

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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
35,040 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)	34,995	45	35,040

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	206
Allocated for Trade Shows and Conventions	140
All Other	532
TOTAL	906

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,040	100.0	34,995	99.9	45	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,040	100.0	34,995	99.9	45	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
January	2,258	2,194	35,009
February	468	620	35,161
March	845	700	35,016
April	5,271	5,268	35,013
May	891	898	35,020
June	5,764	5,762	35,018
TOTAL	15,497	15,442	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue 0.1% or 23 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	20,082	57.3
(b) Selling Life/Health Insurance	1,246	3.6
(c) Life general agents & managers	687	2.0
Total Copies to Agents, Brokers & Life General Agents/Managers	22,015	62.9
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	1,084	3.1
(2) Regional & Branch office personnel - Health Life and Benefits	433	1.2
(3) Property/Casualty Insurance Home office personnel	1,757	5.0
(4) Regional & Branch office personnel - Property and Casualty	891	2.6
Total Copies to Insurance Company Personnel	4,165	11.9
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,661	4.7
(e) Employee Benefit Plans	1,622	4.6
(f) Both Property/Casualty Insurance and Employee Benefit Plans	1,073	3.1
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	4,356	12.4
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 and their related conference attendees; Attorneys; Financial and Banking Officials; Libraries; customers for Rough Notes Companys insurance agency technical reference services, forms and property/casualty insurance licensing courses.	4,482	12.8
Other Paid Circulation (Optional):		
Subscriptions	2	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,020	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

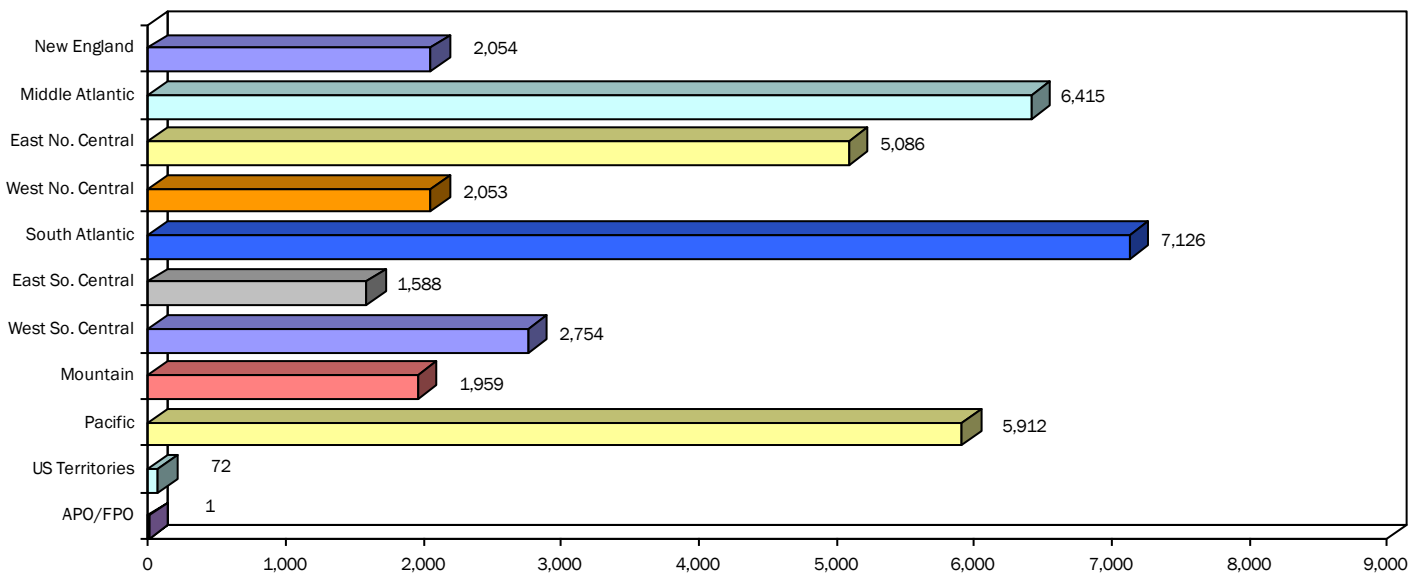
Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	16,454	5,832	575	22,861	65.3
a. Written	3,912	1,339	31	5,282	15.1
b. Telecommunication	-	-	-	-	-
c. Electronic	12,542	4,493	544	17,579	50.2
II. TOTAL - Request from recipient's company:	9,799	1	-	9,800	28.0
a. Written	49	1	-	50	0.1
b. Telecommunication	-	-	-	-	-
c. Electronic	9,750	-	-	9,750	27.9
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	80	-	-	80	0.2
a. Written	75	-	-	75	0.2
b. Telecommunication	-	-	-	-	-
c. Electronic	5	-	-	5	-
V. TOTAL - Sources other than above	2,279	-	-	2,279	6.5
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,279	-	-	2,279	6.5
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,612	5,833	575	35,020	100.0
PERCENT	81.7	16.7	1.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	193		Kentucky	389	
New Hampshire	167		Tennessee	640	
Vermont	82		Alabama	344	
Massachusetts	816		Mississippi	215	
Rhode Island	116		EAST SO. CENTRAL	1,588	4.5
Connecticut	680		Arkansas	213	
NEW ENGLAND	2,054	5.9	Louisiana	436	
New York	2,645		Oklahoma	285	
New Jersey	1,603		WEST SO. CENTRAL	2,754	7.9
Pennsylvania	2,167		Montana	97	
MIDDLE ATLANTIC	6,415	18.3	Idaho	139	
Ohio	1,196		Wyoming	64	
Indiana	908		Colorado	473	
Illinois	1,546		New Mexico	170	
Michigan	914		Arizona	590	
Wisconsin	522		Utah	230	
EAST NO. CENTRAL	5,086	14.5	Nevada	196	
Minnesota	465		MOUNTAIN	1,959	5.6
Iowa	401		Alaska	50	
Missouri	531		Washington	494	
North Dakota	66		Oregon	292	
South Dakota	91		California	4,999	
Nebraska	228		Hawaii	77	
Kansas	271		PACIFIC	5,912	16.9
WEST NO. CENTRAL	2,053	5.9	UNITED STATES	34,947	99.8
Delaware	94		U.S. Territories	72	
Maryland	517		Canada	-	
Washington, DC	40		Mexico	-	
Virginia	615		Other International	-	
West Virginia	140		APO/FPO	1	
North Carolina	862				
South Carolina	401				
Georgia	1,031				
Florida	3,426				
SOUTH ATLANTIC	7,126	20.3			
			TOTAL QUALIFIED CIRCULATION	35,020	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 7 sources of circulation for quantities of 5 copies or -% to 1,110 copies or 3.2%.

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	July 6, 2018
State	Indiana
County	Hamilton
Received by BPA Worldwide	July 6, 2018
Type	BD
ID Number	R055B0J8

About BPA Worldwide:

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