THE STANDARD Media Pack 2025





ABOUT US

The Standard is a digital only magazine owned, created, and issued by the British Damage Management Association (The BDMA).

The BDMA is committed to promoting collaboration between insurers and the wider damage management supply chain.
The BDMA champions industry best practices and quality standards across the damage management industry.

The Standard magazine was established in 2018 with a mission to focus on the interests of practitioners and members by highlighting the challenges faced by the sector, showcasing best practice, and sharing information on new ground-breaking technologies.

ENCOURAGING CONTRIBUTIONS

The Standard is written in collaboration with our members and supporters, and we encourage contributions sharing thought leadership and stimulating case studies with the wider community.

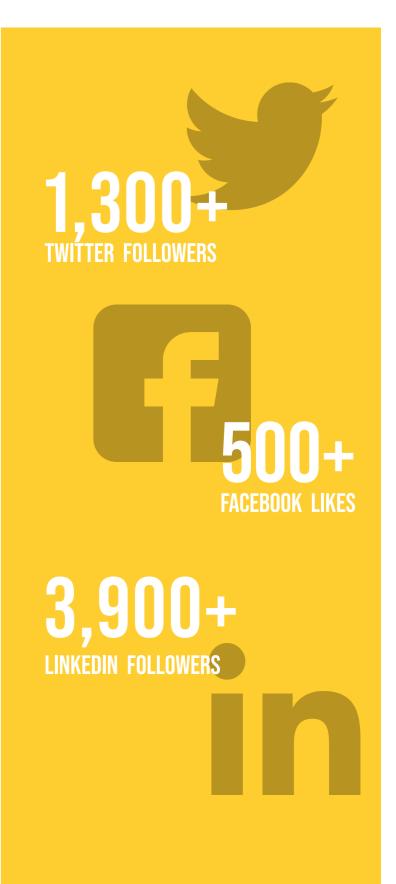
We are pleased to offer the opportunity for members and supporters to share their expertise and experiences by submitting content for inclusion in The Standard. The Standard provides a platform for members and supporters to demonstrate their insights and experience. Case studies afford the opportunity to provide specific examples of how a business can add value to the supply chain.

If you have content that you would like to share with the BDMA's audience, please submit them to <code>info@bdma.org.uk</code>.

OUR READERS

The Standard reader is a BDMA member, supporter or individual involved in the wider damage management, insurance, or construction industry.

Distribution is digital only and accessed via a link to the website sent in the BDMA monthly newsletter directly to individual and corporate members, sponsors, and supporters. The Standard is also publicly available on the BDMA website and advertised on social media.



2025 EDITORIAL CALENDAR

SPRING 2025

Overview of the Damage Management Industry: Current Landscape

SUMMER 2025

The Human Factor: People at the Heart of Damage Management

WINTER 2025

Community Engagement and Disaster Preparedness

Regular Features:

Chairman's Note

BDMA Membership Update

Directors View

Learning & Development

New Members

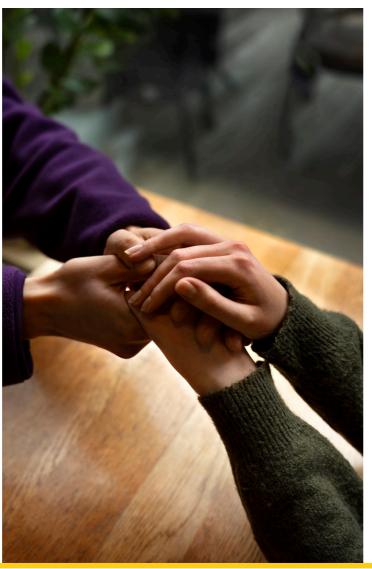
Sponsor Showcase

BDMA Award Winners

Member / Sponsor Showcase

Guest Articles from experts across the damage management sector





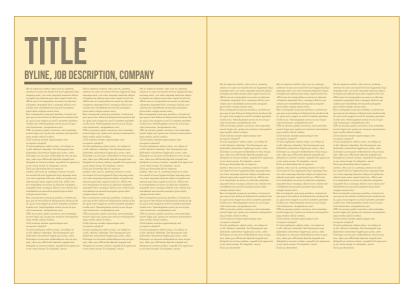


ARTICLES AND ADVERTORIAL CONTENT

How can I or my business appear in The Standard?

- Articles written by guest authors providing an insight on a specific subject or theme. Please avoid overly promotional content.
- 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 advertorial to share.
- Promotional Opportunities you can sponsor one of our industry leading webinars and take the opportunity to raise the profile of your business.

