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PREMIUM

Valuable Content to Benefit Members



As a New York Life Group Membership client, you're receiving Premium as your source for valuable content, industry news, and insights to use in your marketing efforts.

Only 52% of **millennials** have life insurance,¹ and that makes them a market to prioritize. Here you'll find resources to help you inspire and engage this potentially profitable audience.

Featured Content: Establishing a financial plan while you're young.

Share these articles to show the younger portion of your audience how smart financial decisions *now* can put them on the path to better financial security.



How to avoid being young and in debt

[Getting your head above water,
and keeping it there.](#)



Paying off student loans without sacrificing your long- term financial health

[The little things can make a BIG
difference.](#)

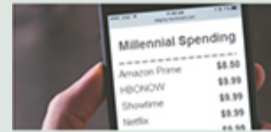


Life insurance for the young single adult

[Show them why it's smarter than
they might think.](#)

[Browse the Collection](#)

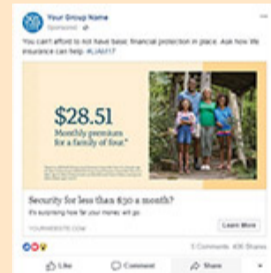
Article: How much does life insurance cost a millennial?



A look at the barriers that may be stopping the "subscription generation" from buying life insurance.

[Read Article](#)

Resource: Highlight Affordability and Boost Your Digital Marketing.



Our Client Resources page is now easier to use than ever. Visit our redesigned page at: <http://www.newyorklife.com/groupmembership/clientresources>

Contact your Account Manager or our marketing team for questions on any topic.

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¹ "Here's Why Millennials Aren't Buying Life Insurance (and why they are wrong!)," Life Happens, November 15, 2017