

APPETITE GUIDE

Professional indemnity

Media

Professional Services definition

Professional Services means the following services of the Policyholder and any Subsidiary:

- i** television, cable, satellite or radio broadcasting;
- ii** newspaper, magazine, book, music, directories, electronic, video, screen play, film script, playwright publishing including the researching, preparation, serialisation, exhibition or distribution of publishing materials;
- iii** advertising, graphic design, design of logos or trademarks, purchasing of advertising time and space, market research, public relations, marketing, direct mailing, list broking, design of games, competitions or special offers; and
- iv** printing.

Key Features

- Full civil liability wording including unintentional breach of copyright and defamation claims.
- Disputed fees cover with no inner limit.
- Mitigation of loss cover.
- Contracts subject to US or Canadian jurisdiction considered.

Minimum premiums (excluding IPT):

Marketing and Media
£100,000 – £200
£250,000 – £250
£500,000 – £300
£750,000 – £350
£1,000,000 – £400
£1,500,000 – £550
£2,000,000 – £750
£3,000,000 – £1,100
£4,000,000 – £1,450
£5,000,000 – £1,800

Maximum total contract value of £20,000,000 with best endeavours above this level.



Acceptable activities

- Corporate identity work
- Database management/
list broking
- Design & creative consultancy
- Direct marketing
(including mail shots)
- Event/conference organisation
- Exhibition design/management
(no construction)
- Graphic design
- Market research
- Multimedia consultancy
- Public relations
- Sales promotion
- Telemarketing
- Website design
(no functionality)
- Publishing
- Media Buyer



Referral areas

- Printing
- TV and Film



We are not looking to write

- Full printing risks

Please send any new business enquiries to the following Financial Lines Underwriters at Allianz:

