PRINT, PUBLISHING AND MEDIA
PROPOSITION
Despite a decline in the popularity of traditional print, revenue from digital publishing is expected to grow 41% by 2020.¹

The UK publishing industry is the second largest in Europe. It provides jobs for 164,000 people.²
PRINT, PUBLISHING AND MEDIA
OUR PROPOSITION

The publishing industry is in the midst of a major technological shift, where news and entertainment is increasingly consumed online. With broadband speeds increasing and online content more accessible, this industry is predicted to grow for the foreseeable future. Subsequently, traditional printers are being forced to adapt and we are now seeing the rise of more integrated media companies, with the ability to produce multiple media, across a variety of platforms. As the industry evolves, businesses providing print, publishing and media services are presented with new and existing risk exposures.

As part of the Allianz Group – the world’s largest property and casualty insurer – we have proven technical excellence within underwriting, risk consulting and claims, which means we understand the requirements and pressures of this sector. From this, we have developed a Print, Publishing and Media insurance proposition tailored to address the unique needs of your clients.

1 Office for National Statistics (ONS)
2 Publishing and Broadcasting, 2016 – (www.nibusinessinfo.co.uk)
CHALLENGES WITHIN THE PRINT, PUBLISHING AND MEDIA SECTOR

The way in which many traditional publishing houses operate is being transformed by consumers’ hunger for online content and new technologies providing accessibility to a variety of media platforms. While this progress has created many opportunities, it has also created some challenges.
INSTANT PUBLISHING

These days, most news stories are published online and shared on social media before they make breaking news on television or in print. For the majority of people, social media is part of their everyday lives, and the platform of choice for interacting with brands and getting the latest news and entertainment. With traditional print, there is a rigorous editorial process before publication, but when publishing content instantly online there is more room for error. Publishers and media companies require insurance solutions which protect them against claims for negligence arising from inappropriate content they may have posted online.

MEDIA LIABILITIES

When it comes to media liabilities, libel and slander are certainly hot topics. Libel is a written defamatory statement and slander is a spoken defamatory statement. These are seen in various types of media, such as, newspapers, online articles, blogs, radio, television and social media. It is vital that businesses in the print, publishing and media sector have protection if a libel or slander claim should be made against them.

Another legality to be mindful of is breach of intellectual property. Original ideas, designs, written material, music, data and software are vulnerable to being taken or copied. Appropriate insurance cover can help your client defend themselves against allegations of infringements of third party rights.

RELIANCE ON COMPUTERS AND ELECTRONIC DEVICES

Print, publishing and media businesses depend on computers to communicate with customers, run specialised design, layout and publishing software, and so much more. The breakdown of expensive computer equipment could cause a serious business interruption and a virus or hack could lead to major data loss or theft. With insurance cover that includes the cost for seeking and destroying the virus and recreating the computer media, your client’s business can get back up and running with minimal disruption.

RELIANCE ON MACHINERY

Most print, publishing and media businesses will own expensive electronic machinery that is essential to the running of their business, such as, high value computers, large scale printers, digital cameras and digital imaging equipment, plus smart phones, tablets and other portable computer items. When these machines suffer a breakdown, are lost, stolen or accidentally damaged, it can result in unexpected and costly bills, as well as lengthy interruption to the business.

INTERNET CONNECTION

Technology is at the core of many print, publishing and media companies as they look to publish stories slickly and create a buzz online. With the rise of web publishing, internet connection is now just as business critical as other utilities.

HEALTH AND SAFETY

With cases of stress related absence rising, musculoskeletal disorders and growth in repetitive strain injury claims, health and safety at work is just as important for print, publishing and media businesses as it is in any manual sector. In particular, millennials are increasingly developing problems with their hands, necks and backs from holding tablets and looking down at smart phones for long periods of time.

There are also injury risks from lifting heavy computer and media equipment, as well as eye problems from looking at screens constantly. Consequently, there is a duty of care to protect employees by ensuring desktops and other electronic equipment and devices are set up in line with health and safety legislation.
For print, publishing and media clients with a combined property and casualty premium of £5,000 – £100,000, we have extended our Commercial Select product by automatically including a range of cover extensions designed to meet the needs of this sector – all free of charge.

