THE STANDARD

Media Pack 2026

british damage management association

ABOUT US

The Standard is a digital only magazine owned, created, and issued by the British Damage Management Association (The BDMA).

The BDMA is committed to promoting collaboration between insurers and the wider damage management supply chain. The BDMA champions industry best practices and quality standards across the damage management industry.

The Standard magazine was established in 2018 with a mission to focus on the interests of practitioners and members by highlighting the challenges faced by the sector, showcasing best practice, and sharing information on new ground-breaking technologies.

ENCOURAGING CONTRIBUTIONS

The Standard is written in collaboration with our members and supporters, and we encourage contributions sharing thought leadership and stimulating case studies with the wider community.

We are pleased to offer the opportunity for members and supporters to share their expertise and experiences by submitting content for inclusion in The Standard. The Standard provides a platform for members and supporters to demonstrate their insights and experience. Case studies afford the opportunity to provide specific examples of how a business can add value to the supply chain.

If you have content that you would like to share with the BDMA's audience, please submit them to info@bdma.org.uk.

OUR READERS

The Standard reader is a BDMA member, supporter or individual involved in the wider damage management, insurance, or construction industry.

Distribution is digital only and accessed via a link to the website sent in the BDMA monthly newsletter directly to individual and corporate members, sponsors, and supporters. The Standard is also publicly available on the BDMA website and advertised on social media.

1,300+
TWITTER FOLLOWERS

500+
FACEBOOK LIKES

4,200+
LINKEDIN FOLLOWERS

2026 EDITORIAL CALENDAR

SPRING **March 2026**

Shaping Tomorrow: Capability, Inclusion & Young Talent in Our Industry



SPECIAL EDITION **May 2026**

Collaboration in a Changing World: Pre-Conference edition



SPECIAL EDITION **July 2026**

Collaboration in a Changing World: Post-Conference edition



AUTUMN **September 2026**

The AI-Driven Insurance Journey: Broking, Underwriting, Claims & Restoration



WINTER **December 2026**

Sustainable Restoration: Smart Homes, Materials and Methods for a Greener Future



Regular Features:

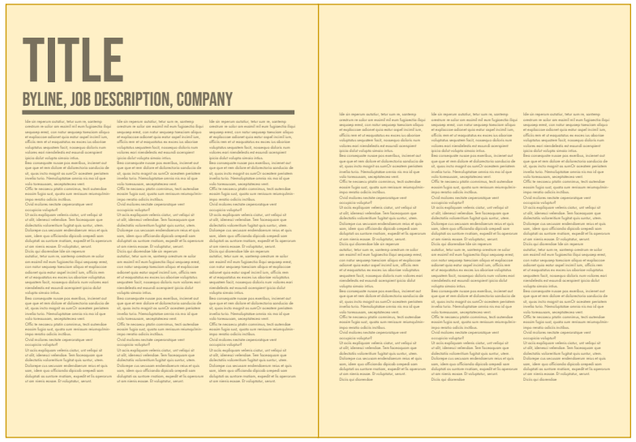
- Chairman's Note
- BDMA Membership Update
- Learning & Development
- New Members
- BDMA Award Winners
- Member / Sponsor Showcase
- Guest Articles from experts across the claims and damage management sector

ARTICLES AND ADVERTORIAL CONTENT

How can I or my business appear in The Standard?

- Articles – written by guest authors providing an insight on a specific subject or theme. Please avoid overly promotional content.
- Advertorials – these are articles written by a company paying to advertise to promote their business or a particular product. Get in touch if you have an advertorial to share.
- Promotional Opportunities – you can sponsor one of our industry leading webinars and take the opportunity to raise the profile of your business.

SPECIFICATIONS



Double page spread

Word Count: 800

Image Suggestions: 3 photos that relate to the content of the article -some detailed images of the subject matter, or a larger image to use in the background of the article

Infographics can be insterted in double page spreads



Full page

Word Count: 400 words

Image Suggestions:

2 photos that relate to the conent of the article - examples would be a 'before' and 'after' image of a restored item



Half page horizontal

Word Count: 200

Image Suggestions:

2 smaller photos that relate to the conent of the article

CHECKLIST

Written Submissions

- ☑ Word document format is preferred
- ☑ Article is titled and the file is named appropriately
- ☑ Please include the author, their job description and company, so that we can attribute the article
- ☑ Please check the article for grammar and spelling
- ☑ Relevant images are included in the article - please see Graphic Submissions checklist below
- ☑ A headshot of the author is included if desired

CHECKLIST

Graphic Submissions

- ☑ Images should be in png, jpeg, or pdf format
- ☑ Images should have a minimum resolution of 72dpi and do not look blurry
- ☑ Images are the correct size if being used for an advertisement (please find the sizing on page 05)
- ☑ Graphics are named appropriately
- ☑ The image copyright allows it to be distributed

We reserve the right to reject submissions that don't adhere to our guidelines. We may carry over your article submission to a future issue of the magazine.
We reserve the right to make alterations to your articles in ways that will not affect the overall meaning.

