


2021 MEDIA KIT



making an impression

RECONNECT WITH THE INDEPENDENT INSURANCE MARKET

IT'S ABOUT MAKING AN **IMPRESSION** ON YOUR PROSPECTS

A solid green square graphic.

It's about keeping
your message in front
of your clients.

It's about ensuring
your message ripples
through the market.

PLACEMENT DECISIONS 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.

MAKING A GOOD IMPRESSION

With business challenges continually changing, and industry information outlets dwindling, NAILBA continues to increase member resources and media platforms for its 400,000+ readers. Doubling in direct audience reach over the past year, the ID Network is the largest media network in the insurance and financial services industry. From live and on-demand events to digital and print platforms to social engagement, certification courses and email programs, NAILBA's ID Network offers integrated media solutions for direct engagement and networking opportunities with the industry's most influential decision-makers.

RIPPLE EFFECT

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

400,000 INDEPENDENT PRODUCERS

LARGEST **INDEPENDENT DISTRIBUTION** COMMUNITY

AS THE ONLY ASSOCIATION OR MEDIA OUTLET focused on independent brokerage distribution, NAILBA is the largest community of independent insurance and financial services professionals. Its membership base consists of the decision-makers for products and services being offered in the marketplace including life, health, annuity, final expense, LTC, and other supplemental policies. Through more than 300-member BGAs, NAILBA represents 330,000+ active agents and producers across the insurance and financial service industry.

SALES STRENGTH OF **MEMBERS**

99%	OF NAILBA MEMBERS SELL UNIVERSAL LIFE
99%	TERM/WHOLE LIFE
93%	TRADITIONAL FIXED ANNUITY
92%	LONG TERM CARE INSURANCE
88%	SINGLE PREMIUM IMMEDIATE ANNUITY
84%	INDEXED UNIVERSAL LIFE
79%	DISABILITY INSURANCE
76%	INDEXED ANNUITY
55%	FINAL EXPENSE
44%	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 combines the best of digital, print and event platforms:

PERSPECTIVES MAGAZINE – quarterly publication and digital 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