KATIE GRIFFITHS – OUR PRINT, PUBLISHING AND MEDIA UNDERWRITING EXPERT

Katie has worked for Allianz for over 15 years and has undertaken a number of technical underwriting roles in that time. Currently, she is a Regional Underwriting Manager in the North Region. Katie has been working in the commercial insurance industry for more than 20 years and is ACII qualified.

“It is becoming commonplace for print, publishing and media businesses to require an increased level of protection. A UK business will face on average 120 pieces of individual legislation, affecting their risk exposure. As a result of this, we have developed our Print, Publishing and Media proposition to enable policyholders to package a tailored property and casualty cover with machinery breakdown and media liability cover, as well as optional computer breakdown cover, which includes e-risks as standard. This gives your client the peace of mind that they are fully protected with all their insurance needs covered under one policy.”

Katie Griffiths, Regional Underwriting Manager, Allianz Insurance plc
The cover extensions listed are operative if the relevant section is selected.

**MATERIAL DAMAGE**

We offer a choice of covers for buildings, contents and stock on an All Risks or Events basis. In addition, the following cover extensions will automatically be added free of charge:

- Exhibitions cover – £50,000 limit within UK, £25,000 limit within EU (FLEA)
- Faulty or defective workmanship – £25,000 limit in excess of first £10,000
- Operational errors and omissions – £25,000 limit in excess of first £10,000
- Plans, models and drawings – £250,000 limit within UK, £100,000 limit within EU (optional – print only)
- Moulds, tools and dies – £100,000 limit within EU (FLEA) (optional – print only).

**Engineering Extension:**

- Breakdown and accidental damage cover for machinery (e.g. lifts and escalators) – limit of liability £500,000
- Business Interruption cover following breakdown or accidental damage to machinery – limit of liability £50,000.

**BUSINESS INTERRUPTION**

We offer cover for protection against interruption to your client’s business following an insured loss under the Material Damage section, which results in reduced earnings on a gross profits or revenue basis, featuring a 12 month indemnity period with an option to increase.

In addition, the following cover extensions will be automatically included free of charge:

- Research and development costs – £250,000 limit
- Faulty or defective workmanship “buy-back” cover included – £25,000 limit in excess of the first £10,000 of any claim
- Operational error and omission – £25,000 limit in excess of the first £10,000
- Moulds, tools and dies – £50,000 limit within UK, £25,000 limit within EU (FLEA) (optional – print only)
- Exhibition sites – £50,000 limit within UK, £25,000 limit within EU (FLEA) (optional – print only)
- Unnamed customers, suppliers and contract sites – 10% or £250,000 limit in UK (whichever is the less), £100,000 in EU (optional – print only).

**PUBLIC AND PRODUCTS LIABILITY / MEDIA LIABILITY**

Protection for liabilities to visitors or customers using your client’s premises or goods sold. Typical limits of indemnity are £2,000,000 – £5,000,000 with potential to increase up to £25,000,000.

In addition, the following extensions are automatically included free of charge:

- Products financial loss – £100,000 limit
- Defamation – libel and slander cover up to a limit of £50,000*
- Breach of copyright and confidentiality – infringement of third party intellectual property rights, up to a limit of £50,000*
- Environmental clean-up costs – £1,000,000 limit, £5,000 deductible (optional – print only).

*These covers are only available under this policy if the client does not have Professional Indemnity cover in place already.
Directors & Officers*
Our Directors & Officers insurance offers personal liability cover for company directors, officers and managers to protect them from claims that may arise from the decisions and actions taken within the scope of their regular duties. It covers the personal liability of company directors and officers as individuals, but also the reimbursement of the insured company in case it has to pay the claims of a third party on behalf of the directors.

Professional Indemnity**
Professional Indemnity insurance is required to protect your client in the event that a third party claims to have suffered a loss as a result of their professional negligence.

Computer
Our refreshed Computer section offers All Risks cover, including theft and breakdown for computers and auxiliary equipment and includes e-risks cover as standard. This covers re-creation of computer media and additional expenditure, losses following virus or hacking, as well as, seek and destroy cover.

Personal Accident*
Personal Accident insurance provides a financial benefit to your client should an employee suffer a bodily injury or die as a result of an accident (up to £2,000,000 for any one life).

Business Travel*
Worldwide medical emergency travel expenses, baggage, money and cancellation cover for a single trip or multiple trips.

Motor Fleet
Our Motor Fleet solution is designed to give print, publishing and media businesses total protection and control over their company car fleet operations.

