

Expert advice at your fingertips with belairdirect Magazine

belairdirect is proud to present its new company blog: [belairdirect Magazine](#). With simplifying insurance as one of the company's core values, **belairdirect** also translates the simplicity theme to its blog, which provides quality content prepared by acknowledged insurance experts and well-known bloggers.

Visitors will find information related to car and home insurance, but can also enjoy lifestyle related content, including home decor trends and current news related to cars and home ownership, as well as the latest must-have gadgets.

Insurance: way too important to be complicated!

belairdirect Magazine will help demystify insurance and provide insurance expertise to online readers. The clean and simple design of the site provides a platform for actuaries, underwriters, sales and claims professionals to share insurance advice. Articles previously published focused on how premiums are calculated, the precautions to take when making online purchases, [car insurance](#) basics and the importance of the client experience.

The names readers know and like

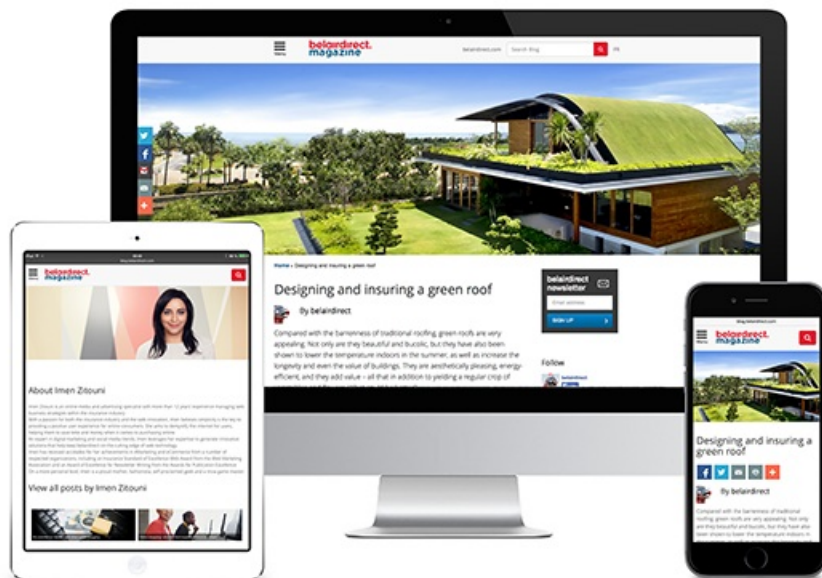
In order to provide the right balance of content, **belairdirect** calls on well-known bloggers like Josiane Stratis and from sources such as [cottagelife.com](#). As a result, **belairdirect** can offer readers content that is highly pertinent to home and car owners, but also topics that go beyond the insurance industry.

Clear & simple to understand information

At **belairdirect**, we understand that insurance can seem complicated, which is why the **belairdirect** Magazine provides a user-friendly experience for consumers looking for clear answers. The adaptive quality of the blog makes it easy to review content on a computer, tablet or smart phone because it adjusts to whatever device viewers are using. Video content will also be a regular part of the blog.

"As instinctive as it is informative, the **belairdirect** Magazine has built in intuitive navigation and has been designed to provide a variety of articles that readers want," according to Imen Zitouni, Vice President of E-Commerce at **belairdirect**.

To review the latest content on **belairdirect** Magazine, please visit <https://www.belairdirect.com/blog/>.



About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in the world to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in

Canada (TSX : IFC - www.intactfc.com). For more information, please visit www.belairdirect.com or follow **belairdirect** on [Facebook](#), [Instagram](#) and [Twitter](#).