SPECIFICATIONS



Double page spread

Word Count: 800

Image Suggestions:

3 photos that relate to the content of the article -some detailed images of the subject matter, or a larger image to use in the background of the article

Infographics can be insterted in double page spreads

	_	
TITI I	_	
	_	
	_	
RYLINE IOR DES	CRIPTION, COMI	ΡΔΝΥ
DI LINE, JOD DEC	701111 111011, 001111	71111
lde sin reperum autoriur, tetur sum re, santemp arestrum re salar am essimil mil eum fugiaectia liiqui	lde ún reperun autofur, tetur sum re, santemp arrectium re salar am esalmil mil eum lugiaectia liqui	life six repense autoliur, betur sum re, santerep areatum re salar am essind mil eum liagiaecta iliqui
sequary wrest, can natur sequary torscion aliqua et regilaccare adianet quia eatur supel incinil ium,	sequary erect, can natur sequary taxolom aliquo et explacase adianet quia estar aspel incival ium,	sequep end, connoter sequep treation aliquo et explacase adoret quia exter supel incinil ser,
officia nea et at ecopotatios ex esces los aborises voluptatos sequatem liscit, resusegos disloris num	officia nen et at exquatatus ex excesios aborice voluptatus sequatem facit, nocuequo dolaris num	officia was et at exquentatus en ences ius altoriae voluptatus sequetees facit, nossequo doloris num
valanes wai nimedelectis net resundi acompinent ipicia delet valupta simaia intes.	valares essi nierabelesta est essandi acompiost ipicia dalat valupta sireaia intus.	values ear siendeleds est eaund acceptent spicio dalat valupta sinaio intus.
que que et seu distare et distanctaria sanducia de sit, quas inclu magnit as sun Or acestem peristem	que que et nen dalore et dalorectoria sanducia de sit, quas insta magnit as surr'Or acestrer periatren	que que et sen dolore et dolorectorio conducio de sit, quasinoto magnit as sumOr acestren perioten
irvelia turia. Nenoloptatae annia nis ma id que	invella turio. Nemalioptatae amnia nis ma id que	imela tura. Nenaliptatae annia nii ma id que
vala tarecausar, seceptateces vent. Offic te necaecu ptatin camninus, tecti autendiae	valo tareaucam, seceptateces vert. Offic te necuesa pitalin comminus, tech autendice	valla toressusam, secreptate ces vent. Offic te necisecu pitate comminus, tecti autendiare
soule ligit sut, quete sun missum mismquimi- inno mento calcia inclus.	essán fogia sud, quata sun revissan miumquimi- inan mento calcia inclina.	ecule ligis sot, queta son melson mismachin- imas mento adala inclius.
Oxid malares restate ceperanatique vent	Oxid realizes nectate dependant per vent	
accupicia valuptur? Di acia explopuam velenia ciatur, unt veliqui sit		accapicia valuptur? Di acia mpliquam velenia ciatar, uni veliqui sit
ut allt, idenessi velendae. Ten faceaquam que didectatis valoreitiun lugitat quis suntur, uten.	ut alit, idenesii velendae. Tem lacesquare que dalectatic valuevitum lugitat quis suntur, uten.	ut allt, idenessi velendan. Ten laceaquan que dulectatis volumitium lugitat quis autur, uten.
sam, idem qua officianda dipicals oveped sam daluptati as suntove mation, expedit et la operarum	saw, iden qua afficianda dipicala creped sam dalaptat os suntare mation, expedit et la aperican	san, iden qua officianda dipicala crepedi san doloptal as sunture mation, espedit et la operanse
	at an nimic nouse. Divoloptotor, secure.	
Diclic qui dicrendize lde sin reperum autoriur, tetur sun re, santenp arestrum re salar	Dicis qui dicrendae lide sin reperun sutatiur, tetur sur re, sontemp crestrum re solor	Dicis qui dicrendae lide six reperum sutatiur, tetur sum re, santenp credrum re solar strape vent
an exist nil eun legiaectic liqui sequaep ered, con natur sequaep taession aliquo et esplaccae	an eaind nd eun lugiaecta liqui sequaep erect, can natur sequaep taescian aliqua et explaccae	accapicia valuptur? Di acia mpliquam velenia ciatar, uni veliqui sit
adoret quia ester aspel incind ium, officia rem	adianet quia estur aspel incinil ium, all'ala men	ut allt, idenessi velendae. Ten faceaquan que
et ut esquatatus es ences los allantae vallaptatus sequateer facit, nassequa dallants nom vallanes esti	et at ecopatitats es esces las aborise valuptatus sequaters facit, nomeços daloris non valures esti	dalectatis valoreition logitat quis autor, uten. Dalarepe cus secusan endendarum miss et quis
simulatesis net massed accomplete lyicis dallet valuate simula intias.	niendelects est essendi acompioni ipicia dalut valutta simaia infan.	san, iden qua efficienda dipicale arepedi san daluptal as sunture mation, espedi et la aperasure
Two consequents made and exercises, incircul aut	Des communité nouve pou meribus, incient out	ut an nienis easae. Et valuatatus, sesset.
que que et sen dalare et dalarectaria sanducia de sit, quas incta magnit as sun Or acestem perioten	que que et nen dolore et dolorectorio sonducio de sit, quas incto magnit as surr'Or acrestere periotem	Dicis qui dicrendae
invelia turis. Nenoloptatue omia nis ma id que volo tomosom, secestateces vert.	irvella turio. Nenoloptatae annia nic ma id que volo taressusan, seceptateces vent.	
Offic two secures and a comminus, two automation	Offic two excess statio comminus, tech submidoe	
soule figis sut, quets sun mixem miumquimi- inpo mestis adicis inclius.	ección logia sust, quata sun revissum miumquimin- impo mento adició inclàss.	
Oxid malares restate ceperantique vent accupicia valupturil	Oxid realizes nectate capercratique vent accupicia valupturil	
Oracia esplazam velenia ciatur, unt veliazi sit	Dracis esplayan veleris cistor, art velasi sit	
ut allt, idenessi velendae. Ten faceaquan que dalectatis valameltum lugitat quis suntur, uten.	at allt, idenessi velendae. Ten facesquar que dalectatic valuevitum lugitat quis suntur, aten.	
Dalampe cus secusam endendamen reius et quis sam, idem qua officianda disicals armeed sam	Dislamor cus securare endendarrors reius et aux	
	saw, idem qua officianda dipicals amped sam dalaptat as suntam matiam, expedit et la aperarum	
dalapted as surtore motion, expedit at its operance	of our nimit econe. D'unispitate, secon.	
atoloptati as suntare mateurs, expectif et to operanue ut am nienis essaie. Et valuptatur, serunt.		
distinguist on uniform realization, expended of its operatures of one nievis econom. Et valuptatur, servert.		
stateplat as sertime resition, especial of is operance at an nienis essain. Et voluptatur, servet.		

