main content area is divided into several sections:

- Membership Benefits: Belong, Connect & Grow!**: A section highlighting the benefits of NAILBA membership, including exclusive discounts, webinars, and access to the annual convention.
- Perspectives: New Ways to Brand & Market**: A section featuring a cover image of the 'perspectives' magazine.
- ID Trends: Insurance & Financial Services**: A section featuring a cover image of the 'ID Trends' annual report.
- 2019 ID Twenty Award Winners Announced**: A section featuring a graphic for the 'ID Twenty 2019 RECIPIENT' award.
- LIVE Brokerage in Motion Podcast**: A section featuring a graphic for the 'BROKERAGE IN MOTION' podcast.

On the right side of the main content area, there is a 'Our Tweets' section displaying a tweet from NAILBA (@NAILBA). Below this is a 'Quick Links' section with buttons for 'REGISTER FOR NAILBA 38', 'PERSPECTIVES', 'CAREER CENTER', 'ID TRENDS', 'NAILBA NETWORK', 'UPDATE YOUR PROFILE', and 'RENEW YOUR MEMBERSHIP'.

At the bottom of the page, there is a 'Our Sponsors' section featuring a banner for Mutual of Omaha. A black arrow points to this banner with the text '300 x 250 rectangle run-of-site'.

Below the 'Our Sponsors' section is an 'Announcements' section featuring a graphic for the 'BROKERAGE IN MOTION' podcast.

## IN-PERSON ENGAGEMENT **NAILBA 39**

**REVERED AS THE MOST** valuable annual event for the brokerage market, NAILBA 39 is a multifaceted marketing and networking experience. Set inside the Diplomat Beach Resort in Hollywood, Florida, the annual meeting offers high visibility and networking opportunities with the 800+ member agency principals, senior management, and brokers in attendance. From exhibiting to advertising to sponsoring of activities and sessions, NAILBA 39 leads the way for connecting with key independent brokers and producers.



Contact NAILBA for details on exhibit and sponsorship opportunities that include:

- Exhibit Space
- Educational Sessions
- Branded Giveaways
- Promotional Materials
- Social Events
- On-site Advertising
- Multimedia Marketing

**WHERE BROKERAGE INDUSTRY MEETS.**

**WHERE RELATIONSHIPS ARE BUILT.**

**WHERE BUSINESS GETS DONE.**



**95%** OF NAILBA MEMBERS ATTEND THE ANNUAL MEETING FOR THE OPPORTUNITY TO MEET WITH EXHIBITORS.

**90%** OF NAILBA'S MEMBER AGENCY PRINCIPALS HAVE ATTENDED ONE OR MORE ANNUAL MEETINGS IN THE LAST THREE YEARS.

**85%** OF NAILBA MEMBERS RANK THE ANNUAL MEETING AS THE MOST VALUABLE BENEFIT OF MEMBERSHIP.

## COMING TOGETHER TO SUPPORT THE INDEPENDENT INSURANCE MARKET

**THE ID NETWORK OFFERS** a comprehensive media program for cost-effectively delivering your marketing message to independent brokers, agencies and advisors.

**LET US PLAN A 2020 PROGRAM FOR YOU!**

**National Association of Independent Life Brokerage Agencies**  
11325 Random Hills Road, Suite 110, Fairfax, VA 22030

**Pam Sheehan**, Sr. Director, Media Initiatives & Strategic Partnerships:  
PSheehan@nailba.org • 303-503-6305

**Kelly Gormley**, Director, Event Sponsorship: Sales@nailba.org • 303-619-2977



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<https://www.linkedin.com/company/nailba/>



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