



2022 MEDIA KIT

Why compare,
when you can have it all?

NAILBA



NETWORK

MEDIA

FOR THE INDEPENDENT INSURANCE MARKET



WITH A DISTRIBUTION OF 400,000, NOTHING ELSE **COMPARES**

DECISIONS for over \$20 billion in annualized premiums are 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.

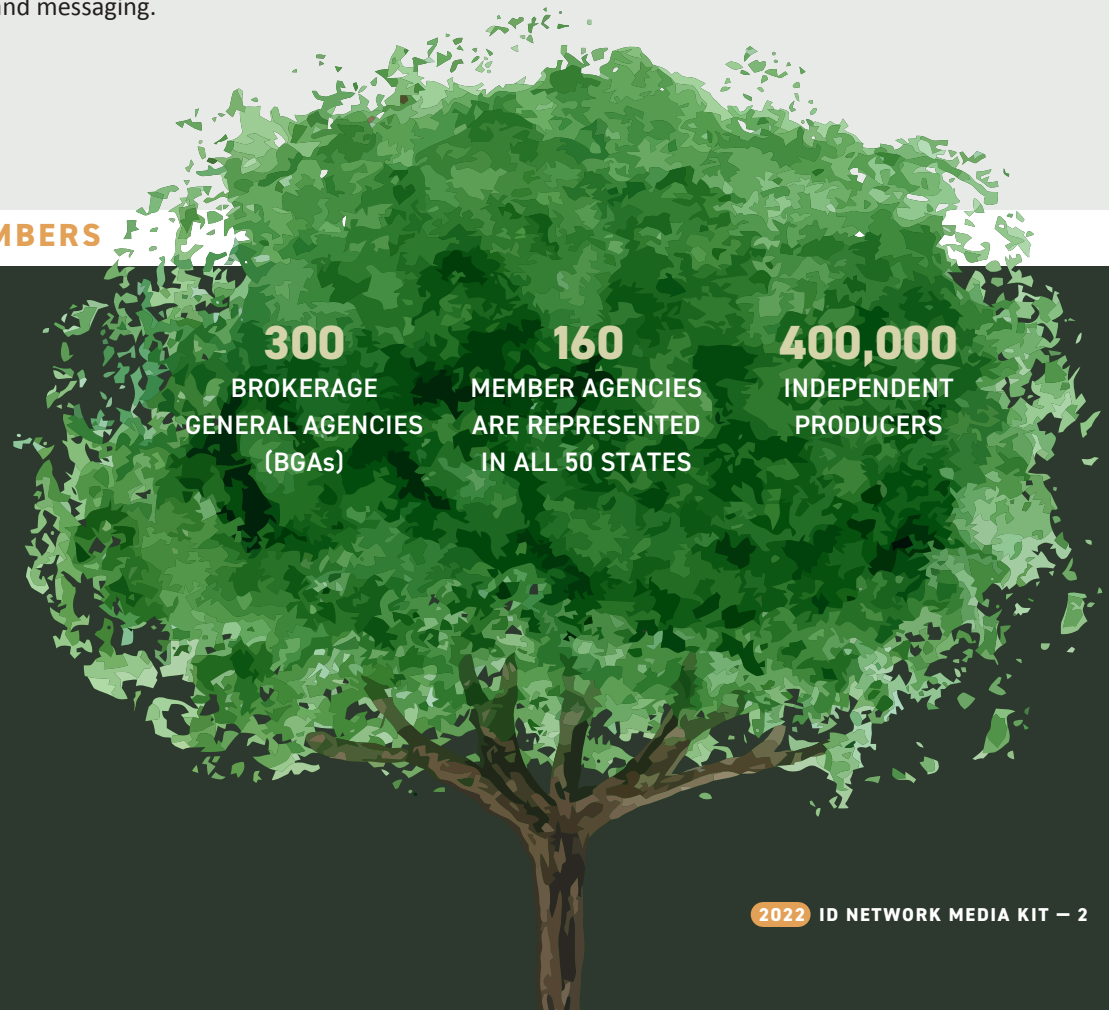
PICKING THE BEST

With business challenges continually changing and industry information outlets dwindling, NAILBA continues to increase member resources and media platforms for its 400,000+ readers. Continuing to be the largest media network in the insurance and financial services industry, the ID Network offers an integrated media platform. From live and on-demand events, to monthly online programming, digital and print publications, social engagement, certification courses and email programs, NAILBA's ID Network offers direct engagement and networking opportunities with the industry's most influential decision-makers.

