



Protecting the ones you love

As you know, having a child changes everything. But did you know it also changes your Life Cover needs?

Children are a wonderful gift and there is nothing that can prepare you for the joy they bring to your life. All of a sudden you are responsible for someone who relies on you totally for their every need.

We all know how much our children depend on our support. This feeling of knowing they are provided for is one of the many joys of being a parent. Being in a position to give them all the love and attention they need, all their daily wants as well as those little extras, like Birthday gifts and Christmas treats are what make their childhood so exciting and memorable.

There is no doubt however that raising a family, as with everything in life, can be challenging. From pre-school to college fees, medical expenses, clothing, food, and childcare, as children grow so do the costs for supporting their development.

Of course this is not something you like to dwell on, but as incredible as life can be, it can at times present moments of uncertainty. It is fragile and something that must be protected.

In the most unfortunate event that you should pass away, and your child should be without a parent, have you considered how your family would cope financially? Thankfully significant improvements in lifestyle and medical advancements make this a distant thought for most. However, everyone should be aware of and prepared for life's uncertainties. And while we cannot prevent certain misfortunes, we can protect those around us from suffering financially as a result.

But how?

With sufficient Life Cover in place, following your death you can be in a position to continue to protect your child and have the peace of mind of knowing, now, that ongoing expenses and bills could be met in the future.

Follow your natural protective instincts by talking to us today about Life Cover.



Life Cover...

What is Life Cover?

Life Cover provides your dependents with a guaranteed lump sum payable should you die during the term of your policy. Premiums are paid to a Life Assurance provider throughout the term of your policy, to guarantee a payout from them to your dependents in the event of your death.

Why do you need it now?

Life Cover offers genuine security when you need it most, and is the most cost-effective way of all for you to insure your life and protect your family.

- As a parent, your children depend on you for everything. So should something happen to you, with the appropriate Life Cover in place, you can rest assured that their financial needs can still be met.
- There is a common misconception that the amount of Life Cover you need increases as you get older. This IS NOT the case. A young family has more long-term expenses and dependencies than a more mature couple whose children may be financially independent. A young family will face increasing and continuous responsibilities and commitments, such as education fees, family health cover and mortgage repayments and therefore will generally need a higher level of Life cover to meet these needs.
- Over the last decade due to medical advances and lifestyle improvements which in turn, lead to an increased life expectancy, life assurance premiums have dropped significantly. **Due to this, taking out Life Cover today can cost as little as €16 per month for females* & €21 per month for males.**** In some cases, there has been up to a 40% decrease in the cost of Life Cover over this 10 year period, making right now a very cost effective time to take out or review your policy.***

* €350,000 cover for a female non-smoker age 30, term 20 years.

** €350,000 cover for a male non-smoker Age 30, term 20 years.

*** €350,000 cover for a male, non-smoker aged 40 with a policy term of 25 years premium is down 40% from €66 to €40 per month (saving of €7,800 in total)



In the current economic climate everyone is looking for ways to save money. So why not save today with the most competitive Life Assurance rates in over a decade?

How do you get it?

Your local Broker we will be more than happy to help you find the best product with the correct amount of cover to meet your current and future needs. Their advice will ensure you get the right policy for you and your family, at an affordable price.

And remember, the key to Life Cover is not just getting it, but getting it right!

€200,000 sounds like a lot of money, however do you think this amount would be sufficient to continue to support your family if you were to pass away?

It's something to think carefully about. And more importantly, consider your monthly financial commitments. After all, it is this that determines the length of time your policy pay out will support your loved ones.

Did you know a payment of €200,000 for a family with monthly expenses of €1,500 would last 12 years and 6 months? However, the same Life Assurance payout for a family with monthly outgoings of €5,000 would only last 3 years and 5 months. This significant difference may surprise you. Children do grow up fast but not that fast!

We all know the importance of thinking carefully and realistically when it comes to protecting our families, and the same can be said when considering our families varying financial needs.



If you are concerned that you do not have adequate Life Cover in place, please do not worry. Simply contact your local Broker today and they can advise you on the right cover for you and your family!

They can also advise you on the benefits of Specified Serious Illness Cover for you and your family.

For further information and to discuss your Life Cover needs simply contact your local Broker today.



Operating in Ireland for over 140 years and building on the foundations of Caledonian Insurance Company and Guardian Life, Caledonian Life was launched in January 2001 as a new force in financial services. Caledonian Life policies are only sold through Brokers – financial advisers who are authorised by the Central Bank of Ireland.

Dedicated to providing some of the market's most competitive and comprehensive Protection products, Caledonian Life has offices in Dublin, Cork and Limerick. Caledonian Life is a division of the Royal London Group, the largest mutual life and pensions company in the UK with Group funds under management of approximately €58 billion. Group businesses serve around 4 million customers and employ 2,880 people.*

We'd be delighted to get your feedback on the content and clarity of this brochure, simply email feedback@caledonianlife.ie or contact your Broker.

Broker Stamp

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Before making a final decision, this brochure should be read in conjunction with the Policy Conditions booklet and Specified Serious Illness Cover Definitions Guide which are available from your Broker. This brochure does not form any part of any contract. Terms and conditions apply. All information is valid at the time of going to print at 30/06/2012.

*Funds under management as of 31/03/2012

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