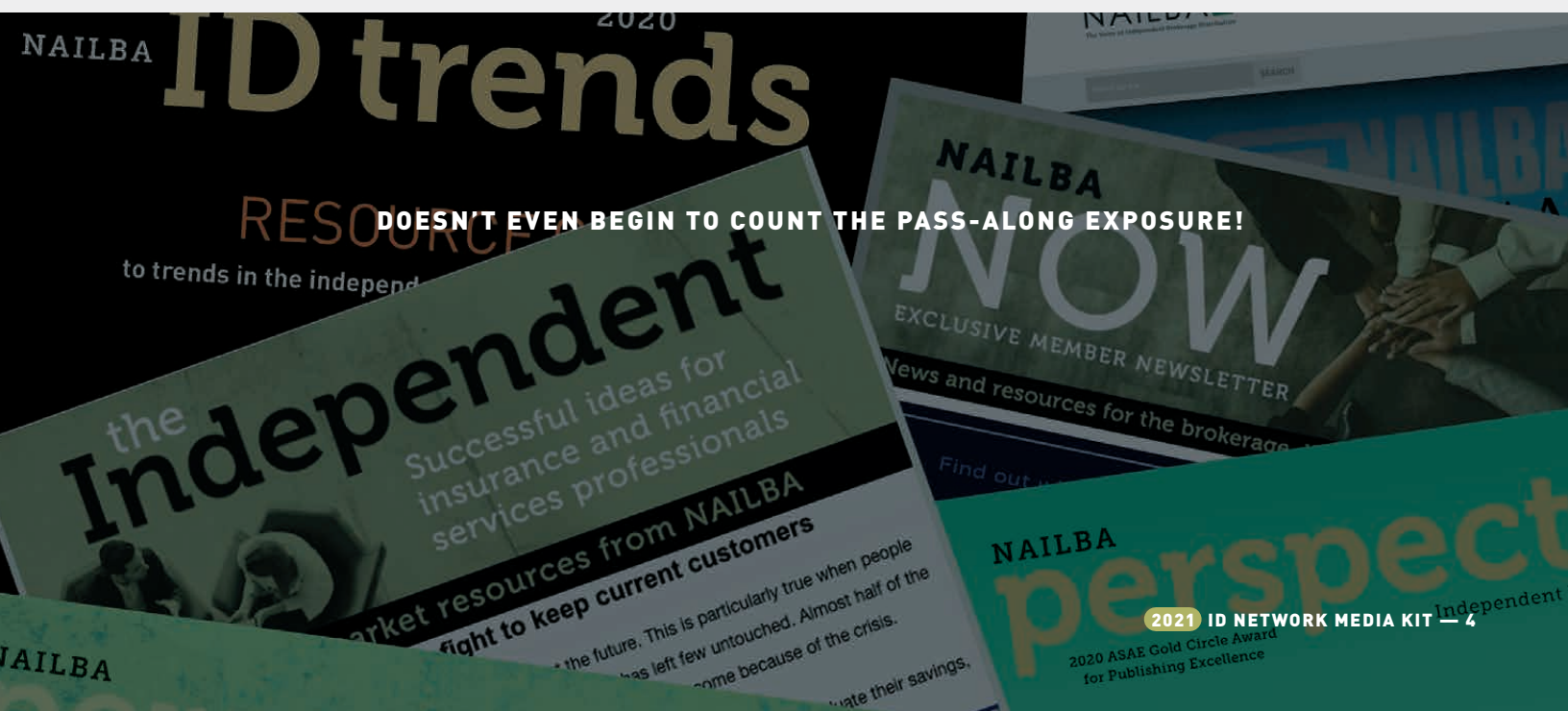
ID VIDEO CHANNEL – video interviews

WEBINAR SERIES – industry webinars

NAILBA 40 – 2021 annual meeting

Together these media offerings make up the ID Media Network and provide cost-effective marketing opportunities for engaging with independent life/health and financial services executives, agencies, and producers.

PUBLICATION DISTRIBUTION OF **400,000**



PERSPECTIVES MAGAZINE



POPULARITY SPEAKS FOR ITSELF IN EVERY ISSUE:

28,000+ DIGITAL DOWNLOADS

16 PAGES VIEWED PER VISITOR

8+ MINUTES AVERAGE TIME SPENT PER PAGE

400,000 DIGITALLY DELIVERED/ 28,500+ OPENS

1,500+ 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 2020, the magazine won a Gold Circle award for top association magazine in the country for its design and quality journalism.

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 400,000... doesn't even begin to count pass-alongs!



PERSPECTIVES MAGAZINE EDITORIAL CALENDAR

ISSUE	THEME	AD SPACE RESERVATION	AD DUE	ARTWORK DUE	ISSUE DATE
Q1	Business Strategies for 2021 ID 20 Award Winners share thoughts & ideas	12/16/20	12/29/20	12/29/20	1/22/21
Q2	Annual Mid Year Review	3/15/21	3/29/21	3/22/21	5/21/21
Q3	Supporting Growth through Technology	7/17/21	7/29/21	7/19/21	9/20/21
Q4	Gearing up: Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med Supp and Annuity Sales Success	9/10/21	9/24/21	9/15/21	11/15/21

ISSUES INCLUDE -

- Columns from well-known industry experts including Kim Magdalein, Sheryl Moore, Charles K. Hirsch, LIMRA, 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 40

INDEPENDENT DISTRIBUTION



Best practices in a changing world

If there's one word that describes the independent distribution system, it's resilient. Over the many years I've been working with advisors and marketers in the life and health insurance business, change and adaptation to it have been commonplace. But I really can't think of another time where the changes have hit both the life and health providers and their representatives and their client base so hard and so completely and so all at once.

But that's what has happened this year with the pandemic. And still, the best people in the business continue to find ways to adapt and succeed.

This report is about three such survivors who continue to do well in this challenge-filled environment. Two of them are top-producing advisors, and the third is a successful brokerage general agency. All were kind enough to share with me some of the insights they've gained throughout their past strange months, and how they are positioning their business in the coming months for continued success.

Don't take your eye off the ball

Debbie Hannam is the president/partner of Brokers Clearing House, a brokerage general agency in West Des Moines, Iowa, that focuses on life, long-term care, disability, annuities, and wealth management. I asked her about the advisors she works with, and specifically whether she's noticing changes in who they're approaching, in light of the changes wrought by the pandemic. She told me, "In fact, we have continued to stay with the same message: 'Don't take your eye off the ball.' While continually looking at opportunities and making adjustments where necessary, the certainty remains that we are all going to pass on from this life. Today more than ever, we need the benefits of what life insurance and long-term care (LTC) coverage can provide to hedge against many financial situations that can devastate our customers financially and emotionally if they are unprepared."

