



**FOR IMMEDIATE RELEASE**  
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## **NABIP Unveils New Magazine "bip" at Annual Convention in Chicago** *Innovative Content, Engaging Design, Future-Focused Vision*

**Chicago, IL** – The National Association of Benefits and Insurance Professionals (NABIP) is excited to premiere its newly designed and renamed magazine, "bip," at this week's Annual Convention in Chicago. As the only national print publication exclusively targeting health insurance and benefits brokers, "bip" aligns with NABIP's future-focused mission, delivering issues with exclusive, in-depth content tailored to our members' needs.

The new quarterly publication represents NABIP's commitment to delivering visionary content. Each issue of "bip" will feature innovative articles and insights that provide our readers with the latest trends and developments in the health insurance and benefits industry.

"bip" boasts a vibrant and engaging design, with clearly defined sections that allow readers to quickly identify and navigate the content. The magazine's layout is designed to provide multiple focal points, enticing readers and keeping them engaged from cover to cover.

The publication emphasizes NABIP's leadership in the healthcare sector by highlighting the proactive efforts and achievements of our association and members. Each issue will showcase how NABIP is shaping the future of healthcare, providing real examples of our commitment to advancing this critical cause.

Jessica Brooks-Woods, CEO of NABIP, shared her enthusiasm about the launch: "We are incredibly proud to introduce 'bip' as a reflection of our commitment to innovation and leadership in the health insurance and benefits industry. This magazine will not only provide our members with valuable insights and information but also highlight the remarkable efforts of our community in shaping the future of healthcare.

"We believe "bip" will serve as a vital resource for NABIP members, providing them with the knowledge and insights needed to excel in their profession. The launch of "bip" marks a significant milestone for NABIP, reflecting our dedication to supporting our members and advancing the industry."

Along with its valuable content, "bip" provides excellent advertising opportunities for businesses aiming to connect with a highly targeted audience of health insurance and benefits specialists. For more information on advertising in "bip," please visit our [media kit](#).

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### **About the National Association of Benefits and Insurance Professionals**

**NABIP** is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 200 chapters across America.