Machinery Options
Combines our Machinery All Risks insurance cover with our Engineering Inspection Service, which provides periodical assessments of key plant and equipment, ensuring your clients fulfil their regulatory objectives.

* A one-off introductory discount off the Property and Casualty sections is available if your client purchases these covers at point-of-sale. This discount cannot be more than the total value of the additional cover.

Other Ways We Can Help
Additional covers are available as optional sections within our Print, Publishing and Media proposition.
The following additional covers are available from Allianz Insurance plc or the wider Allianz Group.

**Cyber Select***
Cyber Select provides comprehensive cover to ensure that your client’s print, publishing and media business is protected in the event of a data loss or network security breach.

**Film and Entertainment Insurance***
Allianz Global Corporate & Specialty (AGCS) can insure a broad range of risks, including the production of films, music tours, festivals and other live events.

**Reputation Protect** *(Brand Protection)*
A crisis management service providing protection and defence of a company’s brand and reputation by offering rapid PR consultancy in order to reduce the impact of negative press.

**Trade Credit***
Protects against the failure of your client’s customers to pay their trade credit debts as a result of that customer becoming insolvent or failing to pay within agreed terms and conditions (i.e. protracted default). For a full list of additional cover options, please contact your local Allianz representative.

* These covers are available via Allianz Global Corporate & Specialty, a sister company of Allianz Insurance plc.
** This cover is available via Euler Hermes, a sister company of Allianz Insurance plc. Please contact your local Allianz representative for a quote. Full terms and conditions apply.
When your client has a Print, Publishing and Media or any other Allianz mid-corporate policy, they will have automatic access to the following additional services:

• **FREE ten minute consultancy** – on how to strengthen online/system security provided by data loss prevention experts at InteliSecure.

• **FREE Disaster Recovery Protection** – which can help your clients get back up and running in the event of an incident leaving their insured premises unfit for on-going occupation. Within 48 hours, we can source alternative office space and set up phones and internet connections to local networks, enabling your clients to concentrate on resuming their business.

• **FREE business helpline** – advice for your clients on health and safety and business continuity matters via Actionline. Tel: 0344 873 0244.

**Preferred Suppliers**

We work with an extensive network of renowned service providers, who supply **discounted** services to help mitigate against new and traditional risks.

• **Allianz Inspection Services** – plant and machinery inspection services in line with periodical regulatory requirements.

• **Allianz Specialist Inspection Services** – one-off inspections coupled with bespoke consultation in fields such as electrical testing, energy and environmental services. – occupational health and safety audits for which we can offer an exclusive 10-15% discount, depending on the inspected item.

We also work with:

• **Brooke Edgley Specialist Technical (BEST)** – lightning/surge protection for electronic devices.

• **Empteezy** – flammable liquid safety products.

• **Fire Protection Association** – fire safety products and services.

• **Glen Abbot** – business continuity planning, supply chain assessment and crisis management support.

• **Graydon UK** – commercial credit checking database.

• **InteliSecure** – cyber risk management.

• **Praxis42** – online display screen self-assessments (in line with office health and safety requirements).

• **Securikey** – secure documentation cabinets.

• **Vero** – pre-employment screening services.

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**ADDITIONAL SERVICES**

Securing business in the mid-corporate premium bracket can be tough, especially when you need something extra to impress your clients and get that new business over the line or hold on to an important case.
ALLIANZ LEGAL SERVICES*

Designed for customers with Allianz Legal Expenses cover in place, Allianz Legal Services* provides free legal and business tax advice, as well as a range of free and discounted legal services.

These additional benefits can help to remove the legal worry of running a business, support your customers in fulfilling their compliance requirements and help them avoid costly legal fees, such as those associated with employment tribunals and health and safety fines.

CLICK Legal

Allianz Legal Online allows your customers to personally check and update their legal documentation, saving them costly solicitor’s fees. Our website includes:

- a free legal health check – an online questionnaire which identifies legal risks and gaps within your customer’s legal documentation.
- over 140 legal templates – your customers can save time and money in preparing complex, legally binding contracts and policies online.
- safe storage of legal contracts – legal documents can be safely stored and edited online.
- an easy to use law guide – written by lawyers, our guide helps your customers to understand legal processes and requirements.
- monthly legal bulletin – your customers can stay up-to-date with employment and health and safety legislation.

