

# Self Funding Magazine.com

Your Guide to  
Self Funding & Self Insurance



Media Information 2009 - 2010  
[www.SelfFundingMagazine.com](http://www.SelfFundingMagazine.com)  
[Info@SelfFundingMagazine.com](mailto:Info@SelfFundingMagazine.com)  
Telephone: 561-204-3676

# Self Funding Magazine.com

## ADVERTISING INFORMATION

Self Funding Magazine is the only magazine completely and 100% dedicated to self funding and self insurance. It is the only magazine dedicated totally to an online “web” presence.



Did you know that:

- Almost 70% of Americans search for medical information online.
- It is estimated that over 33% of employers look for their health insurance options on the internet, and this number is growing. The majority of other employers gather information on self funding and self insurance from their local broker or agent of record.
- Over 80% of insurance agents gather information about self funding and self insurance online through the internet.
- Over 113 million Americans search for health information online.
- Most Americans now gather information online through search engines such as Google and Yahoo.
- The Majority of Americans gather news information through online websites and not through print media. (This is why many newspapers and magazines are going out of business and laying off employees.)

Why Should You Advertise with Self Funding Magazine?

- Advertise to your Target Market and get more “bang” for your buck because of the reduced costs of advertising online
- Reach thousands of insurance agents, reinsurers, TPA’s, MGA’s, MGU’s, employers, insurance carriers, governments, unions, vendors, and other industry participants.
- Generate inquiries and sales leads from healthcare professionals, buyers and sellers.
- Increase your “Brand Name” reputation throughout the country in self funding and self insurance.
- Educate the world on the solutions your organization provides and why your organization is unique.
- Use the Self Funding Magazine to expand your “brand” and sales.



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## STATISTICS/OVERVIEW

Self Funding Magazine is the leading online monthly business-to-business self funding and self insurance magazine dedicated to TPA's, MGU's, reinsurers, employers, health insurance agents, consultants and insurance carriers.

Self Funding Magazine delivers hard hitting articles written by the experts in the self funding and self insurance industry, discussing issues such as new innovative products and designs, enrollment methods, sales and marketing, how to choose self funding and self insurance products, how to compare self funding and self insurance products, and more.

## READERSHIP

Total readership estimated at over 15,000 online readers

- 60% - Agents, Brokers, Consultants & TPA's
- 20% - Human Resources
- 20% - Insurance Carriers, Reinsurers, MGU's



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## MONTHLY ONLINE ADVERTISING RATES

### ONLINE MAGAZINE DIRECTORY LISTING ONLY

\$500 Per Year

Receive a listing in the online directory so prospective clients can find you and contact you directly.

### BASIC ADVERTISING

\$2,500 annual 12 issues (Only \$208 Per monthly issue. Value \$12,000)

Get a \$12,000 marketing package for only \$2,500

#### ADVERTISING

Receive dedicated advertising on important pages of the Self Funding Magazine and create brand image and visibility. (Value \$5,000)

#### DIRECTORY LISTING

Receive a listing in the online directory so prospective clients can find you and contact you directly. (Value \$500)

#### PREFERRED ACCEPTANCE OF ARTICLES

Preferred acceptance of articles each month in Self Funding Magazine (not guaranteed each month, but guaranteed to have up to 4 educational articles per year.) (Value \$5,000)

#### VIDEO

You may include a video of your organization on the Self Funding Magazine website. (Value \$1,000)

#### ONE PODCAST

We will conduct a recorded podcast of your organization and publish online under “this month’s interviews”. (Value \$500)



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## **GOLD ADVERTISING**

\$5,000 Annually 12 issues (Only \$416 per monthly issue. Value \$43,000)  
Get a \$43,000 marketing package for only \$5,000

## **SECONDARY PAGE PREMIUM ADVERTISING**

Receive premium ad space on secondary pages that include articles and other important information. Create Brand Identity and Visibility. (Value \$10,000 per year)

## **EMAIL LEADS**

Guaranteed leads emailed to you from prospective clients, such as employers, insurance agents, consultants or others interested in the products and services your organization provide. This is like having your own online salesman sending you “hot” leads! These “hot” leads will be those who are interested in receiving proposals from you. (Value \$15,000 Per Year)

## **INCLUSION IN NEWSLETTER**

You will be allowed to include news or updates from your organization in our bi-weekly newsletter which goes out to thousands in the self funding industry. (Value \$2,000 per year)

## **PRESS RELEASES**

You may submit press releases that will be included on the magazine website for everyone to read. (Value \$5,000 per year)

## **ONLINE DIRECTORY LISTING**

You will receive a listing in the online directory so prospective clients can find you and contact you directly. (Value \$500 per year)

## **VIDEO**

You may include a video of your organization on the Self Funding Magazine website. (Value \$1,000)

## **MONTHLY PODCAST**

We will conduct a recorded podcast of your organization each month and publish online under “this month’s interviews”. (Value \$2,000)

## **ARTICLES IN THE MAGAZINE**

Preferred acceptance of articles each month in Self Funding Magazine (not guaranteed each month, but guaranteed to have up to 6 educational articles per year.) (Value \$7,500)

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## **PREMIER ADVERTISING**

\$10,000 Annually 12 Issues (Only \$833 per monthly issue. Total Value \$85,500)  
Get a \$85,500 marketing package for only \$10,000

### **PREMIUM FRONT PAGE ADVERTISING**

Receive Premium Front Page Advertising with the most visibility and guaranteed “branding” space on the main page of the magazine site. Limited to 5 advertisers. Be one of the premier advertisers on the internet. (Value of \$20,000 Per Year)

### **EMAIL LEADS**

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### **VIDEO**

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### **PODCAST MONTHLY**

We will conduct a recorded podcast of your organization each month and publish it online under “this month’s interviews”. (Value \$2,000)

### **DEDICATED COLUMN**

You will receive a free dedicated column in the magazine each month. (Value \$10,000 per year)

### **EMAIL BLAST**

One dedicated email blast per month to our proprietary database of thousands of industry players. (Value \$15,000)

### **ARTICLES IN THE MAGAZINE**

12 guaranteed articles, one each month in Self Funding Magazine. (Value \$15,000)

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**Why Advertise in Print When Most Consultants, Employers, and Agents  
Gather Their Information Online?**

**Why Pay for Online Advertising Through “Impressions” When Instead You Can Have  
Dedicated Advertising That 100% of the Time is Branding and Advertising  
for Your Company?**

## **PAYMENT METHOD**

Payment will be by check , credit card or wire transfer.

Attn.: Self Funding Magazine

12856 82nd Lane North

West Palm Beach, FL 33412

## **FOR MORE INFORMATION CONTACT**

[Info@SelfFundingMagazine.com](mailto:Info@SelfFundingMagazine.com)

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