

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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ROUGH NOTES MAGAZINE is a B2B brand intended for individuals with broad-based interests in insurance industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up, and special features.

FIELD SERVED

ROUGH NOTES serves independent property/casualty insurance agencies, life and health insurance agencies, brokerage offices, and insurance companies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are insurance agents and brokers, life general agents/managers, insurance company personnel, corporate insurance risk managers, buyers of insurance, and others allied to the field served.

CHANNELS

ROUGH NOTES MAGAZINE



6 Issues in the period
38,530 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ROUGH NOTES MAGAZINE (6 issues in the period)	38,469	61	38,530

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	37
Advertiser and Agency	228
Allocated for Trade Shows and Conventions	154
All Other	802
TOTAL	1,221

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,530	100.0	38,469	99.8	61	0.2
Sponsored Individually Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,530	100.0	38,469	99.8	61	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Total Qualified
July	1,989	1,968	38,511
August	2,658	2,663	38,516
September	2,197	2,195	38,514
October	1,333	1,418	38,599
November	547	477	38,529
December	1,401	1,380	38,508
TOTAL	10,125	10,101	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is % or 1 copy below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. (a) Agents, Brokers & Life General Agents/ Managers: Selling Property/Casualty Insurance	24,666	64.0
(b) Selling Life/Health Insurance	1,333	3.4
(c) Life general agents & managers	444	1.2
Total Copies to Agents, Brokers & Life General Agents/Managers	26,443	68.6
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	698	1.9
(2) Regional & Branch office personnel - Health Life and Benefits	286	0.7
(3) Property/Casualty Insurance Home office personnel	1,339	3.5
(4) Regional & Branch office personnel - Property and Casualty	786	2.0
Total Copies to Insurance Company Personnel	3,109	8.1
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,340	3.5
(e) Employee Benefit Plans	803	2.1
(f) Both Property/Casualty Insurance and Employee Benefit Plans	657	1.7
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,800	7.3
2. Others allied to the field including: Life/Health consulting Actuaries; Pension Consultants; Consulting Actuaries; Independent Claim Adjusters; Engineering and Inspections Services; Government Agencies, including Rating Bureaus and States Insurance Departments; Schools; Professional Associations; Attorneys; Financial and Banking Officials; Libraries; customers for Rough Notes Companys insurance agency technical reference services, forms and property/casualty insurance licensing courses	6,176	16.0
Other Paid Circulation (Optional):	-	-
Subscriptions	1	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	38,529	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