TALK Legal

We have a range of telephone advice lines to help your customers with their legal and tax issues:

- Allianz Lawphone – a free 24/7/365 legal advice helpline. Our solicitors can provide advice on ANY legal matter.
- free business tax advice – provided by Markel Tax.
- discounted undisputed debt recovery service – legal action for undisputed debts over £250, provided by our specialist commercial solicitors, DWF LLP (15% discount).
- discounted solicitor employment support – DWF LLP can assist with a redundancy programme or provide guidance on pursuing an internal disciplinary (15% discount).
- discounted uninsured legal action – DWF LLP can take action on behalf of your customers for any commercial matter not covered by their Allianz Legal Expenses policy (15% discount).
- discounted crisis communication service – DWF LLP can provide your customers with best practice advice on crisis communications.

For more information on how to access Allianz Legal Services, visit allianz.co.uk/legalservices

*Allianz Legal Services is only available to policyholders with Allianz Legal Expenses cover in place.

** Research conducted between 2018 and 2019 by Epoq Legal Ltd. Cost savings calculated by mystery shopping law firms in seven major UK regions, for comparable documents to those offered on this website. Costs shown exclude VAT.

Using a solicitor or other specialist to help prepare legal documents is expensive. Here is what our research found:

- Settlement Agreement £626
- Consultancy Agreement £600
- Employee Handbook £985
- Employment Agreement £488
- Shareholder Agreement £583
- Partnership Agreement £551
- Non-Disclosure Agreement £250

Total cost £4,093**
RISK MANAGEMENT EXPERTISE

We go beyond the traditional insurance offering by helping your clients manage their print, publishing and media business more efficiently, economically and ultimately more safely.

SELF-SERVE RISK MANAGEMENT

Our free risk management website has a dedicated print, publishing and media section featuring:

• Guidance on a range of topics and a series of forms and check lists to assist your clients in managing the risks impacting the print, publishing and media sector.
• News and regulation updates aimed at you and your clients

• A full list of our preferred suppliers offering risk management solutions relevant to this sector.
• A-Z of key UK legislation providing an outline of its purpose, who’s responsible for compliance, and what needs to be done.
• Ask the Expert’ functionality – access to our in-house Print, Publishing and Media experts.

For more information, visit allianz.co.uk riskmanagement

ANDY MILLER – OUR PRINT, PUBLISHING AND MEDIA RISK MANAGEMENT EXPERT

Andy has over 25 years’ experience in risk management, across a wide range of industries and business sectors. Starting out in 1989 as a trainee risk control surveyor, he has subsequently taken on a variety of senior risk management roles within the insurance industry.

Currently, Andy is the Loss Control Engineer Manager for Allianz Insurance plc and Chair of the Association of Insurance Surveyors.

“Publishers harvest customer data to send targeted email campaigns. With increased amounts of data being exchanged, publishers are threatened by those who want to access their systems, email accounts, consumer databases and even customer bank details. That is why robust protection against cyber attacks should be taken seriously.”
We’re confident that our in-house claims team will give your clients the reassurance and help that they require at the times when they need it the most.

We will provide your client with:

- **A dedicated claims handler** – an expert UK based claims handler will be appointed to manage your client’s claim.
- **Out of hours helpline** – we know that accidents don’t always happen during the working day, which is why our experts are available 24/7.
- **Claims analysis** – we can provide your clients with data to show trends in their claims and help identify the appropriate risk management solutions.
- **Fraud prevention** – our award-winning anti-fraud team can help to keep claims costs down, a benefit which we can then pass on to your clients.
- **Expert legal advice** – we work with a panel of sector specific solicitors to help defend claims.

In addition, we have specialist claims teams to manage certain losses:

**Dedicated Risk Teams** – expert teams specialising in Property, Liability, Professional Indemnity and Directors & Officers claims.

**Major Loss Team** – Property and Casualty specialists who have expertise in dealing with claims worth over £100,000.

Each member of our Major Loss Team manages a small portfolio of claims, allowing them to gain a deep understanding of each case and forge solid relationships with the parties involved.

Expertise and empathy is central to our approach. Regular communication, as well as face-to-face meetings, help us gain a better understanding of the customer’s and litigant’s needs and where appropriate claims assessments are enhanced by conducting accident reconstructions.

