

# Rough Notes

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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 as listed in 3a.

## 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
<b>ROUGH NOTES MAGAZINE</b> (6 issues in the period)	34,983	51	35,034

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	220
Allocated for Trade Shows and Conventions	278
All Other	820
<b>TOTAL</b>	<b>1,348</b>

**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	34,983	99.9	51	0.1
Sponsored Individually	-	-	-	-	-	-
Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,034</b>	<b>100.0</b>	<b>34,983</b>	<b>99.9</b>	<b>51</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Number Removed	Number Added	Total Qualified
July	1,580	1,592	35,022
August	2,759	2,755	35,018
September	894	888	35,012
October	1,861	1,918	35,069
November	531	471	35,009
December	1,227	1,291	35,073
<b>TOTAL</b>	<b>8,852</b>	<b>8,915</b>	

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

This issue is 0.1% or 30 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	20,309	57.9
(b) Selling Life/Health Insurance	1,244	3.6
(c) Life general agents & managers	554	1.6
<b>Total Copies to Agents, Brokers &amp; Life General Agents/Managers</b>	<b>22,107</b>	<b>63.1</b>
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	932	2.7
(2) Regional & Branch office personnel - Health Life and Benefits	354	1.0
(3) Property/Casualty Insurance Home office personnel	1,522	4.3
(4) Regional & Branch office personnel - Property and Casualty	764	2.2
<b>Total Copies to Insurance Company Personnel</b>	<b>3,572</b>	<b>10.2</b>
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,403	4.0
(e) Employee Benefit Plans	1,108	3.2
(f) Both Property/Casualty Insurance and Employee Benefit Plans	813	2.3
<b>Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance</b>	<b>3,324</b>	<b>9.5</b>
2. 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.	6,005	17.2
Other Paid Circulation (Optional):		
Subscriptions	1	-
Single Copy Sales	-	-
Did not respond	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,009</b>	<b>100.0</b>

