

MEDIA KIT



BY THE VOLUNTARY BENEFITS INDUSTRY, FOR THE VOLUNTARY BENEFITS INDUSTRY

Our mission is to give the Voluntary Benefits Industry a voice and drive innovation, by providing a platform that encourages collaboration and the creative sharing of information and ideas.

VOLUNTARY ADVANTAGE


ABOUT US


Entity created by the Voluntary Benefits industry, for the Voluntary Benefits industry

Content managed by Editorial Board of (7) members with diverse backgrounds in the industry, in addition to (2) Editors

Key Contributors Include: EOI, Sydney Consulting Group, Eastbridge Consulting Group, PwC, BuddyIns

TO ADVERTISE

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➤ TARGET AUDIENCE

Distribution side of the Voluntary Benefits industry: Brokers, Agents, Carriers, Benefits Technology Providers, Benefit Communication Firms, etc.

➤ WEBSITE

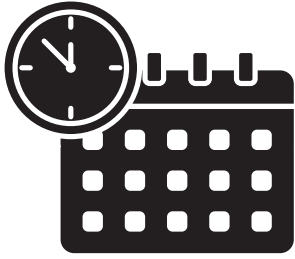
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➤ EMAIL DISTRIBUTION

Subscription by opt in only:
Average Open Rate 39.6%

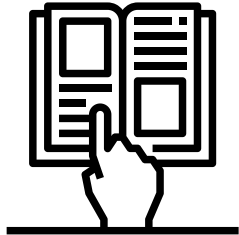
➤ SOCIAL MEDIA**LinkedIn:**

- Followers:
 - 33.4% Sales, 19.3% Business Development, 11.2% HR
 - 73.1% Director Level or Higher
- 30 Day Reporting: 15,840 Impressions, 490 Page Views, 234 Unique Visitors



➤ **CALENDAR OF EVENTS**

Voluntary Benefits Industry Events -
Conferences, Virtual Meetings
Hosted in our Online Calendar and
Monthly Publication



➤ **DIRECTORY OF SERVICES**

Hosted at www.voluntary-advantage.com
Business Listing with Summary of Services
& Contact



➤ **SPEAKER SERIES**

Virtual Series featuring Speakers on
Virtual Selling, Leadership, Industry
Insights, and more.

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WELCOME TO VOLUNTARY ADVANTAGE

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Voluntary Benefits Industry



VOLUNTARY BENEFITS VOICE MAGAZINE MONTHLY - DIGITAL ONLY

➤ EMAILED TO SUBSCRIBERS & POSTED ON SOCIAL MEDIA

➤ FEATURES: FLIPPABLE PAGES, VIDEO & CLICKABLE LINKS

Subscribers:

- Include: Brokers, Career Agents, Carrier Sales, Account Managers, Benefit Enrollment Firms, Benefits Technology Firms, etc.
- 23% Work at Top 10 Brokerages

Reading Device:

- 63% Desktop / 37% Mobile Device

JANUARY 2023

Voluntary Benefits Voice MAGAZINE



Reflect, Revise and Renew

Now is the time to consult on your client's benadmin needs

Leading Ladies of VB

Insights from industry leaders

What is coming?

How is variability in plan design causing difficulty with plan filings?

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February 2023

Voluntary Benefits Voice MAGAZINE



Use the Metaverse to Engage

Next Generation Financial Wellnes

The Future of Claims

Carrier Perspectives on the Future of Supplemental Health Claims

Financial Wellness

How Do Voluntary Benefits Help?

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ADDITIONAL INFORMATION - PRINT MAGAZINE SPECIFICATIONS

TRIM SIZE: 8" X 10 1/2" (ALL AD SPECIFICATIONS ARE IN INCHES)

RESOLUTION: 300 DPI (DOTS PER INCH)

Creative Unit Name	Live Area	Trim	File Type	Submission Lead Time
1/4 Page Ad	4 1/2" x 4 1/2"	5" x 5"	JPG, TIFF, GIF, PNG	Min 7 Business Days Before Print
1/2 Page Ad	7 1/2" x 4 1/2"	8" x 5"	JPG, TIFF, GIF, PNG	Min 7 Business Days Before Print
1 Page Ad	7 1/2" x 10"	8" x 10 1/2"	JPG, TIFF, GIF, PNG	Min 7 Business Days Before Print