

# GAMA

# INTERNATIONAL JOURNAL

DELIVERING LEADERSHIP SOLUTIONS

## 2015 MEDIA KIT



[gamaweb.com/advertise](http://gamaweb.com/advertise)

# 2015

# 2015 MEDIA KIT • OVERVIEW

## GAMA INTERNATIONAL JOURNAL

In today's increasingly complex and competitive business world, managers are called on to increase efficiencies, maximize profits, and decrease risk. It's not easy. And they can't do it alone. That's why our members turn to GAMA International — the only association dedicated to promoting their professional development needs and leadership skills.

### MEMBER DEMOGRAPHICS

A demographic snapshot of our members shows the following:

**75%**  
are life insurance  
agency/firm heads  
or sales managers.

**44%**  
annually earn more  
than \$250,000.

**75%**  
have 15 or more  
agents in their firms.

**45%**  
regularly use the  
Internet for training.

**86%**  
read the *GAMA  
International  
Journal*.

**61%**  
of *Journal* readers  
pass it along to at  
least one person.

**92%**  
of members travel  
on business  
every month.

**63%**  
have traveled  
overseas in the past  
five years.

### GAMA INTERNATIONAL MEMBERS

GAMA International members are field leaders in one of the most competitive sales environments in the world: the insurance, investment, and financial services industry. Broadly speaking, that means our members identify, recruit, select, train, develop, supervise, or grow advisors and other leaders.

GAMA members have direct management and leadership responsibility for the retail distribution of financial products to individual customers throughout the United States and select foreign markets. In their role as managers, our field leaders are responsible for procuring efficient and innovative resources to successfully grow their businesses. A typical GAMA member's office includes 35 to 50 advisors. Collectively, our members manage more than 90,000 advisors who help bring financial security to more than 40 million clients.

These are truly leaders in their field.

### *GAMA INTERNATIONAL JOURNAL*

Advertise in the GAMA International Journal to reach a distinguished audience of business leaders. The Journal is a professionally produced, full-color bimonthly magazine that focuses on business and practice management solutions for our readers. As GAMA's flagship publication, our members consider the Journal to be one of their top member benefits.



# 2015 MEDIA KIT • ADVERTISING SCHEDULE

The editorial calendar establishes broad themes for each issue and lists topics that may be covered in that issue. We invite you to craft your advertising accordingly and take advantage of an audience primed to understand the importance of your message.

ISSUE	THEME	RESERVE AD SPACE BY	SUBMIT AD MATERIALS BY
JAN/FEB	Outlook for 2015	November 20, 2014	November 26, 2014
MAR/APR	LAMP <small>COVER STORY: GAMA International Management Hall of Fame Recipient Profile EXTRA DISTRIBUTION: LAMP Annual Conference</small>	January 12, 2015	January 20, 2015
MAY/JUN	PRESIDENTIAL ISSUE <small>COVER STORY: GAMA International Presidential Profile</small>	March 23, 2015	March 30, 2015
JUL/AUG	Awards & Recognition <small>Awards and Recognition Issue EXTRA DISTRIBUTION: International Members</small>	May 26, 2015	June 2, 2015
SEP/OCT	Industry Trends/Producer Development	July 20, 2015	July 27, 2015
NOV/DEC	Year in Review	September 21, 2015	September 28, 2015

## ADVERTISING SPECIFICATIONS

See the Advertising Sizes and Specifications section on the next two pages for more information about how to prepare your ad. Ads prepared incorrectly could incur additional charges.

To discuss additional advertising options, such as inserts or cover wraps, please contact Amanda McCollough, business development manager, at 571-499-4313 or [amccollough@gamaweb.com](mailto:amccollough@gamaweb.com)

## 2015 ADVERTISING RATES

FOUR-COLOR AD	MAR/APR	JUL/AUG	ALL OTHER ISSUES
Center Two-Page Spread	\$6,400	\$6,400	\$6,100
Two-Page Spread	\$5,100	\$5,100	\$4,900
Full Page	\$3,600	\$3,600	\$3,500
Half-Page (Horiz./Vert.)	\$2,600	\$2,600	\$2,500

COVER AD	MAR/APR	JUL/AUG	ALL OTHER ISSUES
Covers 2 or 3	\$5,000	\$5,000	\$4,800
Cover 4	\$6,900	\$6,900	\$6,600

Note: All advertising must be prepared in color.

## BELLYBAND

**\$5,900 per issue**



The GAMA International Journal is a 2012 MarCom Gold Winner. The MarCom Awards honors excellence in innovation and creativity in marketing and communications.

