

THE STANDARD

Media Pack 2020



ABOUT US

The Standard is a quarterly online magazine, owned and created by the British Damage Management Association (BDMA), an organisation committed to bridging relations between the insurance and damage management industries.

We are dedicated to leading industry best practice and establishing quality standards across the damage management supply chain. Our commitment is brought to life through The Standard.

Established in 2018, The Standard's mission is to bring into focus the interests of practitioners and members working in the damage management industry, by offering industry training and education insight, sharing advice on standards and representing the specialised work and skills of professionals working within this sector.

For a full breakdown of the content and our themes for 2020, please refer to our editorial calendar.

We look forward to working with you in 2020.

CALL FOR CONTRIBUTIONS

The Standard is written in collaboration with our members, showcasing industry thought leaders and success stories to the wider community.

We are delighted to present the opportunity for our members to broadcast their expertise to the broader insurance industry by submitting opinion pieces and case studies for inclusion in The Standard. Opinion pieces provide a platform for members to demonstrate their thought leadership insight within the industry. Meanwhile, case studies are a brilliant opportunity to profile specific examples of how your business adds value to the supply chain.

If you would like to submit a thought leadership article or case study for editorial consideration, please contact Becca Collier-Cook via: becca.collier-cook@realia.co

OUR AUDIENCE

The Standard's content aims to inform, entertain and inspire damage management and insurance professionals of the BDMA community.

By working with The Standard, your business will reach key decision makers within insurance and damage management. We will help to raise your brand awareness, exposure and opportunities to collaborate.

The magazine is specifically targeted at all professionals interested and working in the damage management and insurance industry, such as loss adjusters, brokers, suppliers, facilities managers, local authorities, individual practitioners and technicians, and official bodies.

AUDIENCE BREAKDOWN

1,200+

TWITTER FOLLOWERS

@THEBDMA



400+

FACEBOOK LIKES

@THEBDMA



1,100+

LINKEDIN FOLLOWERS

BDMA (BRITISH DAMAGE MANAGEMENT ASSOCIATION)



2,500+

BDMA MEMBERS REACHED

**PRINT MAGAZINES
DISTRIBUTED
TO KEY STAKEHOLDERS**

3,000+

QUARTERLY READERSHIP
(ONLINE + PRINT COPIES)

1,500*

WEBSITE VISITORS (MONTHLY)
WWW.BDMA.ORG.UK

*POTENTIAL REACH OF ONLINE READERS

2020 EDITORIAL CALENDAR

Issue	Overarching theme/s	Regular features
March	Technology	Notes from the Chairman The BDMA's View Commercial Loss - Opinions & Expertise from the BDMA Executive Board
June	Workforce	Residential Loss - Opinions & Expertise from the BDMA Executive Board Specialist Loss - Opinions & Expertise from the BDMA Executive Board Learning & Development
September	Supply Chain Collaboration	The Benefits of BDMA Membership <i>Our Industry in Action</i> (Industry Case Study) <i>The Standard Insight</i> (Feature)
December	Risk Management	Member Showcase Sponsor Showcase



RATES & SPECIFICATIONS

TRIM



BLEED



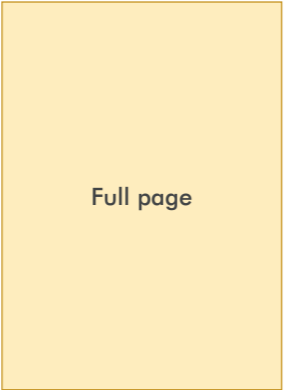
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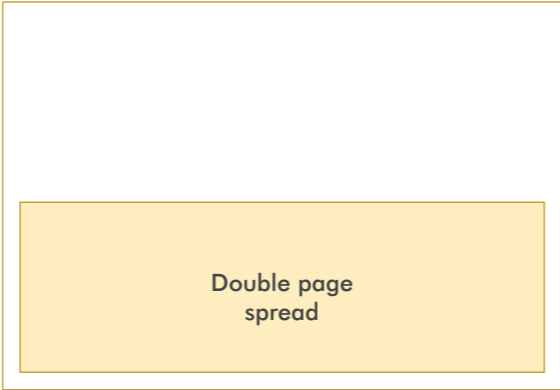
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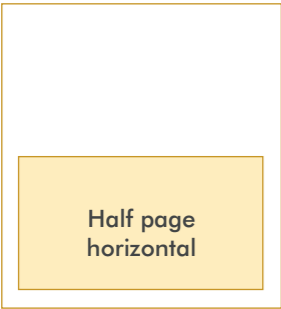
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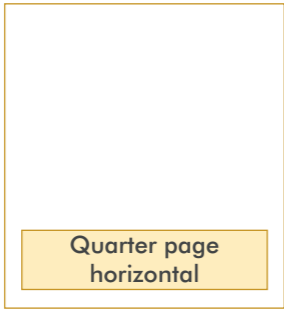
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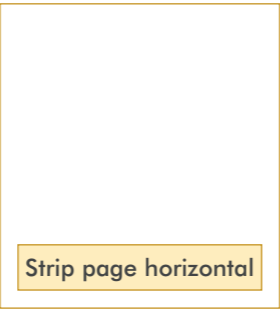
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Type Area: 186 x 33mm

RATE COSTS

Page Insertions	Full Page	Half Page	Quarter Page	Strip	Back Page	Email Sponsorship
1	£1165	£629	£437	£274	£1225	£343
2	£1131	£611	£426	£266	£1188	£333
3	£1099	£594	£414	£259	£1153	£324
4	£1067	£577	£402	£252	£1120	£315

EDITORIAL FEATURE

BDMA members:
Editorial Features FOC

Non members:
DPS Editorial £1500

Single Page Editorial £1200

RECRUITMENT

Magazine advert (full page) £1165
Magazine advert (half page) £629
Magazine advert (quarter page) £437
Magazine advert (strip) £274
Website advert £300

EDITORIAL FEATURES

Editorial content presents your business with the opportunity to demonstrate its thought leadership insight within the industry, and provide real value to a wide range of stakeholders and interested parties. This content should be educational or an interesting viewpoint, without being overly sales focused.

RECRUITMENT ADVERTISING

With our readership we are best placed to help you find your ideal candidate and achieve your hiring goals across the wider insurance industry. We offer a range of methods to make sure your posting reaches the right people online.

EMAIL SPONSORSHIP

Our email database has chosen to receive our emails and so are trusting that the information contained within them is credible and of value. We therefore present a strong platform for your brand exposure and messaging if you choose to sponsor an email with a branded banner.



CONTACT US

For editorial enquiries please contact Becca Collier-Cook via becca.collier-cook@realia.co

For advertising enquiries please contact Paul Williamson via paul.williamson@realia.co

Keep up with us on social media...



@TheBDMA



@TheBDMA



BDMA (British Damage Management Association)