Beginning in April 2017, Workers Compensation (WC) Magazine will leverage the expertise of Business Insurance to expand its reporting, its editorial capacity and its audience. Thousands of risk managers and workers compensation managers and buyers will join the ranks of WC’s existing readership, making your advertising investment even more valuable.

OUR MISSION
WC Magazine, published by Business Insurance, is the premier source of information for the workers compensation sector, addressing the needs of risk managers, claims professionals and legal defense teams. Offering a combination of news analysis, in-depth features and expert commentary, the publication provides a national perspective on key trends and issues affecting the workers comp sector.

By putting the spotlight on the underserved worker compensation industry, WC Magazine digs deeper and further than any other current publication to deliver information to help workers comp professionals address crucial issues affecting their work. Key topics include: medical management; cost control; legislative and regulatory reform; legal trends; coverage concerns; pharmacy and prescription management; and return-to-work strategies. While others might address worker compensation issues and trends sporadically, WC Magazine makes it the exclusive editorial focus.

ABOUT BUSINESS INSURANCE
Business Insurance is the authoritative news and information source for executives concerned about risk and the impact on their business. With information for risk managers, insurers, brokers and other providers of insurance products and services, Business Insurance delivers in-depth analysis on new and emerging risks, case studies of successful programs, market intelligence on trends, and guidance on how to capitalize on opportunities and overcome challenges.

Business Insurance covers core risk management and insurance areas such as property/casualty insurance, captive insurance and other alternative risk transfer vehicles, and enterprise risk management. Delivered in a multi-media mix, including a monthly print magazine, and daily online and mobile news, Business Insurance helps readers do their jobs better.

MEET THE EDITOR
Gavin Souter has been a journalist in the commercial insurance space for more than 25 years. As the new editor of WC Magazine, his leadership brings new depth to the content, focusing on news analysis of key issues affecting workers comp managers, whether it be purchasing claims coverage or claims management. Additionally, Mr. Souter has been serving as editor of Business Insurance since 2010. Contact him at gsouter@businessinsurance.com.
EDITORIAL PLANNING CALENDAR

SPRING
AD CLOSE: 3/22 | MATERIAL CLOSE: 3/29
THE “MEDICAL” ISSUE
• Pinch Me if You’ve Heard This One: Utilizing Alternative Treatments for Workers Comp. California has led the way on covering alternative treatments, such as acupuncture and yoga under workers comp. How effective are the treatments; what other alternative treatments are available; and how are other states dealing with the issue?
• Using Functional Capacity Evaluations and Independent Medical Evaluations to Fight Fraud
• What’s Up Doc? Navigating Permanent Work Restriction Orders
• Working With PBMs to Manage Opioid Prescriptions Effectively

SUMMER
THE “LEGAL” ISSUE
• Legislative Update. What are the key legislative issues on agenda at the state and federal level; how is the Comprehensive Addiction and Recovery Act affecting comp claims; what is the status of opt-out efforts; what are the key legislative efforts likely to be going forward?
• Fighting Fraud: Best Practices in Detecting and Fighting Workers Comp Fraud
• Understanding the Erosion of the Exclusive Remedy Defense
• Medicare Compliance: Where Do We Stand?

FALL
AD CLOSE: 9/20 | MATERIAL CLOSE: 9/27
THE “CLAIMS” ISSUE
• Return to Work Strategies that Work. A key part of workers comp claims management is getting workers back to work quickly and safely. What new strategies are employers and workers comp payers using to safely return injured workers to the workplace?
• Becoming a Comp Claim Resolution Expert
• Managing Claims for Non-English Speaking Claimants
• Trends in Telemedicine

WINTER
AD CLOSE: 11/22 | MATERIAL CLOSE: 11/29
THE “RISK” ISSUE
• Creating a Culture of Safety. The best way to reduce comp claims is to stop them happening in first place. How can employers establish a culture of safety in the work place that effectively reduces workplace injuries?
• Smoke It if You Got It? A Medical Marijuana Update.
• Technology Solutions to Encouraging Workers to Act Safely at Work
• Self-insurance v. Fully Insured: When Does It Make Sense to Self-insure Comp

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OUR AUDIENCE

Circulation 18,000 +

Effective with the Spring 2017 issue, WC Magazine reaches over 18,000 decision makers involved in the worker compensation industry. WC Magazine readership now includes risk managers, brokers, C-Suite and other senior risk decision makers, senior corporate business decision makers tied to risk, as well as insurance and claims professionals, litigation managers, outside counsel and worker compensation service providers.

TOTAL AVERAGE PRINT SUBSCRIBERS = 18,091*

- 22% Legal (Outside Defense Counsel)
- 20% Claims/Litigation Management Professionals
- 19% Risk Management (C-Suite, VP/Dir/Mgr)
- 15% Finance, Administrative, IT, Sales & Marketing or Other (VP/Dir/Mgr)**
- 8% Agent or Broker
- 5% Workers Comp, Safety, Benefits, HR, Health, Labor Relations, etc. (VP/Dir/Mgr)
- 3% Service Providers (e.g. Technology Providers)
- 3% Insurers or Reinsurers
- 3% Legal (Corporate Staff Counsel)
- 2% Accountant, Actuary, Consultant, TPA, etc.

*March 2017 – Combined subscriber figures from Business Insurance Holdings, LLC and The CLM. BPA sworn publisher’s statement pending, April 2017.

**Other = Secretary, Treasurer, Controller, Comptroller and Other Insurance Related Titles.
SALES CONTACT

For more information on how WC Magazine can help you achieve greater awareness in the market and increased sales, contact your sales representative:

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