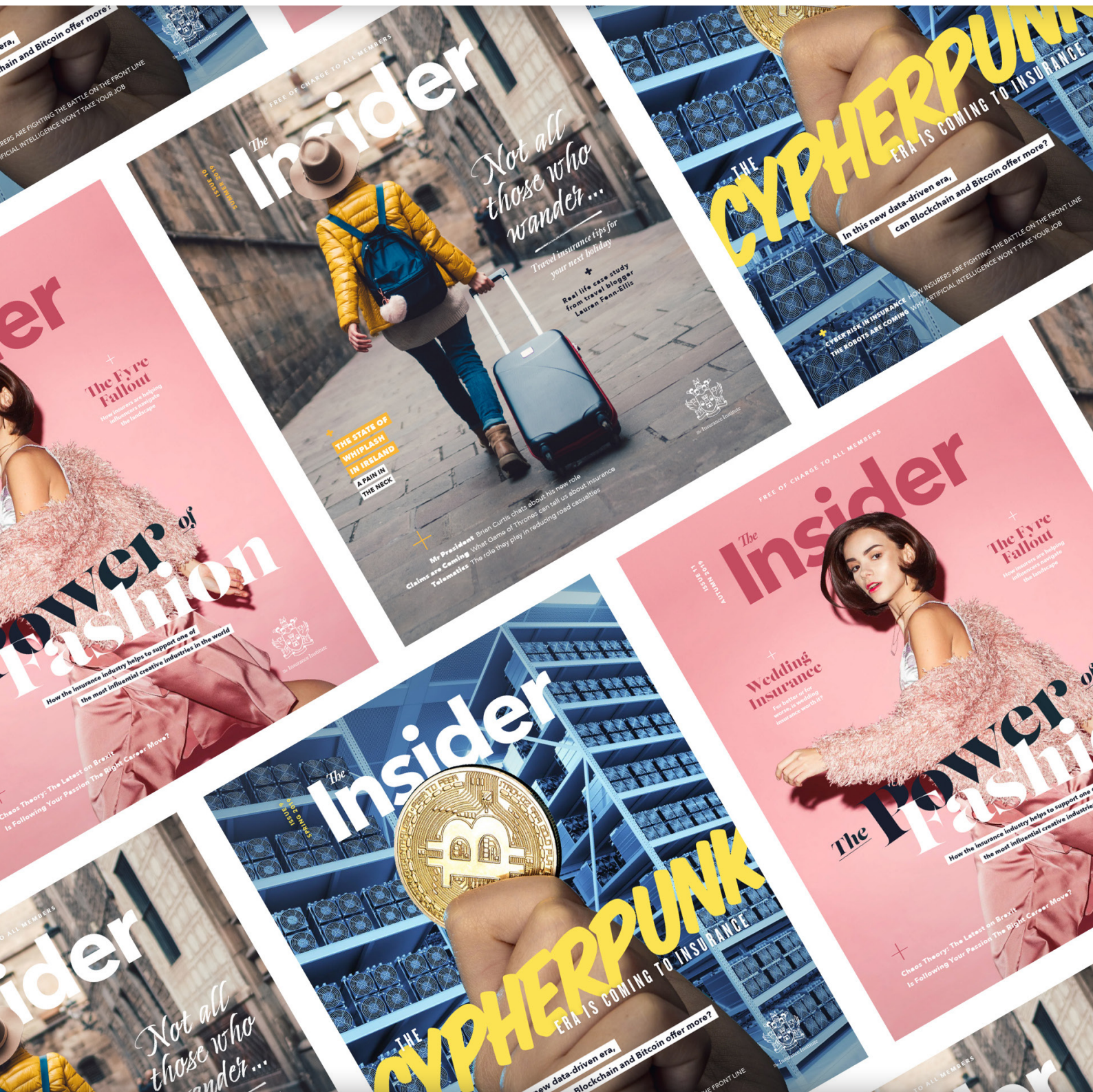


The Insider

The Official Magazine of The Insurance Institute



Contributor Guide



Thank you for your interest in contributing to The Insider magazine.
Below outlines some information about our magazine that you
should consider. We recommend that you pay close attention to the
guidelines before making your submission.

The Insider | Our History and Purpose

The first Issue of our magazine was published in 2016. The purpose of the magazine is to raise the profile of insurance as a career choice, share knowledge and to provide a platform for our members and organisations to share relevant industry information. It is also a great way for our dual members to get CPD.

From women in insurance to travel, Game of Thrones to AI, we've covered a wide range of themes and topics over the years. Our readership has grown tremendously since the first issue, and we are constantly trying to increase this with each new issue that we develop.

Your contribution can help us greatly with this! We publish four magazines a year – Spring, Summer, Autumn and Winter.

Targeting and Distribution

The Insider is aimed at working professionals in the insurance industry with a predominant focus on our own membership base. We currently have over 17,500 members around Ireland, all of whom can access a digital copy of the magazine in their member area. Our membership covers a broad age range (between 18 to 68 years old) and is made up of both males (43%) and females (57%). Our readers include students and professionals of all levels, from new entrants to CEOs.

We print between 1000-2000 physical copies per issue. These copies are sent out to individuals and corporate clients on our distribution list and they are given out at events around the country.



Thinkpiece

Thinkpieces are usually focused around technical trends in the insurance industry. Think pieces must be technical articles and are typically four page spreads. Word count: 900-1200



Feature

Features tend to be shorter at 2/3 pages. They can cover a broader range of topics. Word count: 500-800



If you have a piece in mind but it doesn't meet the above word counts, you can still submit and our editorial team will be happy to help in any way they can.

Note: if you have an idea for a topic but don't want to write it yourself, contact us at editor@iii.ie and our team will assist you.

Explainer

A two page spread detailing and explaining a particular topic. Word count: 500.

Popular Topics

There are some topics that we cover frequently. If you are unsure about what to focus on, we're always looking for something on the following subject areas:

- Mentoring and careers
- Member stories
- Regulations
- Digital (including insure tech, AI and block chain)
- Technical think piece



Guidelines and Important Information

- We currently do not accept advertorial style pieces. However, there is no charge associated with submitting an article and you will receive credit in the magazine.
- If you are submitting for a particular issue, we ask that you stick to our deadlines as much as possible. These deadlines can be found on our website.
- Once your article has been accepted, it may be necessary for our editor to make revisions. Following this, you will have one opportunity to make any further changes to the document.
- While ideally we would like your piece to fit our suggested word counts, we do accept pieces which are outside of these lengths. Our editorial team can assist in editing your piece.
- Occasionally, we repurpose magazine articles to create blog and social posts. If you feel that your piece would be better suited for these platforms, just let us know.
- If you wish to see any back issues, please contact us at **editor@iii.ie**.

Permission for Sharing

We promote the magazine through our social media channels, our blog and our website. We may promote your article through these platforms and by contributing to our magazine, you are agreeing to these terms/giving us permission to do so.

We ask that you do not share or promote the final piece until after the magazine has been published and launched. Following this, you may then promote the magazine and your article by sharing our posts on social media or by sharing our pre designed collateral. You can read more on this in our 'Promote With Us' guide which is available on our website.

How to Get Involved

Whether you have an article that you want to submit or you're just interested in getting involved, please email **editor@iii.ie**. We always keep a portfolio of articles on file, so feel free to email us at any time of the year.