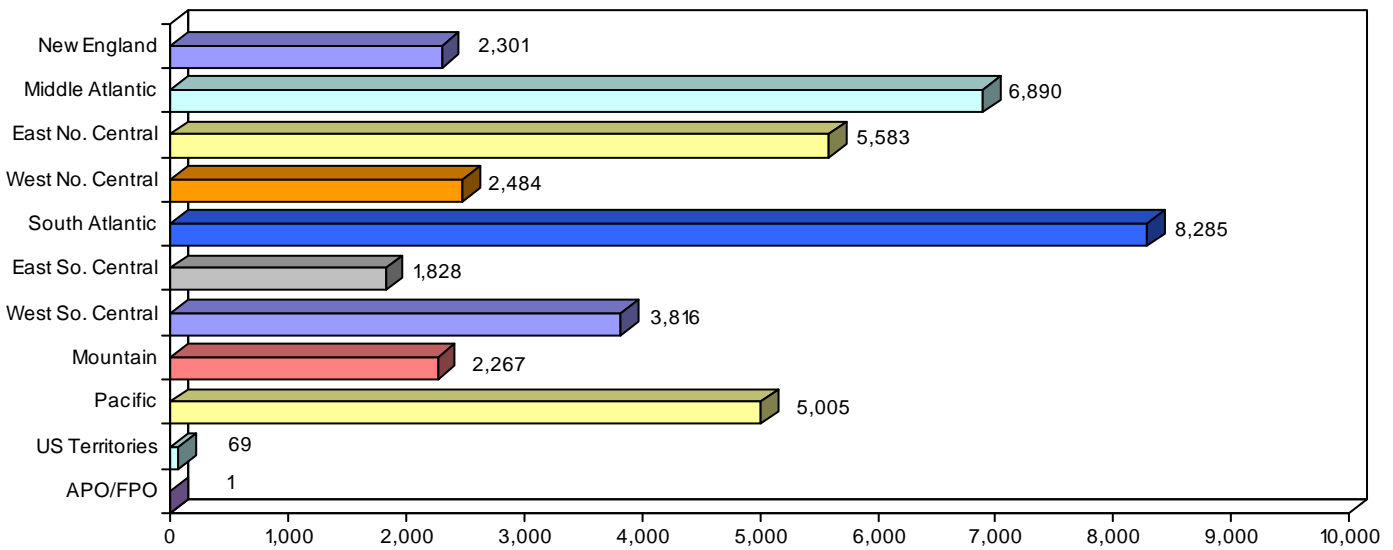
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	13,839	6,906	14	20,759	53.9
a. Written	5,012	1,783	11	6,806	17.7
b. Telecommunication	-	-	-	-	-
c. Electronic	8,827	5,123	3	13,953	36.2
II. TOTAL - Request from recipient's company:	7,907	404	2	8,313	21.6
a. Written	45	46	2	93	0.2
b. Telecommunication	-	-	-	-	-
c. Electronic	7,862	358	-	8,220	21.4
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	126	29	-	155	0.4
a. Written	117	25	-	142	0.4
b. Telecommunication	-	-	-	-	-
c. Electronic	9	4	-	13	-
V. TOTAL - Sources other than above	9,302	-	-	9,302	24.1
*Association rosters and directories	261	-	-	261	0.7
*Business directories	5,054	-	-	5,054	13.1
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	3,987	-	-	3,987	10.3
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,174	7,339	16	38,529	100.0
PERCENT	80.9	19.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	246		Kentucky	528	
New Hampshire	158		Tennessee	710	
Vermont	93		Alabama	306	
Massachusetts	954		Mississippi	284	
Rhode Island	115		EAST SO. CENTRAL	1,828	4.7
Connecticut	735		Arkansas	316	
NEW ENGLAND	2,301	6.0	Louisiana	382	
New York	2,590		Oklahoma	462	
New Jersey	1,702		TEXAS	2,656	
Pennsylvania	2,598		WEST SO. CENTRAL	3,816	9.9
MIDDLE ATLANTIC	6,890	17.9	Montana	112	
Ohio	1,814		Idaho	179	
Indiana	701		Wyoming	91	
Illinois	1,700		Colorado	454	
Michigan	826		New Mexico	200	
Wisconsin	542		Arizona	728	
EAST NO. CENTRAL	5,583	14.5	Utah	309	
Minnesota	811		Nevada	194	
Iowa	392		MOUNTAIN	2,267	5.9
Missouri	525		Alaska	73	
North Dakota	69		Washington	545	
South Dakota	116		Oregon	550	
Nebraska	262		California	3,757	
Kansas	309		Hawaii	80	
WEST NO. CENTRAL	2,484	6.4	PACIFIC	5,005	13.0
Delaware	122		UNITED STATES	38,459	99.8
Maryland	800		U.S. Territories	69	
Washington, DC	52		Canada	-	
Virginia	799		Mexico	-	
West Virginia	173		Other International	-	
North Carolina	1,073		APO/FPO	1	
South Carolina	546				
Georgia	1,139				
Florida	3,581				
SOUTH ATLANTIC	8,285	21.5			
			TOTAL QUALIFIED CIRCULATION	38,529	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association Rosters & Directories include 1 source of circulation for a quantity of 261 copies or 0.7%.

Business Directories include 1 source of circulation for a quantity of 5,054 copies or 13.1%, including Hoover's, A Dun & Bradstreet Company.

Other Sources include 10 sources of circulation for a quantity of 7 copies or -% to 878 copies or 2.3%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Walter Gdowski, Owner

David Willis, Editor-in-Chief

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed January 12, 2017

State Indiana

County Hamilton

Received by BPA Worldwide January 12, 2017

Type BD

ID Number R055B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.