



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.