

THE STANDARD

Media Pack 2021



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 2021, please refer to our editorial calendar.

We look forward to working with you in 2021.

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 email bdma@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

1,300+

TWITTER FOLLOWERS

@THEBDMA



400+

FACEBOOK LIKES

@THEBDMA



1,700+

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

2021 EDITORIAL CALENDAR

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



RATES & SPECIFICATIONS

How can I or my business appear in The Standard?

- **Editorial content** – these are articles that appear in our magazine written by our team of editors focusing on a particular subject matter. Please contact us if you have an idea.
- **Advertorials** – these are articles written by a company paying to advertise to promote their business or a particular product. Get in touch if you have an article to share.
- **Webinars** – you can sponsor one of our industry leading webinars and take the opportunity to raise the profile of your business.

TRIM



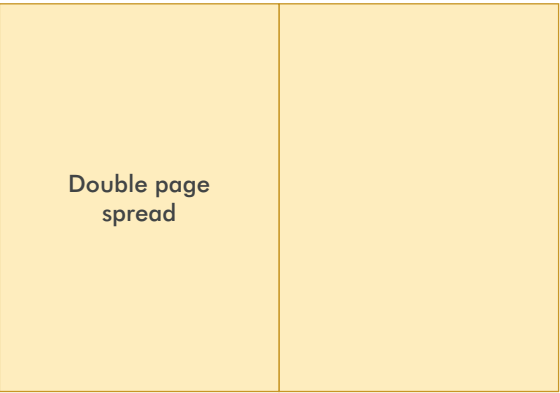
BLEED



TYPE AREA



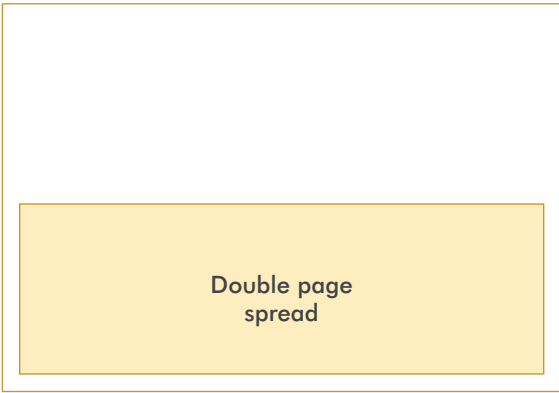
ARTWORK SPECIFICATIONS



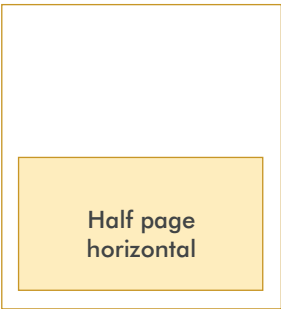
Bleed: 426 x 303mm
Trim: 420 x 297mm
Type Area: 400 x 277mm



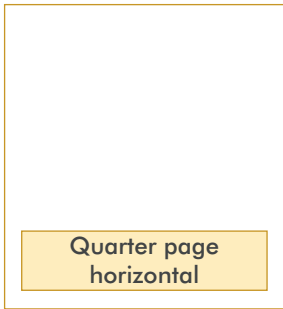
Bleed: 216 x 303mm
Trim: 210 x 297mm
Type Area: 190 x 277mm



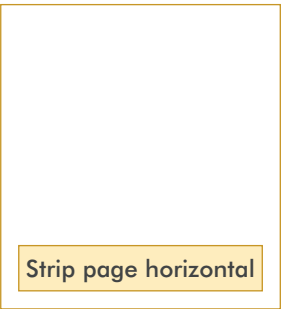
Advert Area: 396 x 128mm



Advert Area: 186 x 128mm



Type Area: 186 x 73mm



Type Area: 186 x 33mm

MEMBERS

RATE COST

Page Insertions	Discount	Full Page	Half Page	Quarter Page	Strip	Back Page	Email Sponsorship
1	0%	£1,000	£500	£250	£125	£1,100	£350
2	5%	£950	£475	£238	£119	£1,045	£333
3	12.50%	£900	£438	£219	£109	£963	£306
4	20%	£800	£400	£200	£100	£880	£280

ADVERTORIAL FEATURE

DPS advertorial	£2,000
Single page advertorial	£1,000

RECRUITMENT

Magazine advert (full page)	£1,000
Magazine advert (half page)	£500
Magazine advert (quarter page)	£250
Magazine ad (strip)	£125
Website ad	£350

WEBINAR/TOPGEAR SPONSORSHIP

Webinar. Credit on pre/post promotion and in-event	£2,000
Top Gear. Credit on pre/post promotion and in-event	£1,500

NON-MEMBERS

RATE COST

Page Insertions	Discount	Full Page	Half Page	Quarter Page	Strip	Back Page	Email Sponsorship
1	0%	£1,200	£600	£300	£150	£1,320	£420
2	5%	£1,140	£570	£285	£143	£1,254	£399
3	12.50%	£1,080	£525	£263	£131	£1,155	£368
4	20%	£960	£480	£240	£120	£1,056	£336

ADVERTORIAL FEATURE

DPS advertorial	£2,400
Single page advertorial	£1,200

RECRUITMENT

Magazine advert (full page)	£1,200
Magazine advert (half page)	£600
Magazine advert (quarter page)	£300
Magazine ad (strip)	£150
Website ad	£420

WEBINAR/TOPGEAR SPONSORSHIP

Webinar. Credit on pre/post promotion and in-event	£2,400
Top Gear. Credit on pre/post promotion and in-event	£1,800



CONTACT US

For editorial or advertising enquiries please email
bdma@realia.co

Keep up with us on social media...



@TheBDMA



@TheBDMA



British Damage
Management
Association (BDMA)



BDMA (British Damage
Management Association)