

Smart Choice[®] M A G A Z I N E



2027 MEDIA KIT

Four Targeted Editions. Year-Round Visibility.

WHY SMART CHOICE®

NATIONAL REACH

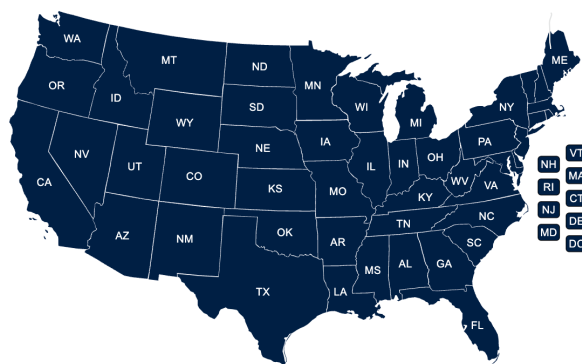
Smart Choice connects with more than 12,000 independent insurance agencies across the country, giving advertisers the opportunity to reach agents and industry decision-makers through a trusted national network.

MULTI-CHANNEL PROMOTION

Smart Choice Magazine extends beyond the publication itself. Digital editions are promoted through email, the Smart Choice website and social media channels, providing advertisers with additional visibility across our network.

PRINT + DIGITAL YEAR-IN-REVIEW

Our Year-in-Review edition combines print and digital distribution, giving advertisers an additional opportunity to reach Smart Choice agents through multiple formats.



OUR AUDIENCE

Smart Choice Magazine reaches independent insurance agents and industry partners across the country.

Smart Choice works with leading regional and national insurance carriers and serves as a major source of carrier access for independent insurance agencies.

Our audience turns to Smart Choice Magazine for industry trends, new products and services, sales and marketing insight, business strategies and opportunities to grow their agencies.

NATIONAL PRESENCE

27,000+ TOTAL REACH

12,000+ Independent Insurance Agencies

**\$12 BILLION
IN PREMIUM**

**120+
CARRIER
PARTNERS**

2027 EDITORIAL CALENDAR

SMART CHOICE® MAGAZINE

Four opportunities to connect with Smart Choice agents throughout the year.
Advertise in one targeted edition or maximize your visibility with a presence in all four.

ISSUE I - COMMERCIAL LINES

Materials Due: 02/12/27
Publish Date: 03/15/27

Digital Only

ISSUE II - E&S MARKETS

Materials Due: 05/17/27
Publish Date: 06/14/27

Digital Only

ISSUE III - PERSONAL LINES

Materials Due: 08/16/27
Publish Date: 09/13/27

Digital Only

ISSUE IV - YEAR-IN-REVIEW

Materials Due: 11/15/27
Publish Date: 12/20/27

Print + Digital

RATE CARD

FULL COLOR SINGLE ISSUE | 4 ISSUES

DOUBLE PAGE SPREAD \$6,300 \$5,040

FULL PAGE \$3,350 \$2,680

1/2 HORIZONTAL \$2,400 \$1,920

Advertise in all four 2027 editions and **save 20%**. Four-issue rate shown is per edition.

Advertising Contact:

Mary Ann Smith
masmith@smartchoiceagents.com
888-264-3388 ext. 3017

ADVERTISING TERMS AND CONDITIONS

The placement of advertising in Smart Choice Magazine at the request of an advertiser or advertising agency, if any, constitutes an agreement between Smart Choice Magazine and the advertiser/advertising agency. Advertisers/advertising agencies agree to be bound by the published Smart Choice® Magazine advertising rate schedule in effect at the time the advertisement is placed.

All costs, including but not limited to reasonable attorneys' fees and collection agency fees arising out of a breach of this agreement by the advertiser/advertising agency for non-payment of fees due or any other reason, shall be the responsibility of the advertiser/advertising agency. Smart Choice Magazine, advertiser/advertising agency agree that this contract shall be subject to the laws and jurisdiction of the state of North Carolina.

