



## Media Advantage Policy<sup>®</sup>

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<sup>™</sup> \_\_\_\_\_  
\_\_\_\_\_

**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

**10. Attachments**

Please submit the following information to complete the Application:

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