



A new beginning  
with a rich tradition

# aspire

Insights and best practices  
for independent distribution

2023 media kit

## It's about collaboration

The profession was started by individuals, independent in their businesses and aspirations. Now, with over 750,000 in the independent distribution channel, there is strength in numbers and a responsibility to collaborate and provide the resources and sales insights to support the continued growth of all in the profession.

## It's about marketing

Despite the multitude of industry websites and niche media outlets, no one source has brought together relevant and helpful content to the entire independent brokerage community...not until now. Meet Aspire – a business publication, dedicated to providing marketing and sales insights and best practices for supporting continued growth of our financial services sector.

## LIBRA insurance partners

With an exclusive partnership with LIBRA, Aspire magazine will reach 750,000+ professionals on an every other month basis, starting in February of 2023. Distributed digitally along with a printed BGA executive version, the magazine will tap into the strength of many – LIBRA partners along with brokers, agents, carriers, research organizations, and technology vendors.

## Areas of content

- Best practice articles on prospecting, selling, renewing, and servicing
- Research and trends in business categories and consumer sentiments
- Product analysis in life, disabilities, long-term care, annuities, and more
- Management ideas for recruitment and retention
- Marketing and business tools to grow business
- Thought leadership pieces on relevant topics impacting business growth

# It's about understanding

Understanding that time is money, Aspire will cut through the clutter and advertorial content in the marketplace. Laid out in executive summary style, articles and infographics will be visually engaging with concise, to-the-point information. Full page and half-page ad placement will be available, adjacent to relevant content so as to offer additional resources for the readers.

## **Editorial Board**

To ensure the content is useful and relevant to the readers, Aspire will have an Editorial Board composed of LIBRA partners and brokers who personally understand the challenges and opportunities in today's marketplace. With the Board's insights, Aspire will share bylined articles and market insights from such experts as in-market professionals, independent research organizations, product-specific consultants, industry journalists, and carriers/vendors.

## **It's about the reach**

Great content and award-winning design is just half the story. Aspire is also focused on reaching the entire market; utilizing the latest database of LIBRA partners, their agents, and other independent insurance agencies and financial services advisors who are licensed in the United States. The 750,000 includes active licensed producers and agency executives with the following titles and credentials; working within the specific product categories –

*Aspire magazine  
will reach  
750,000+  
professionals*

## **Audience titles/Professional credentials**

AAI  
AEP  
ARM  
Agency Principal  
Agent  
Broker  
Case Manager  
Chairman of Board  
Chief Financial Officer  
Chief Marketing Officer  
Chief Technical Officer  
CEP  
CFP  
CLTC  
CLU  
CPA  
CRM  
Director of Brokerage  
Director of Marketing  
Director of Recruitment  
Field Agent  
Financial Advisor  
Managing Agent  
Managing Broker  
President  
Producer  
Senior Vice President  
Underwriter  
Vice President

## **Product lines:**

Accidental  
Annuities  
Critical Illness  
Disability Insurance  
Impaired Risk  
Life Insurance  
Long Term Care Insurance  
Medicare Supplement  
Reinsurance

## It's about consistency

Every other month distribution will provide ongoing connectivity with the readers without being overwhelming or abusive to their inboxes. Designed to be visually engaging and informative, Aspire will be laid out to provide optimum exposure for advertising messages.

Priced with cost-efficiency and consistency in mind, readership analytics will be provided for year-long advertising campaigns to ensure continuity and success.

### 2023 RATE CARD

	FULL PAGE 4/COLOR	½ HORIZONTAL 4/COLOR
1x rate	\$6,500	\$3,500
3x rate	\$5,750	\$3,000
6x rate	\$5,000	\$2,850

## It's about time

We believe it's about time for one publication to reach the entire independent distribution channel with balanced and insightful content. That is our aspiration. Let us help you achieve your brand messaging goals for 2023.

### **Pam Sheehan**

Publisher and Editor-in-Chief

aspire

Email: Pam@Aspiremag.media

Phone: 303-503-6305

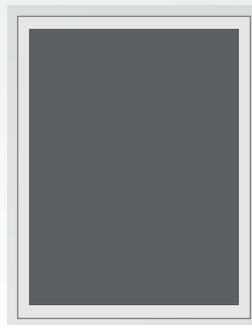
# aspire

## Specifications

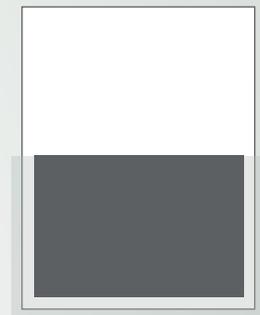
### Artwork Requirements:

- All digital color and grayscale artwork must be supplied at 300 DPI.
- Line art must be supplied at 600 DPI.
- High-res PDF and JPEG files are accepted. Images from the Web are not suitable for printing.
- All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode.
- RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.
- All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Magazine trim size: 9" x 10.875"



**Full Page**  
9" x 10.875" add .125" bleed  
**Full Page Non-Bleed**  
8" x 9.875"



**1/2 Horizontal Bleed**  
9" x 5.25" add .125" bleed  
**1/2 Horizontal Non-Bleed**  
8" x 4.75"

## 2023 Editorial calendar & deadlines

ISSUE	ISSUE DATE	SPACE CLOSE	MATERIALS CLOSE	CONTENT CLOSE
February/March	2/20/23	2/20/23	1/20/23	1/13/23
April/May	4/20/23	3/17/23	3/24/23	3/22/23
June/July	6/16/23	5/19/23	5/26/23	5/24/23
August/September	8/23/23	7/24/23	8/7/23	8/4/23
October/November	10/24/23	9/25/23	10/4/23	10/2/23
December	12/12/23	11/13/23	11/20/23	11/20/23

# Ready to achieve more?

# We've got a lot of ground to cover

Join us for every issue.

## April/May

### Playing well with others – clients, industry professionals, and business partners

- The power of building a referral network
- S&P's impact on business
- Product analysis: spotlight on annuities
- Accelerated underwriting — changing the dynamics in the relationship

## June/July

### School is out, but business is still in session

- Best practices for selling annuities
- Incorporating life insurance into estate planning strategies
- The power of storytelling
- Staying motivated and staying connected

## August/September

### Life in the fast lane

- Analysis of life products and innovations with cutting-edge technologies
- The impact of reinsurance on life premiums
- The latest in wealth transfer strategies

## October/November

### Time to plan ahead

- Best practices for selling long term care and retirement plans
- Marketing and social media for cross-selling and cross-marketing
- Where do linked benefits fit in your sales offerings?
- Practice management and improving margins

## December

### Where do we go from here?

- Follow up or fold up — sales strategies and drip marketing ideas
- Underwriting trends for a smoother process in the new year
- Analysis of hybrid products

aspire  
magazine

For information on sharing your advertising message, contact Pam Sheehan: [pam@aspiremag.media](mailto:pam@aspiremag.media)

To receive your complimentary Aspire magazine, email [aspiremag@libraip.com](mailto:aspiremag@libraip.com) with subject line of "Yes"