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

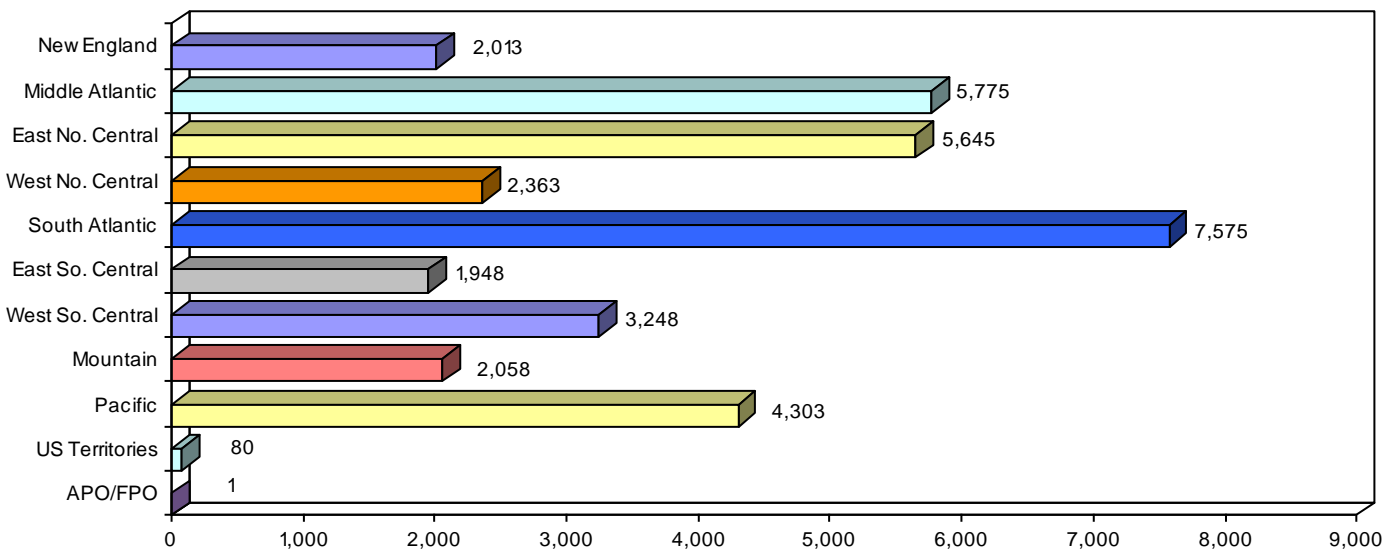
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. <b>TOTAL</b> - Direct Request:	<b>14,901</b>	<b>5,817</b>	<b>465</b>	<b>21,183</b>	<b>60.5</b>
a. Written	4,557	1,254	12	5,823	16.6
b. Telecommunication	-	-	-	-	-
c. Electronic	10,344	4,563	453	15,360	43.9
II. <b>TOTAL</b> - Request from recipient's company:	<b>9,237</b>	<b>558</b>	<b>3</b>	<b>9,798</b>	<b>28.0</b>
a. Written	95	2	3	100	0.3
b. Telecommunication	-	-	-	-	-
c. Electronic	9,142	556	-	9,698	27.7
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	<b>117</b>	-	-	<b>117</b>	<b>0.3</b>
a. Written	103	-	-	103	0.3
b. Telecommunication	-	-	-	-	-
c. Electronic	14	-	-	14	-
V. <b>TOTAL</b> - Sources other than above	<b>3,911</b>	-	-	<b>3,911</b>	<b>11.2</b>
Association rosters and directories	-	-	-	-	-
*Business directories	78	-	-	78	0.2
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	3,833	-	-	3,833	11.0
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,166</b>	<b>6,375</b>	<b>468</b>	<b>35,009</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.5</b>	<b>18.2</b>	<b>1.3</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	199		Kentucky	530	
New Hampshire	157		Tennessee	807	
Vermont	74		Alabama	376	
Massachusetts	804		Mississippi	235	
Rhode Island	118		<b>EAST SO. CENTRAL</b>	<b>1,948</b>	<b>5.6</b>
Connecticut	661		Arkansas	334	
<b>NEW ENGLAND</b>	<b>2,013</b>	<b>5.7</b>	Louisiana	467	
New York	2,213		Oklahoma	303	
New Jersey	1,410		<b>TEXAS</b>	<b>2,144</b>	
Pennsylvania	2,152		<b>WEST SO. CENTRAL</b>	<b>3,248</b>	<b>9.3</b>
<b>MIDDLE ATLANTIC</b>	<b>5,775</b>	<b>16.5</b>	Montana	88	
Ohio	1,365		Idaho	145	
Indiana	963		Wyoming	64	
Illinois	1,400		Colorado	519	
Michigan	1,339		New Mexico	171	
Wisconsin	578		Arizona	641	
<b>EAST NO. CENTRAL</b>	<b>5,645</b>	<b>16.1</b>	Utah	225	
Minnesota	632		Nevada	205	
Iowa	434		<b>MOUNTAIN</b>	<b>2,058</b>	<b>5.9</b>
Missouri	588		Alaska	67	
North Dakota	66		Washington	612	
South Dakota	92		Oregon	355	
Nebraska	256		California	3,201	
Kansas	295		Hawaii	68	
<b>WEST NO. CENTRAL</b>	<b>2,363</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>4,303</b>	<b>12.3</b>
Delaware	88		<b>UNITED STATES</b>	<b>34,928</b>	<b>99.8</b>
Maryland	595		U.S. Territories	80	
Washington, DC	39		Canada	-	
Virginia	729		Mexico	-	
West Virginia	158		Other International	-	
North Carolina	1,040		APO/FPO	1	
South Carolina	609				
Georgia	1,305				
Florida	3,012				
<b>SOUTH ATLANTIC</b>	<b>7,575</b>	<b>21.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,009</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 78 copies or 0.2%.  
Other sources include 9 sources of circulation for quantities of 83 copies or 0.2% to 1,740 copies or 5.0%.

### 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 11, 2018

State Indiana

County Hamilton

Received by BPA Worldwide January 11, 2018

Type BD

ID Number R055B0D7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.