"Our entire industry is based around unexpected events. Nobody knows when and how they are going to die or when and how severe they will be affected by a medical condition that will require LTC assistance or disability income. This pandemic is just yet another unexpected event."

Communication is key. "Our message to our advisors is keep talking to your clients," Ms. Hannam said. "More than ever, get the message in front of them in whatever way works for you and them. Now is the time to recognize the impact of the unknown around the corner, and to show how we prepare to handle such risks with incredible services the life insurance industry provides to consumers."



"Now is the time to recognize the impact of the unknown around the corner, and to show how we prepare to handle such risks with incredible services."

Debbie Hannam — President, Brokers Clearing House

Full-time focus

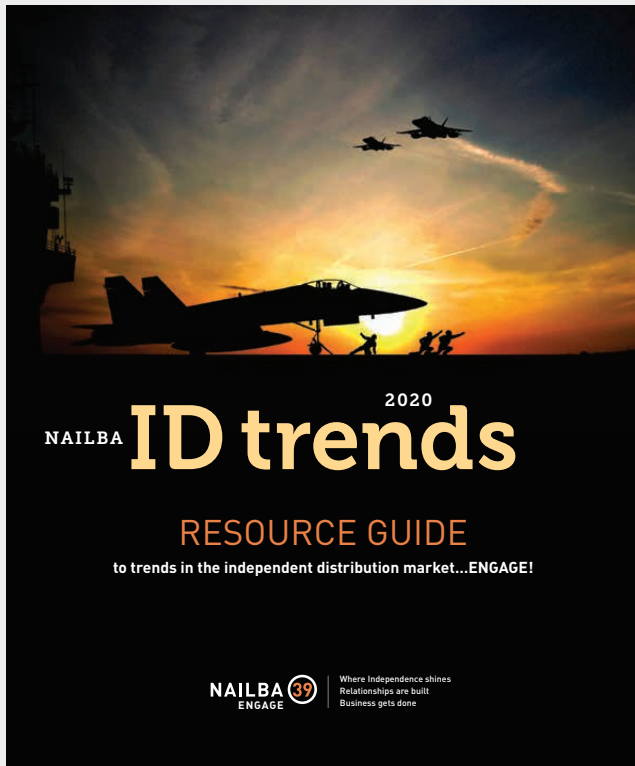
"We continue to work with all advisors who are capable of writing life insurance, LTC coverage, disability income, and annuities. Our entire focus for us, acting as a fiduciary is not a part-time job. Our hope is that insurance continues to be a part of everyone's conversation. There's been a spike in conversation with business owners, as they are faced with interesting time but opportunities are on the rise with many while many others face with tough decisions. Times such as these bring a different perspective to everyone's thoughts. I encourage everyone to the dialogue and have those conversations."

I posed the same question to a couple of top-notch advisors. Brian Heckert, CLU, ChFC, founder and CEO of FSM Wealth, in Nashville, Illinois, was president of the Million Dollar Round Table in 2016. As well as being a successful and involved industry leader, Mr. Heckert is the author of the book *401(k) Unleashed: An Insider's Guide to Retirement Plan Options* and co-author of the book *A Study-Group Success Story: Best Practices from Our Give & Group's First 20 Years Together*.

Best practices continued on page 10

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 added a second ID Trends in 2020. As a Best Practice Guide under the ID Trends' name in the summer of 2020, the special report includes results from a market survey, as well as supporting articles and best practice pieces for NAILBA's 400,000 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	AD SPACE RESERVATION	AD DUE	ARTICLE DUE	ISSUE DATE
Summer ID Trends	Trends in the market — mid-year to support a mid-year virtual event	5/17/21	5/24/21	4/21/21	6/10/21
Winter ID Trends	Consumer purchasing trends in Insurance moving into 2022	9/3/21	9/17/21	9/8/21	11/15/21


SPECIAL EDITIONS HOUSED AND ARCHIVED ON NAILBA WEBSITE: ID TRENDS


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

Protection. Power. Strength.

Traits that have represented our company for over a century.

