

# InsuranceTimes to become Insurance Journal East

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SAN DIEGO and BOSTON – *InsuranceTimes* is merging with *Insurance Journal*, the San Diego-based nationwide network of regional insurance publications, effective in January.

*InsuranceTimes* will become *Insurance Journal-East*, one of five regional publications in the *Insurance Journal* network. It will remain based in Boston and still provide Northeast coverage and advertising.

Wells Publishing has published *Insurance Journal-West* since 1923, and *Insurance Journal-Texas/South Central* since 1995. It will expand nationwide with three additional regional editions in January, 2004.

*InsuranceTimes* has been reporting on insurance news and events for New England insurance professionals for the past 20 years. Several years ago, it added New York to its circulation and coverage.

Mark Wells, publisher of *Insurance Journal*, said the acquisition of *InsuranceTimes* provides a strong Northeast base for the new network.

"*InsuranceTimes* is known throughout the Northeast insurance market for its quality editorial coverage and advertising value," Wells said. "This is a great addition to our publishing family."

Andrew G. Simpson, Jr., owner and publisher of *InsuranceTimes*, who will become vice president-East, for Wells Publishing, stressed that this move will result in a better publication for *InsuranceTimes* supporters.

"It will mean a greatly improved publication for loyal *InsuranceTimes* advertisers and readers throughout the Northeast," said Simpson. "We will continue to provide New Englanders with local and regional insurance news and top advertising value. At the same time, we will be able to introduce the *Insurance Journal* brand to advertisers and readers in the Atlantic region."

The new *Insurance Journal East* will serve the six New England states of Massachusetts, Connecticut, Rhode Island, New Hampshire, Maine and Vermont. It will also serve the Atlantic states of New York, New Jersey, Pennsylvania, Maryland, Virginia, Delaware and the District of Columbia.

The circulation of *InsuranceTimes* will be combined with that of *Insurance Journal* to make *Insurance Journal East* the largest insurance trade publication in either region. The editorial calendars, special reports and industry directories will also be merged. The new publication will be published 24 times a year.

Advertisers will be able to buy ads for just one or for multiple regions. The first issue for the new *Insurance Journal-East* will be January 12. □