REAPING BENEFITS OF A MEMBER AUDIENCE

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





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, disability, and other supplemental policies.

Through more than 300 member BGAs, NAILBA represents 400,000+ active agents and producers across the insurance and financial service industry.

NAILBA MEMBERS **SELL**

- 99%** 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

SALES STRENGTH OF MEMBERS — **NOTHING ELSE COMPARES**

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

IT IS LIKE APPLES AND ORANGES when comparing the reach of NAILBA's ID Media Network with other media organizations. Reaching the most in the independent distribution space, NAILBA is dedicated to providing the best of digital, print and event platforms.

PERSPECTIVES MAGAZINE – award-winning quarterly print and digital publication with tips, tools and business practices for growing business whether a brokerage or an independent producer.

ID TRENDS – special bi-annual resource with the latest product and sales trends within the life and annuity marketplace.

THE INDEPENDENT – monthly digital newsletter with marketing and sales ideas for increasing business success.

NAILBA NOW – weekly digital newsletter exclusive for NAILBA members.

NAILBA.ORG – association website with industry updates, forum discussions, video, and articles to support industry professionals.

BROKERAGE IN MOTION – a monthly online program with industry updates, video interviews and coverage of topics impacting the independent distribution channel.

ID VIDEO CHANNEL – one-on-one video discussions with the thought leaders who are shaping the market; discussing trends, product launches, and marketing ideas for supporting business growth.

NAILBA 41 – bringing together NAILBA members in November of 2022 for the annual meeting at the Gaylord Texan Resort & Convention Center in Dallas, Texas. From well-known speakers to panel discussions and engaging exhibits, NAILBA 41 is where networking happens, and business gets done.

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.

DISTRIBUTION OF 400,000

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



PERSPECTIVES MAGAZINE



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. Read in both print and digital formats, the award-winning 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!

POPULARITY SPEAKS FOR ITSELF IN EVERY ISSUE:

42,000+ DIGITAL DOWNLOADS

18 PAGES VIEWED PER VISITOR

8+ MINUTES AVERAGE TIME SPENT PER PAGE

400,000 DIGITALLY DELIVERED

1,500+ MAILED COPIES TO BGA PRINCIPLES



PERSPECTIVES MAGAZINE EDITORIAL CALENDAR

ISSUE NAME	ISSUE THEME	ISSUE DATE	SPACE CLOSE	ARTICLES DUE	MATERIALS CLOSE
Q1 2022	Business Strategies for 2022 in life, health, LTC, DI, annuities, and senior markets	2/4/22	12/17/21	12/27/21	1/7/22
Q2 2022	Annual Mid-Year Review of life and annuity sales	5/27/22	3/21/22	3/28/22	3/28/22
Q3 2022	Forward momentum through technology	9/19/22	7/15/22	7/18/22	7/22/22
Q4 2022	Sales & Marketing tips, best practices and resources for Life, Health, LTC, DI, Med. Supp. and Annuity Sales Success	11/14/22	9/1/22	9/19/22	9/15/22

ISSUES INCLUDE -

- Columns from well-known industry experts including Charles K. Hirsch, LIMRA, Kim Magdalein, and Sheryl Moore, along with sales strategies, marketing ideas, best practices, and market-specific features from industry subject matter experts.
- Bonus distribution at NAILBA's annual meeting, NAILBA 41.



MARKETING

Gearing up:

Marketing and sales strategies for 2022

As the saying goes, "Nothing happens until someone sells something." Though it is unclear who first coined this phrase, the meaning is clear — business is built upon sales and, by extension, marketing. And if ever there was a business where sales and marketing are foundational, it's life insurance.

Not sure assigning credit to the messenger is as important as the message itself, as this famous quote implies business is built upon sales and, by extension, marketing. And if ever there was a business where sales and marketing are foundational, it's the life insurance business. The life insurance business continues to evolve, and in light of the unique economic and social environment brought about by the pandemic, now is a good time to find out what is working for some of the top sales and marketing minds in our business. This article is a summary of what some very smart marketers and advisors shared about what is working right now for their businesses.

Sharing strategies of success

My request of these thought leaders was simple. I asked them to focus on the practical aspects of the sales and marketing ideas that are currently working for them, with the goal of making these successful strategies as easy as possible for a reader to implement.