Notice something different? Our corporate symbol has changed. We chose a lion not only as a nod to our Wild Kingdom heritage, but to represent the strong company we've always been and to symbolize our commitment to helping people protect what's important to them.





Our corporate symbol may have changed, but we're the same company you can count on to protect your clients through life's uncertainties.

LIFE SOLUTIONS

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

HEALTH SOLUTIONS

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

A+
(Superior)

This rating is the 2nd highest of 16.*

A.M. BEST

A1
(Good)

This rating is the 5th highest of 21.*

MOODY'S
INVESTORS SERVICE


A+
(Strong)

This rating is the 5th highest of 21.*

S&P GLOBAL

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

Visit mutualofomaha.com/sales-professionals to learn more.



Life
Medicare Supplement
Long-Term Care

57126_21467083_O 467083 Some products may not be available in all states. For producer use only. Not for use with general public. *as of 10/1/20

BELLYBANDS & STICKERS

GATEFOLDS AND FALSE COVERS

INSERTS

MAGAZINE ENVELOPE MESSAGING

AND, OTHER CUSTOMIZED CREATIONS

2021 ID NETWORK MEDIA KIT — 8

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

DISTRIBUTION OF

14,000 NAILBA MEMBERS

29% AVERAGE OPEN RATE

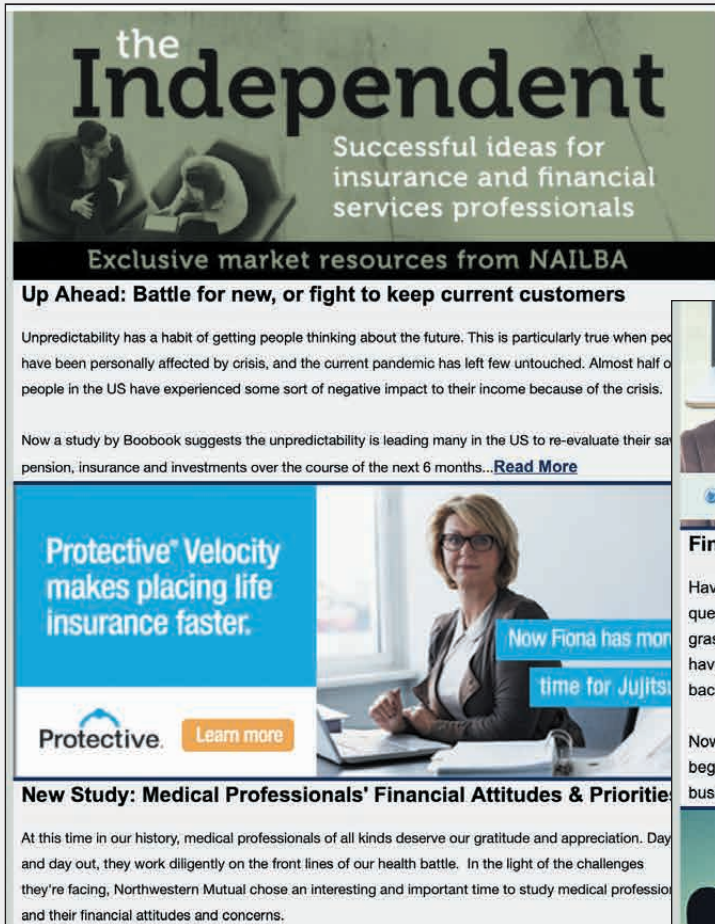
18% AVERAGE CLICK-THROUGH

THE INDEPENDENT

DISTRIBUTION OF 400,000 independent life/ health producers and financial services 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.

16% AVERAGE OPEN RATE

9.5% AVERAGE CLICK-THROUGH



the Independent
Successful ideas for insurance and financial services professionals

Exclusive market resources from NAILBA

Up Ahead: Battle for new, or fight to keep current customers

Unpredictability has a habit of getting people thinking about the future. This is particularly true when people have been personally affected by crisis, and the current pandemic has left few untouched. Almost half of people in the US have experienced some sort of negative impact to their income because of the crisis.

Now a study by Boobook suggests the unpredictability is leading many in the US to re-evaluate their savings, pension, insurance and investments over the course of the next 6 months...[Read More](#)

Protective* Velocity makes placing life insurance faster.