ADVERTISING RATES AND SPECIFICATIONS

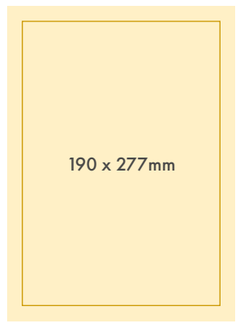
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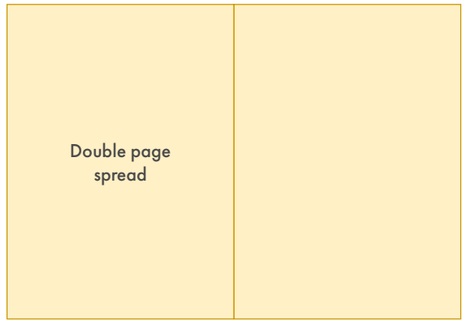
BLEED



TYPE AREA



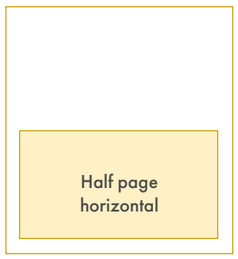
ARTWORK SPECIFICATIONS



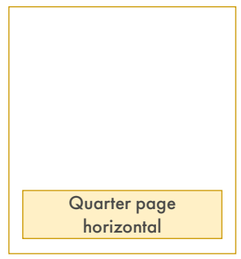
Bleed: 426 x 303mm
Trim: 420 x 297mm
Advert Area:400 x 277mm



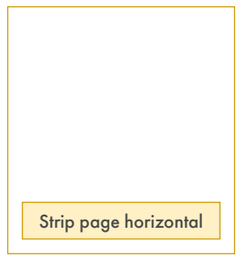
Bleed: 216 x 303mm
Trim: 210 x 297mm
Advert Area: 190 x 277mm



Advert Area: 186 x 128mm



Advert Area: 186 x 73mm



Advert Area: 186 x 33mm

MEMBERS

RATE COST (EXCLUDING VAT)

Page Insertions	Discount	Full Page	Half Page	Quarter Page	Strip	Back Page
1	0%	£1,000	£500	£250	£125	£1,100
2	5%	£950 ea.	£475 ea.	£238 ea.	£119 ea.	£1,045 ea.
3	12.50%	£900 ea.	£438 ea.	£219 ea.	£109 ea.	£963 ea.
4	20%	£800 ea.	£400 ea.	£200 ea.	£100 ea.	£880 ea.

ADVERTORIAL FEATURE

DPS advertorial	£2,000
Single page advertorial	£1,000
Half page advertorial	£500

RECRUITMENT

Magazine advert (full page)	£1,000
Magazine advert (half page)	£500
Magazine advert (quarter page)	£250
Magazine ad (strip)	£125
Website ad	£350

WEBINAR SPONSORSHIP

Webinar Credit on pre/post promotion and in-event	£2.000

NON-MEMBERS

RATE COST (EXCLUDING VAT)

Page Insertions	Discount	Full Page	Half Page	Quarter Page	Strip	Back Page
1	0%	£1,200	£600	£300	£150	£1,320
2	5%	£1,140 ea.	£570 ea.	£285 ea.	£143 ea.	£1,254 ea.
3	12.50%	£1,080 ea.	£525 ea.	£263 ea.	£131 ea.	£1,155 ea.
4	20%	£960 ea.	£480 ea.	£240 ea.	£120 ea.	£1,056 ea.

ADVERTORIAL FEATURE

DPS advertorial	£2,400
Single page advertorial	£1,200
Half page advertorial	£600

RECRUITMENT

Magazine advert (full page)	£1,200
Magazine advert (half page)	£600
Magazine advert (quarter page)	£300
Magazine ad (strip)	£150
Website ad	£420

WEBINAR SPONSORSHIP

Webinar Credit on pre/post promotion and in-event	£2.400

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CONTACT US

For editorial or advertising enquiries please email Sophie Bennett on info@bdma.org.uk

Keep up with us on social media

@TheBDMA

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BDMA (British Damage Management Association)