Gearing Up continued on page 1

Charles K. Hirsch, CLU
President of Hirsch Communications Consulting, LLC, is a regular contributor to NAILBA's independent and Perspectives publications. As previous editor and publisher of Life Insurance Selling magazine, he also provides consulting services to the industry.
Charles.K.Hirsch@gmail.com

● Perspectives ● Q4 2021

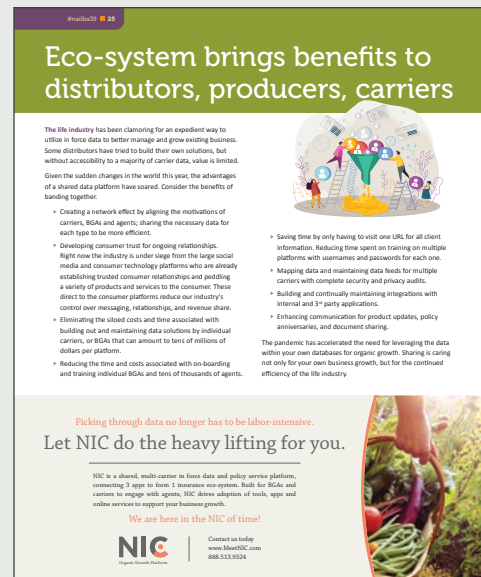
PERSPECTIVES MAGAZINE IS HOSTED AND ARCHIVED ON NAILBA WEBSITE: **PERSPECTIVES**

TRENDSETTING AS A MUST-READ FOR THE MARKET



OFFERING THE LATEST sales stats and consumer buying trends in specific business categories, ID Trends has a strong following with over 30,000 downloads just within the first week of distribution each time. Along with the latest research and sales stats, the digital and print publication has Showcase pages — a unique way to highlight how your organization is setting the pace in a specific business category within the industry.

ID TRENDS NAILBA 2021 RESOURCE GUIDE TO TRENDS IN THE INDEPENDENT DISTRIBUTION MARKET...



ISSUE NAME	ISSUE THEME	ISSUE DATE	SPACE CLOSE	ARTICLES DUE	MATERIALS CLOSE
SUMMER ID TRENDS '22	Trends in consumer sentiment and relevant topics supporting independent distribution of life, health, LTC and DI products	7/29/22	5/24/22	5/23/22	6/7/22
WINTER ID TRENDS '22	Consumer purchasing trends in insurance moving into 2023	11/14/22	8/29/22	8/29/22	9/8/22

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**

ENSIGHT™

DRIVING SALES ACCELERATION
One Breakthrough After Another

ENSIGHT INDUSTRY-FIRSTS:

- Permanent Life Single-Entry Quoting
- Interactive Illustration Presentations
- API Quoting Services – for Life Products

OUR LATEST INNOVATIONS:

- Hybrid LTC Quoting
- Digital "Sales Stories" for Agents & Advisors

DIGITAL SALES STORIES FOR AGENTS & ADVISORS
Transform client engagement with interactive "Story-Telling" experiences

Grow your cash value

With this policy, your cash value grows over time and is tax-advantaged. See your potential cash return compared to the total contribution.

YOUR POTENTIAL CASH VALUE
\$143,120 (at age 66)

Drag the interactive pin to watch your CASH GROW

Cash Value: \$254,593

Supplemental Premiums: \$555,120

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SCAN ME

VISIT US AT
NAILBA 40
BOOTH 511
www.ensightcloud.com
888.986.6157
sales@ensightcloud.com