Now Fiona has more time for Jujitsu

New Study: Medical Professionals' Financial Attitudes & Priorities

At this time in our history, medical professionals of all kinds deserve our gratitude and appreciation. Day and day out, they work diligently on the front lines of our health battle. In the light of the challenges they're facing, Northwestern Mutual chose an interesting and important time to study medical professionals and their financial attitudes and concerns.

600x250 banner

OR:

300x250 rectangle or video and native message

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



event anytime
NAILBA.org

Recorded July 14, 2020 with industry experts

Increase placements with latest industry updates:

- Touchless sales solutions
- Non-invasive risk assessment
- Sales & distribution updates
- Underwriting updates

SPONSORED BY:

LexisNexis
RISK SOLUTIONS

TECHNOLOGIES

PACIFIC LIFE

CareValue

Prudential John Hancock Northwestern Mutual North American Life Insurance Company Legent General Protective securion MetLife of Omaha ONEAMERICA

Finding your Acres of Diamonds

Have you ever heard of a book called Acres of Diamonds by Russell H. Conwell? The book questions, "Are you one of those people who look for diamonds in faraway places? Is the grass really greener there? Is there an opportunity that has been in front of you all the time? have you taken stock of your life lately? Perhaps there are diamonds sitting just outside your back door."

Now no one is suggesting you physically go and start digging up your backyard, but the book begs the question of how you can find the acres of diamonds in your own backyard or book of business...[Read More](#)

Tracking commissions just got easier.

Know where you're going.
agencycomp

4 Packages to fit your needs, including a free one. No long-term contracts. Ask about an Affiliation discount.

Agency Comp is all business. Your business.

Sign up today for free at AgencyComp.com or call 817 945-1445.

Commentary: Arbitrators, Litigators & Fiduciary Imitators

Based on my interviews with attorneys on my consumer and adviser video talk shows, I believe the consumer is at the mercy of a professional. Whether it's auto or home repair, Joe Public doesn't have the knowledge to assess the estimate or the finished product. It's no different with financial professionals. In the wealthiest country in the world, we are the least educated when it comes to money matters...[Read More](#)

ID NETWORK VIDEO CHANNEL

Improved Customer Experience in 2020

Mutual of Omaha

Mark Lyons
Nail Sales Director, Mutual of Omaha

Dan Labert
CEO, NAILBA

Discussion on the importance of improving the customer experience...[Watch Now](#)

Pam Sheehan
11325 Random Hills Rd #110

ID VIDEO CHANNEL

TO REACH MORE of the independent insurance professionals, and deliver more industry information and business insights, NAILBA launched the ID Video Channel in 2020. The channel offers 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 **400,000+** 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 **400,000+** THROUGH PROMOTIONS, PODCAST AIRING AND ARCHIVE



2020 FEATURED WEBINAR SERIES

Five-part webinar series for 2020 will continue into 2021 with Dan Cockerell, former Walt Disney World executive — Lead Self, Lead Team, Lead Organization, Lead Change, Lead Now.

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 **400,000+** 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

