



## Media Professions - Professional Indemnity

### Target Market Statement

#### Product Type

This is an insurance product for customers who are professional individuals or businesses domiciled in the United Kingdom, Channel Islands or the Isle of Man, offering activities in the marketing, media, publishing and broadcasting sector.

The product helps protect a customer's business and reputation from claims made against them arising from their negligent and/or alleged negligent acts or omissions, including costs incurred in defending a third-party claim. The product also includes cover for Ombudsman Awards, arising from complaints made to an Ombudsman regarding a customer's professional services.

#### Characteristics of the target market (who is the product designed for?)

- This product is designed for customers located in the United Kingdom, Channel Islands or the Isle of Man, who provide the following professional services in the marketing and media profession including but not limited to:
  - Marketing
  - Sales Promotion
  - Printing
  - Graphic Design
  - Advertisements
  - Public Relations
  - Publishing
  - Multi-Media and Broadcasting
- Cover is provided to a varying size of professional business from micro SMEs to those with an income upwards of £10 million per annum.

This product is suitable for vulnerable customers when distributed via an intermediary who can provide the additional support needed.

#### Objectives, needs and interests of the target market (considering the key features and benefits of the product)

Customers will benefit from the following policy features:

- **Civil Liability:** Cover for claims made against the customer for civil liability arising from their professional services. This includes negligence, breach of contract, and breach of fiduciary duty.
- **Liability for Loss of Documents:** Cover for physical loss of or damage to documents suffered in connection with the insured's professional business, for the reasonable costs and



expenses incurred in replacing or restoring documents owned by any third party but which at the time of loss were the insured's responsibility.

- **Ombudsman Awards:** Cover for any final and binding compensatory awards (including an award of costs) made against the insured by any Ombudsman under any recognised scheme applicable to the customer's professional business.
- **Mitigation or Rectification Costs and Expenses:** Cover for the cost of mitigation and rectification to avoid a claim being made against the insured
- **Payment of Fees Owed to the Insured:** Cover for the payment of the insured's fee to avoid a claim being made against them.
- **Third Party Commitments:** Cover for the payment to a third party by the insured following breach of authority by the insured.
- **Legal Representation Costs:** Cover for legal costs incurred with our prior written consent to enable the insured to be represented at any inquiry or other type of proceeding.
- **Defence Costs and Expenses:** Cover for costs incurred in defending a claim made against the insured.
- **Own Copyright Protection:** Cover for any legal costs incurred pursuing a claim for infringement of copyright.
- **Court Attendance Expenses:** Cover for the insured and their employees to attend any court or other judicial tribunal.
- **Run-off Cover:** Provides protection after a firm ceases trading and covers claims made during a specific period after closure.

### Who is this product not designed for?

This product is not appropriate for customers or businesses:

- Domiciled outside the United Kingdom, Channel Islands or the Isle of Man.
- Who are not involved in the provision of marketing, media, advertising, broadcasting, printing or publishing services.

### How do we expect this product to be distributed?

This product should be sold with the active assistance and guidance of an insurance intermediary to select the appropriate level of cover. The product will only be distributed through brokers to customers with whom Pen has an agency and not directly by Pen to customers.

This product is suitable to be distributed via a variety of intermediated sales channels, such as face to face, telephone, email, or by postal application by intermediary with whom Pen has an agency.

Consideration should be given to the vulnerability of customers by the intermediary who should provide any support they may need.

### What are the distributor value considerations?

We expect all distributors in the chain to consider the following when selling Pen's products:

- The impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product,



elements of which may duplicate existing cover, or premium finance charged at an elevated rate of Annual Percentage Rate (APR).

- Additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.
- Distributors must ensure there is no duplication of cover as a result of any add-on products sold, where appropriate cover is already provided by the policy.
- Distributors should consider the demands and needs of customers and the Consumer Duty requirements when dealing with customers.
- Distributors must provide full details on all risks submitted on a suitable proposal form.

## Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by the product.

## Product Approval Process

Pen has a product approval process in place to ensure that there is appropriate oversight of all products where Pen is either a co-manufacturer or a distributor. The process includes a risk assessment process where due consideration is given to the impact of the product on the target market and the value of the product.

A diagram of Pen's product approval process can be found on the Pen website [here](#).

## Important Information

This target market statement should be used by all (co-)manufacturers and distributors of this product. (Co-)manufacturers and distributors should not create their own variation of this document. Where any party using this document has concerns about the accuracy or completeness of the information included, this should be raised to Pen urgently for discussion.





### Product Fair Value Outcome – Methodology

Pen has completed Fair Value Assessment work on products we co-manufacture. This is based on groupings of products which may be similar in features and are intended to be distributed to similar target markets.

This Product Fair Value Outcome Statement is not intended to replicate our Fair Value Assessments but sets out the approach taken and the outcome of the assessment.

### Distributor Remuneration

Pen agrees commission rates with each distributor and as part of the fair value assessment process has requested details of any additional fees that may be added in the distribution chain. The fee details received have been analysed and if Pen considers these could impact the value of the product this would be raised directly with distributors.

All distributors should be able to:

- Confirm annually that the commissions and fees they charge are reasonable relative to the service(s) they provide and the total cost of the product to the customer; and
- Justify that commissions and fees they charge are fair and support the intended value of the product.

### How Pen Assesses Value

Pen's product governance and oversight process requires a full review of all product groups at least annually to determine if the product offers fair value to the customer.

These reviews consider the following areas:

Target market	<ul style="list-style-type: none"> <li>• Target market reviewed to ensure the product meets the needs of the customer and will continue to do so for the life of the product</li> <li>• Identify the impact on vulnerable customers where applicable</li> </ul>
Distribution strategy	<ul style="list-style-type: none"> <li>• Appropriateness of the distribution channel, services offered and remuneration</li> <li>• Remuneration does not negatively impact the overall value offered by the product</li> </ul>
Market assessment	<ul style="list-style-type: none"> <li>• Market scrutiny to ensure the product aligns with current market trends</li> </ul>
Product design/lifecycle	<ul style="list-style-type: none"> <li>• Pricing</li> <li>• Regulatory requirements</li> <li>• Fees and charges</li> <li>• Product documentation</li> <li>• Performance of the product</li> <li>• Product changes</li> </ul>





Customer journey	<ul style="list-style-type: none"> <li>• Quality Assurance</li> <li>• Feedback from distribution</li> </ul>
Claims	<ul style="list-style-type: none"> <li>• Frequency and trends</li> <li>• Loss ratio trends</li> </ul>
Complaints	<ul style="list-style-type: none"> <li>• Feedback is reviewed to ensure the product continues to offer good benefit for customers</li> <li>• Reasons for complaints and volumes</li> <li>• Outcomes of complaints: whether they are upheld, not upheld</li> <li>• Identification of trends and root causes</li> <li>• Redress payments: volume and timescales</li> <li>• Financial Ombudsman Service: volume and outcomes</li> </ul>
<b>Fair Value Summary</b>	
<p>Pen has considered all relevant factors, including the total price paid by the customer, value MI, distribution and other considerations in this product design.</p> <p>Pen is satisfied that the product continues to provide fair value to customers and is suitable to continue to be distributed to the identified target market.</p>	

<b>Valid From</b>	25/06/2025
<b>Next Review Date</b>	On or before 25/06/2026

(Id ref: 51)