**Rehabilitation Team** – a team of clinically qualified professionals, including registered nurses, physiotherapists and occupational therapists, who will assess injury claims and if needed will activate a tailored rehabilitation and counselling programme.

**Allianz Claims Inspectors** – our claims field force’s priority is to understand your client’s business. The success of the team is down to its ability to build strong, long-term relationships with your client’s Health and Safety Manager. By doing so, our inspectors can help to identify trends in the claims reported, make recommendations for ways to mitigate the effect of the claims, as well as liaising with our Risk Management Team, so your client can take the appropriate risk management action.

**Disease Claims Service** – we have an in-house team of specialists which deal with all types of occupational disease and conditions, such as stress, harassment and upper limb disorders.
Karen Parsons – Our Print, Publishing and Media Claims Expert

Karen is a Chartered Insurer with over 40 years of experience in the insurance industry. During this time, she has gained in-depth knowledge of both property and casualty claims. In recent years, her expertise in property claims has led her to becoming one of our leading property claims specialists.

Here is an example of how we can help your print, publishing and media clients:

“Our customer owned a small printing press business. A leaking pipe caused extensive water damage to their machinery and stock, which would undoubtedly affect their ability to trade.

Following an inspection by our loss adjusters, it was clear that one of the two main printing presses used for production were severely water damaged; without remedial action being taken, it became apparent that our customer would begin to lose clients and orders. The press was examined and, thankfully it could be repaired.

Although original repairs to the press were successful, we began to look at its long-term sustainability and asked our loss adjuster if there would be any long-term impact on our customer. Whilst not being able to definitively say that our customer would be affected, we sought to replace the machine entirely, keeping the original running in the meantime so as to mitigate any business interruption to our customer’s company. The effect of this was the production capacity remained at its normal level and our customer was able to fulfil their contracts until the brand new press could be delivered.”
OUR RISK APPETITE FOR PRINT, PUBLISHING AND MEDIA

We recognise that every client is unique. However, in general our risk appetite is for established businesses that have a sound approach to risk management.

Your clients can demonstrate this by:

- Placing a high importance on keeping abreast of current legislation and trade issues.
- Having a proactive approach to risk management.
- Being well established and financially stable.
- Seeking long-term partnerships with their broker and insurer.

PROPERTY RISKS

Our preference is for businesses that operate from fixed premises which are:

- Purpose-built or suitably converted, and in a good state of repair.
- Located in a low crime area.
- Located in an area free from obvious flood hazards.
- Appropriately protected against fire and unlawful access.
- Taking action to improve and minimise risk.

CASUALTY RISKS

We prefer businesses which:

- Recognise, assess and take action to control health and safety risks.
- Document HR procedures.
- Have a well-established and experienced management team.
- Have a sound financial record with good cash flow.
- Have a robust and tested governance policy in place.
- Have no previous or planned sizable redundancy plans.
- Have clear accountancy responsibilities, with documented authorities and audit trails.
Our Print, Publishing and Media product extends over a wide range of services and covers a variety of businesses, including publishing, media production and printing. The common thread linking them is that they are largely office based with some elements of manual work.

- Design and pre-press activities (typesetters and plate makers).
- Print publishing (lithographic, flexographic, rotogravure and screen printing).
- Finishing services (folding, cutting, binding and stitching).
- Fulfilment services (packing, storing and distributing).
- Digital publishing (creating websites, sourcing/creating e-content and posting content).
- Post-production services (video editing).
- Media marketing agencies (advertising agencies, market research, PR and digital marketing).

We would encourage you to detail in your presentation the nature of services undertaken.

**WHY ALLIANZ?**

Allianz Insurance plc is one of the largest general insurers in the UK and part of the Allianz Group, the largest property and casualty insurer in the world. We are financially strong, with an AA- Standard & Poor’s rating. With over 100 years of experience, we’re confident we know our business. Our technical expertise ensures your clients get the cover they need, tailored risk management advice and a claims service that’s committed to getting them back in business as quickly as possible. If you would like to know more about our Print, Publishing and Media proposition, contact your local Allianz representative.
Allianz.co.uk

Allianz Insurance plc.
Registered in England number 84638
Registered office: 57 Ladymead, Guildford,
Surrey GU1 1DB, United Kingdom.

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Regulation Authority and regulated by the Financial
Conduct Authority and the Prudential Regulation Authority.

Financial Services Register number 121849.