

**Insurancetimes**

Schemes, Policies &  
Services Directory



## **Is your product a needle in the online haystack?**

There's a wealth of information out there - make it easier for your target audience to find your product by listing it in the Insurance Times Schemes and Services Directory.

The Schemes and Services Directory Online is a fully searchable online directory of specialist schemes, policies and services to the insurance industry, primarily aimed at insurance brokers and intermediaries. The online directory is supported by a bi-weekly directory section in Insurance Times.

As the industry turns increasingly to the internet as a source of readily available information the Insurance Times Online Directory means brokers know where to place their business within only a few clicks. Can you afford not to be at their fingertips?

## **Five reasons to list your product in the Insurance Times Directory**

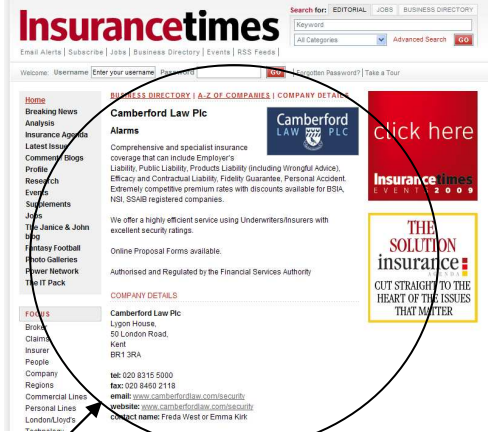
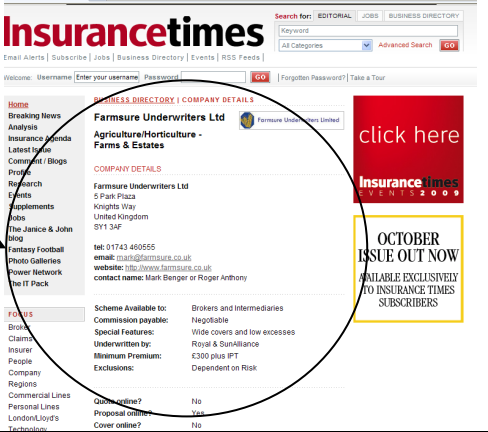
1. Maximise the number of people seeing your product listing – Insurance Times has the biggest reach both online and in print. [www.insurancetimes.co.uk](http://www.insurancetimes.co.uk) is the only ABCe audited website in the industry and has an audience of over 50,000 unique users<sup>1</sup>, while our complementary print directory reaches an additional 19,997 insurance professionals<sup>2</sup>.
2. Our clear categorisation and enhanced search function make it easy for your target audience to find your scheme, policy or service, no matter how niche the product.
3. Homepage search function and ability to access the directory from any page of the site drive increased traffic to the online directory.
4. The directory in both print and online formats is used by brokers in a buying frame of mind. If you're not listed, business will go to your competitors.
5. For the best return on your investment – listings last for 12 months and can be updated at any time, making the Insurance Times Directory a cost-effective and flexible way of promoting your product.

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<sup>1</sup> ABCe audited October 2009, audit pending

<sup>2</sup> ABC audit 1 July 2008 – 30 June 2009

# What does a listing include?

Listing type	Includes	Price
<p><b>Premium listing</b></p>	<p>Premium entries appear as a featured company on the directory including links to company website, proposal and quotation pages</p> <p>Links to premium entries also appear next to relevant news stories, features and site searches</p> <p>Take the user directly to the point of sale on your own site</p> <p>Unlimited space per listing for you to highlight the merits of your product</p>	<p><b>£750 per entry</b></p> 
<p><b>Enhanced listing</b></p>	<p>Enhanced entries will contain company name, logo and detailed contact information providing hyperlinks to your company homepage</p>	<p><b>£500 per entry</b></p> 
<p><b>Basic listing</b></p>	<p>Company name, scheme category, telephone and website (not hyperlinked)</p>	<p><b>£250 per entry</b></p> 