ENSIGHT™

BELLYBANDS AND STICKERS

GATEFOLDS AND FALSE COVERS

INSERTS

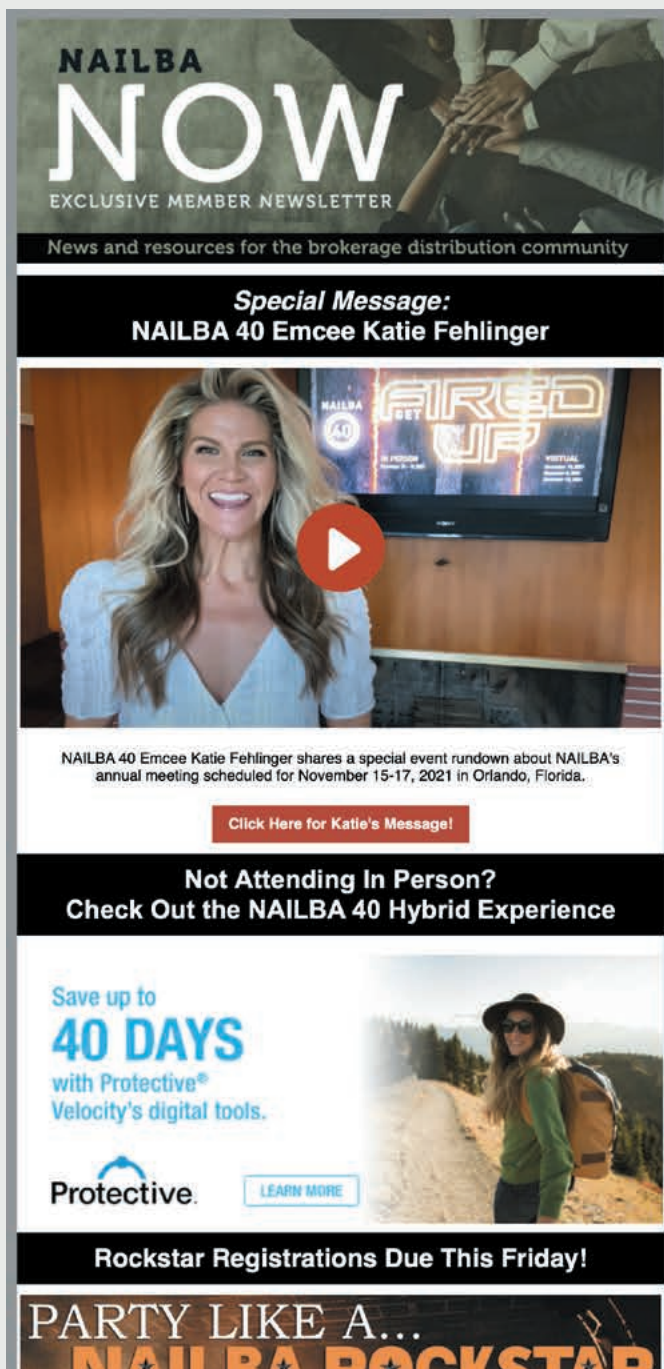
MAGAZINE ENVELOPE MESSAGING

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 virtual discussions, and virtual events, the NAILBA ID Network is quickly becoming the one source for insightful content and engaging discussion.

DIGITAL NEWSLETTERS



NAILBA NOW
EXCLUSIVE MEMBER NEWSLETTER
News and resources for the brokerage distribution community

Special Message:
NAILBA 40 Emcee Katie Fehlinger

NAILBA 40 Emcee Katie Fehlinger shares a special event rundown about NAILBA's annual meeting scheduled for November 15-17, 2021 in Orlando, Florida.

[Click Here for Katie's Message!](#)

Not Attending In Person?
Check Out the NAILBA 40 Hybrid Experience

Save up to **40 DAYS** with Protective® Velocity's digital tools.

Protective. [LEARN MORE](#)

Rockstar Registrations Due This Friday!

PARTY LIKE A... NAILBA ROCKSTAR

NAILBA NOW

WEEKLY DIGITAL NEWSLETTER with the latest information and news for member agency, carrier, and vendor executives.

600 X 250 **BANNER**

DISTRIBUTION: 14,000 NAILBA MEMBERS

19% AVERAGE OPEN RATE

9% 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.



4% AVERAGE OPEN RATE

6.5% AVERAGE CLICK-THROUGH

600 X 250 **BANNER**

Positive Company Culture and Your Bottom Line

We all want to work in a pleasant environment full of bright, capable people. While many practice managers appreciate the internal benefits of a positive work environment, they may fail to recognize how an outstanding company culture can create tangible, external growth benefits for your business. When you foster respect and positivity in your workplace, you're investing in the future of your business.

People, Teamwork and Culture

Begin developing a positive environment by building the proper team. Naturally, recruiting is important since finding the right employees is half the battle. As many business owners discover the hard way, defaulting to hiring friends or recruiting in a panic can result in substandard...[Read more](#)

Save up to
40 DAYS
with Protective®
Velocity's digital tools.

Protective

[LEARN MORE](#)



Trust: The Forefront of Our Business

A few weeks ago, I read a very fine article by Dan Coughlin, a business coach, life coach, and corporate speaker who also writes a lot about workplace relationships. The article, "Nuances of Interpersonal Effectiveness, #5: Trust is the Critical Element," really got me thinking about trust – or the lack thereof – in our broader world, and trust in our business specifically..

