



We're looking for people with knowledge and opinions.
Be a thought leader in your world and ours.

About California Broker Magazine

California Broker Magazine is the only publication dedicated exclusively to Life and Health insurance professionals with editorial content focused on California. While national publications cover broad industry topics, our readers rely on us for California-specific news, trends, regulations, and business insights that directly impact their success.

We welcome original, bylined articles that educate and inform insurance professionals. Topics of interest include health insurance, life insurance, disability income, long-term care, Medicare, employee benefits, annuities, financial planning, compliance, legislative updates, technology, agency management, and other issues affecting California brokers.

To propose an exclusive article or opinion piece, please email publisher@calbrokermag.com.

EDITORIAL STANDARDS

SUBMISSION REQUIREMENTS

- Approximately 1,000 words
- Articles generally appear as a two-page feature spread.

FILE FORMAT

- Microsoft Word document (.doc or .docx)
- Do not submit PDFs

Author Information

- Include the following at the end of your article (in italics):
- Name, Title
- Company
- Email
- Phone number (optional)
- Website
- LinkedIn or other professional social media (optional)

PHOTOS & GRAPHICS

Please provide:

- One high-resolution JPEG headshot (attached separately—not embedded in the document)
- Charts, graphs, or supporting graphics as separate JPEG or PNG files
- Indicate within the article where each image should appear

EDITORIAL REVIEW

- All submissions are reviewed by our editorial staff and may be edited for:
- Clarity, Grammar, Style, Length, Accuracy
- Consistency with California Broker Magazine editorial standards
- Publication is based on editorial quality, relevance, and available space. Submission does not guarantee publication.

PUBLICATION SCHEDULE & DEADLINES

- Articles are scheduled according to our editorial calendar and production needs. A submission may appear in the next available issue or be held for a future edition.

Submission Deadline:

- By the 10th day of the month preceding publication, providing approximately three weeks for editing and production.

Example:

- May Issue → Deadline: April 10th
- June Issue → Deadline: May 10th

EDITORIAL TOPICS

We welcome articles covering subjects relevant to Life & Health insurance brokers and financial professionals, including:

- Health Insurance
- Life Insurance
- Disability Insurance
- Long-Term Care
- Medicare
- Employee Benefits
- Annuities
- Financial Planning
- Compliance & Regulation
- Sales & Marketing
- Technology
- Agency Management
- Legislative Updates
- Market Trends

Please consult our Editorial Calendar for monthly themes whenever possible.

WEEKLY NEWSLETTER

- Our newsletter features industry announcements, including:
- Product launches
- Company news
- Executive appointments
- Promotions
- Community involvement
- Philanthropic initiatives
- Please submit these items in press release format with "Newsletter" in the subject line to zulma@calbrokermag.com

SUCCESSFUL ARTICLES SHOULD ANSWER THE FOLLOWING QUESTIONS:

- Why does this matter to insurance brokers?
- How can brokers apply this information in their own business?
- How does it benefit their clients, employers, or employees?
- What credible research, statistics, or industry data support the author's conclusions?
- Authors are encouraged to cite reputable national or California-based research, government agencies, trade organizations, or industry studies whenever appropriate.

VENDOR-NEUTRAL POLICY

- Articles must remain objective and educational.
- Please avoid:
- Promotional language
- Product or company sales pitches
- Excessive references to your own organization
- Calls to purchase products or services
- References to publicly available tools, industry resources, best practices, or technologies are welcome when they provide genuine educational value to readers.

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