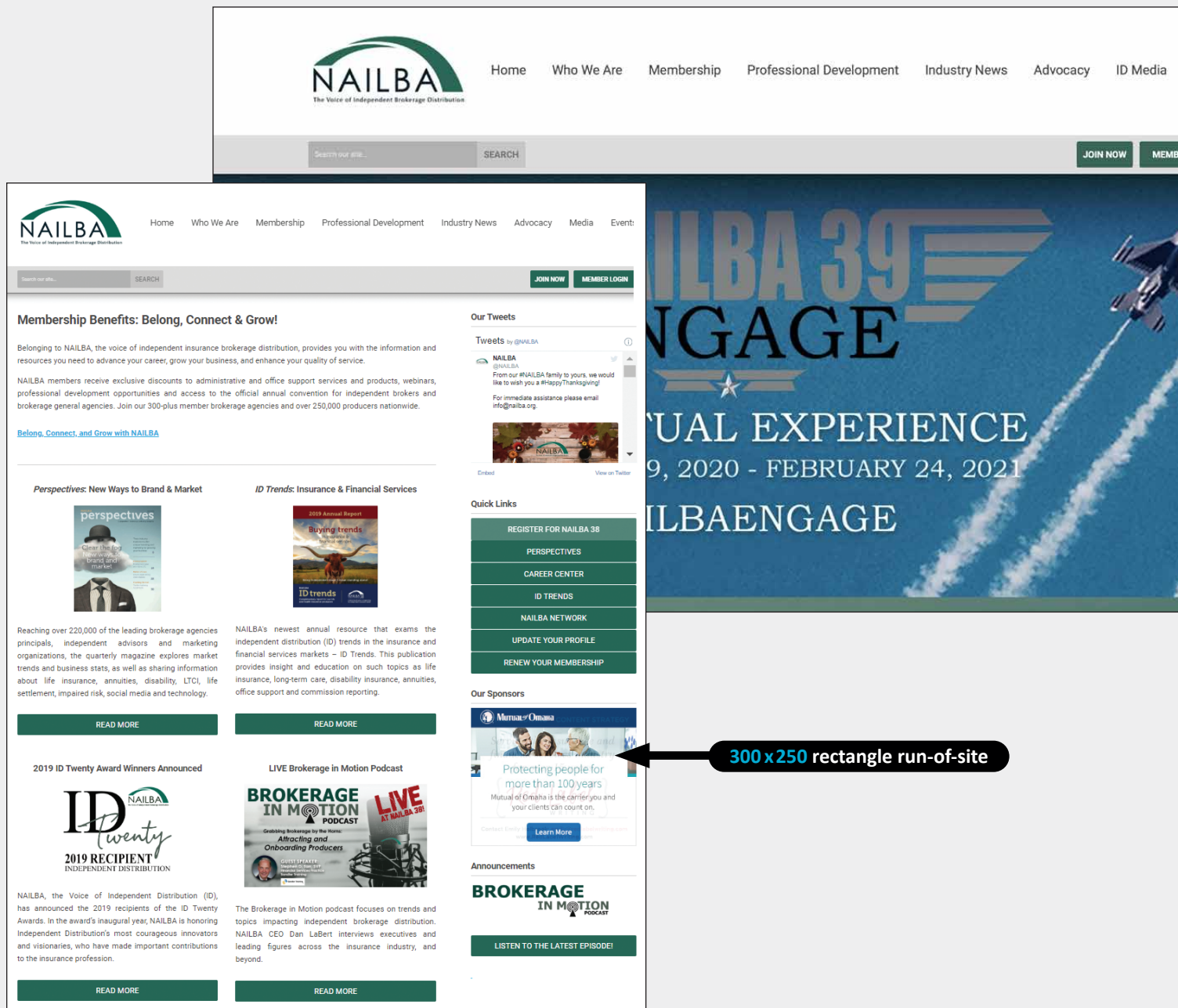
Promotion of podcast topic and image of your key executive being interviewed

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 20,000 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 the tagline "The Voice of Independent Brokerage Distribution". Navigation links include Home, Who We Are, Membership, Professional Development, Industry News, Advocacy, and ID Media. A search bar and "JOIN NOW" / "MEMBER LOGIN" buttons are also present.

The main content area features several sections:

- Membership Benefits: Belong, Connect & Grow!** - A section highlighting the benefits of NAILBA membership, including exclusive discounts 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 celebrating the 2019 recipients of the ID Twenty Awards.
- LIVE Brokerage in Motion Podcast** - A section promoting the "BROKERAGE IN MOTION" podcast.

On the right side, there is a "Our Tweets" section displaying a tweet from @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, there is an "Our Sponsors" section featuring a banner for Mutual of Omaha. A black arrow points to this banner with the text "300x250 rectangle run-of-site".

The bottom right corner of the image contains the text "2021 ID NETWORK MEDIA KIT — 14".

IN-PERSON ENGAGEMENT **NAILBA 40**

NAILBA **40**

NOVEMBER 17-19, 2021

REVERED AS THE MOST valuable annual event for the brokerage market, NAILBA 40 is being planned as a multifaceted marketing and networking experience with 800+ attendees. Celebrating NAILBA's 40th year, the November 15 – 17 event will be set inside the Gaylord Palms Resort and Convention Center in Orlando, FL.

From exhibiting to advertising to sponsoring of activities and sessions, NAILBA 40 leads the way for connecting with key independent brokers and producers.

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.

**GAYLORD PALMS RESORT
ORLANDO, FL**

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



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 2021 PROGRAM FOR YOU!

National Association of Independent Life Brokerage Agencies
10304 Eaton Place, Suite 100, #1022, Fairfax, VA 22030

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



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



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