You don't have to look far to see the examples of distrust in the broader world. Just a few examples include:

- Distrust in what government leaders tell them about...[Read More](#)

ARTICLES HOUSED/ARCHIVED ON

NAILBA.ORG WITHIN **THE INDEPENDENT**



Optimizing Social Security Benefits

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

BROKERAGE IN MOTION INSURBRIEFS

BROKERAGE IN MOTION INSURBRIEFS debuted in 2021, streamlining all the information and news into a monthly fifteen-minute online program for the independent distribution channel. Hosted and archived on NAILBA website, each episode offers the latest news, thought leader interviews, and business segments to keep the brokerage market momentum moving forward. Sponsorship opportunities include episode sponsorships and spotlight 1:1 interview segments.

The collage consists of three overlapping images. The top image is a video player interface for 'NAILBA BROKERAGE IN MOTION: E...'. The middle image is a screenshot of the NAILBA website homepage, featuring the 'BROKERAGE IN MOTION NAILBA'S INSURBRIEF' banner. The bottom image is a screenshot of a tweet from NAILBA (@NAILBA) announcing keynote speakers for the NAILBA 40 Annual Meeting.

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 32,000 unique visitors a month. With the addition of editorial content, association news, and a network forum, 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, ID Media, and Events. Below the navigation bar is a search bar and buttons for 'JOIN NOW' and 'MEMBER LOGIN'.

The main content area features a large banner for the 'NAILBA 40' anniversary, with the text 'NAILBA 40 Annual Meeting: The Future of Brokerage is Now!' and a 'REGISTER NOW' button. To the left of the banner, there are several promotional tiles for membership benefits:

- Membership Benefits: Belong, Connect & Grow!** - A general overview of membership benefits.
- BRAND-NEW: NAILBA CASE MANAGEMENT CERTIFICATION PROGRAM** - A new program for case managers.
- NEW Member Benefit: NAILBA Case Manager Certification Program** - Details about the certification program.
- BRAND-NEW MEMBER BENEFIT: NAILBA Connect** - A new subscription service.
- NEW Member Benefit: NAILBA-Connect Subscription** - Details about the subscription service.
- BGA Thought Leadership and Business Practices Initiative 2.0** - A new initiative for thought leadership.
- NEW Member Benefit: Thought Leadership and Business Practices Initiative 2.0** - Details about the initiative.

On the right side of the main content area, there are sections for 'Our Tweets', 'Quick Links' (including NAILBA 40 ANNUAL MEETING, RENEW YOUR MEMBERSHIP, PERSPECTIVES, ID VIDEO CHANNEL, ID TRENDS, CARRIER/INDUSTRY ANNOUNCEMENTS, and UPDATE YOUR PROFILE), and 'Our Sponsors'.

A callout box points to a '300 x 250 rectangle run-of-site' banner located in the 'Our Sponsors' section, which features an advertisement for 'Still Struggling With Manual Processes and Too Much Paper?' by equisoft.

At the bottom of the page, there is a section for 'Announcements' featuring a 'GOLD circle Winner' and a 'READ OUR AWARD-WINNING MAGAZINE' button.

IN-PERSON AND ONLINE EVENTS **NAILBA 41**

The graphic for NAILBA 41, featuring the word "NAILBA" in a large, white, sans-serif font, followed by the number "41" in a large, white, sans-serif font inside a white circle. Below this, the dates "NOVEMBER 14-16, 2022" are written in a smaller, white, sans-serif font. The background is a night photograph of The Gaylord Texan Resort & Convention Center, a large, modern hotel with many lit windows, reflected in a body of water in the foreground.

NAILBA 41

NOVEMBER 14-16, 2022

REVERED AS THE MOST valuable annual event for the brokerage market, NAILBA 41 is being planned as a multifaceted marketing and networking experience with 800+ attendees in-person, as well as 1,500+ attending the virtual events. Celebrating NAILBA's 41st year, the November 14 – 16 event will be set inside The Gaylord Texan Resort & Convention Center, Dallas, TX. From exhibiting to advertising to sponsoring of activities and sessions, NAILBA 41 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.

THE GAYLORD TEXAN RESORT & CONVENTION CENTER, DALLAS, TX

Contact [Pam Sheehan](#) for details on exhibit and sponsorship opportunities that include:

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

STANDING OUT FROM THE CROWD

NAILBA ID MEDIA NETWORK offers a comprehensive media program for cost-effectively delivering your marketing message to independent brokers, agencies, and advisors.

LET US PLAN A 2022 PROGRAM FOR YOU!

National Association of Independent Life Brokerage Agencies

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



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