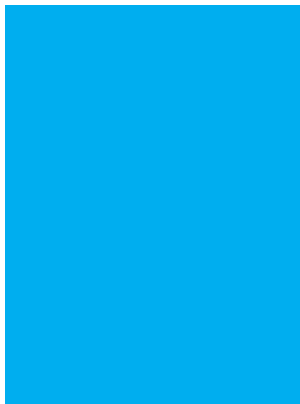
# 2015 MEDIA KIT • AD SIZES AND SPECIFICATIONS

## GAMA INTERNATIONAL JOURNAL SPECIFICATIONS

Trim size 8" W × 10.875" L • Four color (CMYK)  
Saddle-stitched (except for JUL/AUG issue, which is perfect-bound) • Full bleed

### SIZE CHART

Size your Journal ad in accordance with the size chart below and on the following page. Prepare half-page ads to be the image size (i.e. the size of the printed ad). Prepare full-page and cover ads to be the bleed size (the image size plus 1 pica (.17"), bleed allowed on all sides). For the JUL/AUG issue increase bleed on sides to 3 picas (.51"). Save all full-page ads as press resolution files with bleeds only (no crop marks).



#### FULL PAGE, COVER 2, or COVER 3

Image Size:  
8"W × 10.875"L

Bleed Size:  
8.33"W × 11.21"L

#### DEFINITIONS

Image size = size of printed ad

Bleed size = size of printed ad + .17" bleed allowance (not applicable for half-page ads)

Bleed size for perfect-bound (JUL/AUG) Issue = size of printed ad + .51" bleed allowance on sides

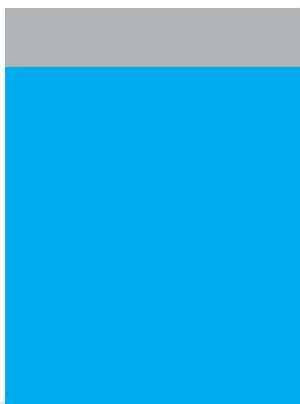


#### TWO-PAGE SPREAD

Image Size:  
16"W × 10.875"L

Bleed Size:  
16.33"W × 11.21"L

*(continues on next page)*



#### COVER 4

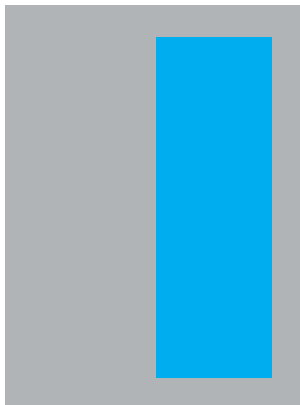
Image Size:  
8"W × 9.25"L

Bleed Size:  
8.33"W × 9.42"L

Note: This ad bleeds on  
sides and bottom only.

# 2015 MEDIA KIT • AD SIZES AND SPECIFICATIONS

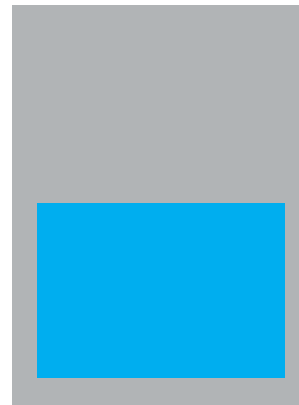
(CONTINUED)



## HALF-PAGE VERTICAL

Image Size:  
3.167"W × 9.042"L

Bleed Size: None



## HALF-PAGE HORIZONTAL

Image Size:  
6.667"W × 4.375"L

Bleed Size: None

## FILE REQUIREMENTS

The Journal accepts only EPS or PDF press-resolution print-ready files.

- EPS files should be 100%, 800-ppi min. All fonts must be converted to outlines and all images must be provided, even if they are embedded in the file.
- PDF images must be submitted in 300-ppi resolution or better, and all fonts must be embedded. Include bleeds.
- If using color, prepare image in CMYK space.
- Use a minimum rule weight of .25 point.
- All type should be at least ¼" from each edge of the image size.

Any production charges incurred by GAMA International for advertising material not received in the specified formats will be charged back to the advertiser, plus ten percent.

**Ad agencies:** these charges are noncommissionable.

## SUBMITTING AN AD TO THE GAMA INTERNATIONAL JOURNAL

1. Fax your insertion order to Amanda McCollough at 571-499-4302.
2. Upload electronic files to <http://www.hightail.com/u/GAMAInternational>

## FOR MORE INFORMATION

Contact Amanda McCollough at 571-499-4313 or [amccollough@gamaweb.com](mailto:amccollough@gamaweb.com)