Publisher reserves the right to refuse any advertising and shall be under no liability for failure, for any cause, to publish an advertisement.

Smart Choice assumes all advertisements that it has accepted have been properly authorized by the advertiser and/or agency for publication of the advertisement's entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and hold the publisher harmless from and against all claims, liabilities, lawsuits, actions, losses, damages, or expenses of any nature (including reasonable attorneys' fees and the costs of defense) arising out of any acts or omissions in connection with the advertisement(s) published, including without limitation, actions, claims, or lawsuits for libel, violation of right of privacy, plagiarism and copyright infringement.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies or business publications contract and copy regulations will be binding on the publisher.

AD SPECS

SMART CHOICE MAGAZINE

DIGITAL EDITIONS

APPLIES TO ISSUES I-III

Double Page Spread

16.75" × 10.875"

Full Page

8.375" × 10.875"

1/2 Page Horizontal

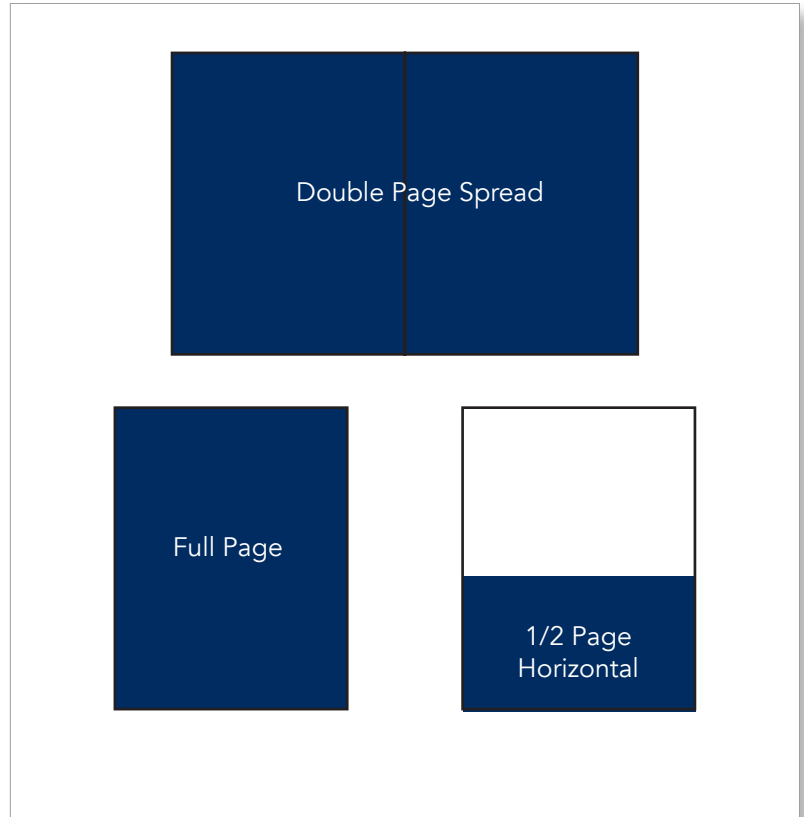
7.875" × 5"

Digital Artwork Requirements

High-resolution PDF, JPG or PNG

Artwork should be submitted at the dimensions above

Include only final files intended for publication



PRINT + DIGITAL YEAR-IN-REVIEW

SPECIFICATIONS

Trim Size: 8.375" × 10.875"

Bleed Size: 8.625" × 11.125"

Binding: Saddle Stitch

Keep live area at least .25" from trim

FINISHED AD DIMENSIONS

Double Page Spread: 16.75" × 10.875"

Full Page: 8.375" × 10.875"

1/2 Page Horizontal: 7.875" × 5"

Print Artwork Requirements

- High-resolution, press-ready PDF preferred
- Images should be at least 300 dpi at final size
- Convert artwork to CMYK
- Embed or outline fonts
- Include .125" bleed on all sides where applicable

Retention of Submitted Materials:

Unless specifically requested, all materials will be held for 12 months and then discarded.