



Time to promote how affordable Life Insurance is

Following on from our €500 million free insurance campaign, we're continuing to help you raise awareness with your clients of the need for life insurance.

Almost 3 in 5 people in our main audience, those aged 30-45 and those with children, think they won't be able to afford life insurance*. And that's because they think it's much more expensive than it actually is.

So that's why our latest major national advertising campaign highlights how affordable and what great value life insurance is. The ads show for example that €15 a month will get a 35 year old, non-smoker over €125,000 for 20 years' term life insurance. The cost may increase depending on the health of your client and is inclusive of government levy of 1%.

For full details on our latest campaign and how we can help you grow your protection business contact your Irish Life Account Manager or www.bline.ie



Irish Life
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* Independent research by Coyne Research January 2013.
Irish Life Assurance plc is regulated by the Central Bank of Ireland