

## Advantage, Medicare

Medicare Advantage, a private insurer alternative to traditional Medicare, is growing in popularity with retiring baby boomers.

**BRAND TRENDS**

Millions of baby boomers entering retirement each year are faced with a vast, complex ocean of health insurance plans that begs selection—an expert, portable—no advice boomers of their options.

One such plan is Medicare Advantage. Medicare Advantage plans are private insurer alternatives to traditional Medicare health insurance coverage. These plans are an appealing option for retiring baby boomers because they offer a wide range of benefits, including prescription drug coverage, vision, hearing, dental, and more. Medicare Advantage plans also offer a variety of care options, such as telehealth, and are often more affordable than traditional Medicare. The growth in lead...

**LEADER'S EDGE**

## STOPPED

As global supply chains unraveled, trade credit insurance dried up, leaving some calling for government help and others looking to move local.

**TRUCK BUSINESS**

Mark Wegman had never experienced anything like it before. Compared to the 2008 financial crisis, when trade credit insurance coverage became scarce and pricing spiked up over a period of time, the impact of COVID-19 was immediate and devastating. "A day that started great and ended in disaster," Mark Wegman, managing director of trade credit insurance at Cofaher, "Business stopped and for companies without trade credit insurance the losses in the 21 days the best thing this, it was the first time I'd ever seen such wholesale destruction of available capacity."

Trade credit insurance is one of those insurance products scarce in the specialty. The operational level of insurance provides companies from the risk of unpaid receivables. Over the past year, as global supply chains unraveled, the normal flow of business-to-business capital constricted. Industries like retail, travel, manufacturing and hardware experienced challenges drop in revenue, and suppliers to these industries found that money owed from you was being paid on time, and it...

**LEADER'S EDGE**

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JOE HUTELMYER, PRESIDENT, AMWINS TRANSPORTATION UNDERWRITERS

# 2022 May M&A Issue

## Special Member Rates

### NET RATES LISTED

M&A activity continues its blistering pace with no let up in sight.

Our May issue, with M&A the theme throughout, offers a unique opportunity for member firms to promote their appetite, their expertise, and the advantages for those looking to sell. Council members are offered special legacy rates for ads featuring M&A messaging in the May issue.

### MAY M&A ISSUE RATES FOR COUNCIL MEMBERS

CREATIVE UNIT	RATE
Spread	\$9,930
Full Page	\$5,300
Half Page	\$3,345

While M&A activity and content appears in nearly every issue of Leader's Edge, many of our members also promote their M&A appetite around the annual Insurance Leadership Forum. Regular rates apply to the September pre-conference and October ILF issues:

CREATIVE UNIT	RATE
Spread	\$12,078
Full Page	\$6,443
Half Page	\$3,995

All rates include 4c, whether utilized or not.