



# OneBeacon Insurance Company

c/o First Media

4350 Shawnee Mission Pkwy #350 – Fairway, KS 66205

800-753-7545/913-384-4800 Fax: 913-384-4822 www.firstmediainc.com

## Media Advantage Policy®

Magazine Publisher Supplement

1. Name of **Applicant**: \_\_\_\_\_

2. Identify all subsidiaries, including trade names, and joint ventures to be insured by the Media Advantage Policy™ \_\_\_\_\_  
\_\_\_\_\_

3. **Scheduled Periodicals** — Attach an additional sheet, if necessary.

Identify all periodicals to be insured by the Media Advantage Policy:

<u>Name and Location</u>	<u>Circulation Area</u>	<u>Circulation and Frequency</u>	<u>Years in Operation</u>	<u>Format</u>

4. Gross Annual Revenues from Publishing: United States: \$ \_\_\_\_\_  
 Canada: \$ \_\_\_\_\_  
 International: \$ \_\_\_\_\_

### 5. Periodical Content

Are any periodicals published in a language other than English?  Yes  No

If “yes,” what languages and formats? \_\_\_\_\_  
\_\_\_\_\_

Do any of the periodicals focus upon investigative reporting?  Yes  No

If “yes,” how does editorial staff ensure content accuracy? \_\_\_\_\_  
\_\_\_\_\_

Please identify what percentage of periodical content focuses upon the following:

Alternative	_____%	Humor/Satire	_____%	News	_____%
Business/Finance	_____%	Home/Hobby	_____%	Pictorial	_____%
Consumer	_____%	Fiction/Non-Fiction	_____%	Political/Social	_____%
Educational	_____%	Historical	_____%	Religious	_____%
Entertainment	_____%	Instruction/How-to	_____%	Sports	_____%
Ethnic	_____%	Metropolitan	_____%	Technical	_____%
Other	_____%				

**6. Special Publications**

Identify special publications, such as professional journals and directories \_\_\_\_\_  
\_\_\_\_\_

**7. Sources of Content** — Please identify percentage of content contributed by:

Freelance Writers \_\_\_\_\_ %      News/Feature Services \_\_\_\_\_ %  
Staff Employees \_\_\_\_\_ %      Volunteers \_\_\_\_\_ %  
Stringers \_\_\_\_\_ %

**8. Content Style** — Please assign a percentage to:

Controversial Content \_\_\_\_\_ %  
Investigative Reporting \_\_\_\_\_ %

**9. Systems, Operations and Loss Prevention**

- Do freelancers warrant the accuracy and originality of their content?  Yes  No
- Are disclaimers utilized in respect to financial, legal or medical advice?  Yes  No
- Are fact-checkers utilized to verify content accuracy?  Yes  No
- Are "Letters to the Editor" edited?  Yes  No
- Are written consents obtained from individuals appearing in photographs?  Yes  No
- Do in-house advertising departments use limitation of liability clauses?  Yes  No
- Has a policy been implemented regarding the recycling of notes, cassette tapes and any electronic versions thereof?  Yes  No
- Has a policy been implemented to handle and respond to complaints?  Yes  No
- Has a policy been implemented regarding the use of confidential sources?  Yes  No
- Are procedures in place for handling unsolicited literary submissions?  Yes  No
- Have all titles been cleared?  Yes  No

**10. Attachments**

Please submit the following information to complete the Application:

- a Current financial statement or corporate annual report;
- a Copies of standard hold harmless agreements utilized with independent contractors, licensors and advertisers;
- a Two consecutive copies of each publication to be insured or prototype, if new publication;
- a Promotional materials regarding the services or operations of **Applicant**; and
- a If a new business, resumes of principals.