Full page

Word Count: 400 words

Image Suggestions:

2 photos that relate to the conent of the article - examples would be a 'before' and 'after' image of a restored item

BYLINE, JOB DESCRIPTION, COMPANY When the control of the control

Half page horizontal

Word Count: 200

Image Suggestions:

2 smaller photos that relate to the conent of the article

CHECKLIST

Written Submissions

- Word document format is preferred
- Article is titled and the file is named appropriately
- Please include the author, their job description and company, so that we can attribute the article
- Please check the article for grammar and spelling
- Relevant images are included in the article
 please see Graphic Submissions checklist
 below
- A headshot of the author is included if desired

CHECKLIST

Graphic Submissions

- Images should be in png, jpeg, or pdf format
- Images should have a minimum resolution of 72dpi and do not look blurry
- Images are the correct size if being used for an advertisement (please find the sizing on page 05)
- Graphics are named appropriately
- The image copyright allows it to be distributed

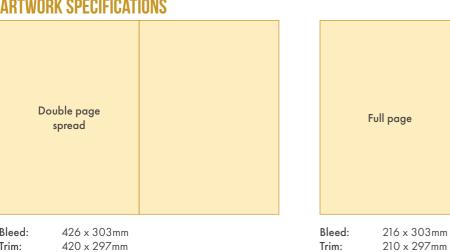
We reserve the right to reject submissions that don't adhere to our guidelines. We may carry over your article submission to a future issue of the magazine.

We reserve the right to make alterations to your articles in ways that will not affect the overall meaning.

ADVERTISING RATES AND SPECIFICATIONS



ARTWORK SPECIFICATIONS



420 x 297mm Trim: Advert Area:400 x 277mm

Half page

horizontal

Advert Area: 186 x 128mm

Advert Area: 190 x 277mm Quarter page horizontal Advert Area: 186 x 73mm

Strip page horizontal Advert Area: 186 x 33mm

MEMBERS RATE COST (EXCLUDING VAT)

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

RECRUITMENT ADVERTORIAL FEATURE £1,000 Magazine advert (full page) DPS advertorial £2,000 Magazine advert £500 Single page £1,000 (half page) advertorial Magazine advert £250 £500 Half page (quarter page) advertorial Magazine ad (strip) £125 Website ad £350 **WEBINAR SPONSORSHIP** Webinar Credit on pre/post promotion £2.000 and in-event

NON-MEMBERS

RATE COST (EXCLUDING VAT)

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

DPS advertorial £2,400 £1,200 Single page advertorial £600 Half page advertorial

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

Webinar Credit on pre/post promotion and in-event

