

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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
35,034 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)	34,978	56	35,034

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	33
Advertiser and Agency	218
Allocated for Trade Shows and Conventions	371
All Other	547
TOTAL	1,169

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,034	100.0	34,978	99.8	56	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,034	100.0	34,978	99.8	56	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Total Qualified
January	3,879	461	35,090
February	342	298	35,046
March	558	537	35,025
April	2,410	2,405	35,020
May	493	485	35,012
June	2,353	2,351	35,010
TOTAL	10,035	6,537	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.1% or 26 copies 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	22,142	63.2
(b) Selling Life/Health Insurance	1,124	3.2
(c) Life general agents & managers	473	1.4
Total Copies to Agents, Brokers & Life General Agents/Managers	23,739	67.8
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	766	2.2
(2) Regional & Branch office personnel - Health Life and Benefits	322	0.9
(3) Property/Casualty Insurance Home office personnel	1,415	4.0
(4) Regional & Branch office personnel - Property and Casualty	781	2.2
Total Copies to Insurance Company Personnel	3,284	9.3
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,316	3.8
(e) Employee Benefit Plans	806	2.3
(f) Both Property/Casualty Insurance and Employee Benefit Plans	629	1.8
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,751	7.9
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	5,236	15.0
Other Paid Circulation (Optional):		
Subscriptions	2	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,012	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

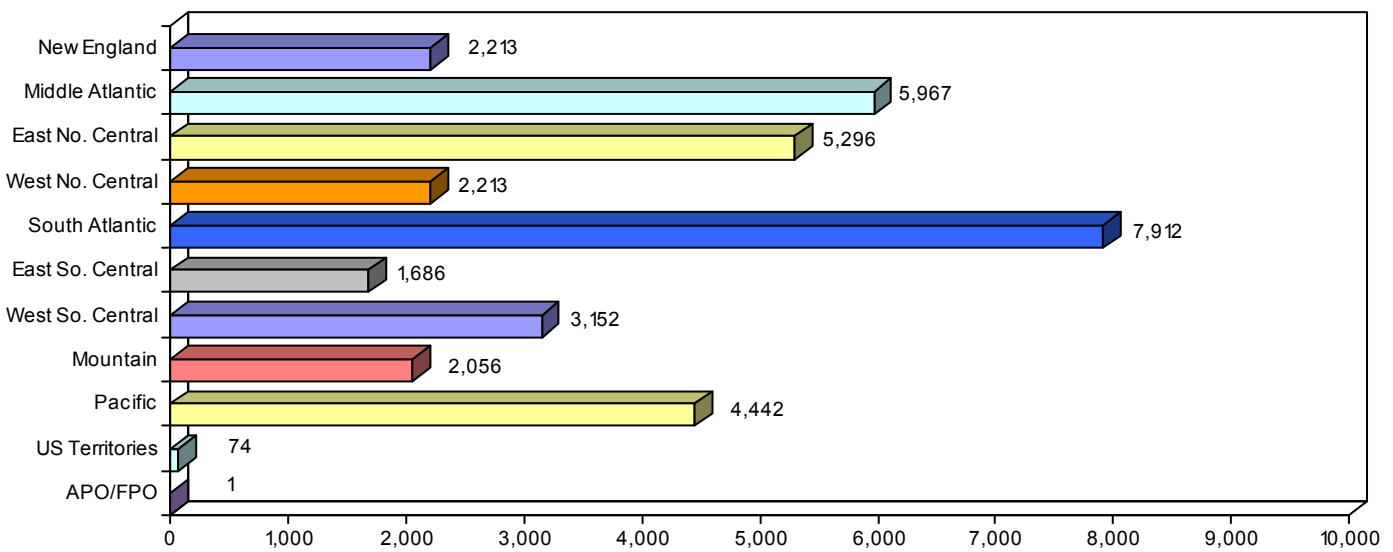
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	13,845	6,091	588	20,524	58.6
a. Written	4,981	1,451	45	6,477	18.5
b. Telecommunication	-	-	-	-	-
c. Electronic	8,864	4,640	543	14,047	40.1
II. TOTAL - Request from recipient's company:	8,901	-	3	8,904	25.4
a. Written	61	-	3	64	0.2
b. Telecommunication	-	-	-	-	-
c. Electronic	8,840	-	-	8,840	25.2
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	129	1	-	130	0.4
a. Written	113	1	-	114	0.3
b. Telecommunication	-	-	-	-	-
c. Electronic	16	-	-	16	0.1
V. TOTAL - Sources other than above	5,454	-	-	5,454	15.6
*Association rosters and directories	238	-	-	238	0.7
*Business directories	2,092	-	-	2,092	6.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	3,124	-	-	3,124	8.9
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,329	6,092	591	35,012	100.0
PERCENT	80.9	17.4	1.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	237		Kentucky	471	
New Hampshire	135		Tennessee	691	
Vermont	66		Alabama	306	
Massachusetts	942		Mississippi	218	
Rhode Island	99		EAST SO. CENTRAL	1,686	4.8
Connecticut	734		Arkansas	335	
NEW ENGLAND	2,213	6.3	Louisiana	386	
New York	2,316		Oklahoma	390	
New Jersey	1,595		TEXAS	2,041	
Pennsylvania	2,056		WEST SO. CENTRAL	3,152	9.0
MIDDLE ATLANTIC	5,967	17.0	Montana	84	
Ohio	1,567		Idaho	156	
Indiana	697		Wyoming	66	
Illinois	1,664		Colorado	448	
Michigan	834		New Mexico	156	
Wisconsin	534		Arizona	695	
EAST NO. CENTRAL	5,296	15.1	Utah	274	
Minnesota	607		Nevada	177	
Iowa	380		MOUNTAIN	2,056	5.9
Missouri	526		Alaska	65	
North Dakota	64		Washington	492	
South Dakota	108		Oregon	319	
Nebraska	254		California	3,495	
Kansas	274		Hawaii	71	
WEST NO. CENTRAL	2,213	6.3	PACIFIC	4,442	12.7
Delaware	97		UNITED STATES	34,937	99.8
Maryland	692		U.S. Territories	74	
Washington, DC	44		Canada	-	
Virginia	670		Mexico	-	
West Virginia	172		Other International	-	
North Carolina	993		APO/FPO	1	
South Carolina	576				
Georgia	1,153				
Florida	3,515				
SOUTH ATLANTIC	7,912	22.7			
			TOTAL QUALIFIED CIRCULATION	35,012	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 238 copies or 0.7%.
Business directories include 1 source of circulation for a quantity of 2,092 copies or 6.0%.
Other sources include 7 sources of circulation for quantities of 7 copies or -% to 788 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	June 28, 2017
State	Indiana
County	Hamilton
Received by BPA Worldwide	June 28, 2017
Type	BD
ID Number	R055B0J7

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.