



PREMIUM

Valuable Content to Benefit Members



Dear %%First_nm%%,

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.

In this issue we explore ways to reach beyond your mainstream demographics and optimize your campaigns within alternate target markets.

Featured Content:

Life insurance for young professionals

While the majority of your business may center around the middle-aged crowd, there is significant sales potential in the 18–35 age range.

Here is an article you can use to help entice younger professionals by illustrating why buying sooner is financially beneficial.



[READ ARTICLE](#)

This document is print ready to use as an instant handout.

Emerging Markets: Women

More than ever, household finances are controlled by women. Here you'll find reasons why it's particularly important for them to protect their families with life insurance.

[Learn More](#)



Online Purchasing Patterns for Life Insurance

See how modern buying behaviors affect how your members shop for insurance with this new research from LIMRA.

[View Research](#)

For additional approved content, please visit our Client Resources page at:

<http://www.newyorklife.com/groupmembership/clientresources>

Contact your Account Manager for questions on any topic. Or feel free to contact our marketing team for more content or to review your marketing.

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