

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ROUGH NOTES MAGAZINE



6 issues in the period
35,037 average circulation

ROUGH NOTES E-NEWSLETTERS



4 E-Newsletters in the period
24 total issued in the period
See below for average per occurrence

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)	34,999	38	35,037
ROUGH NOTES E-NEWSLETTERS			
a. Benefits Lead (6 issued in the period)	23,631	-	23,631
b. Coverage Concerns (6 issued in the period)	23,805	-	23,805
c. Specialty Excess & Surplus Lines (6 issued in the period)	23,803	-	23,803
d. Top Q&A for Agents (6 issued in the period)	23,586	-	23,586

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	217
Allocated for Trade Shows and Conventions	284
All Other	730
TOTAL	1,257

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,037	100.0	34,999	99.9	38	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,037	100.0	34,999	99.9	38	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
July	2,425	2,434	35,027
August	4,265	4,252	35,014
September	645	688	35,057
October	1,120	1,153	35,090
November	851	778	35,017
December	711	713	35,019
TOTAL	10,017	10,018	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
This issue is 0.1% or 24 copies below the average of the other 5 issues reported in Paragraph 2.

	Total Qualified	Percent of Total
Business and Industry		
1. (a) Agents, Brokers & Life General Agents/Managers: Selling Property/Casualty Insurance	19,816	56.6
(b) Selling Life/Health Insurance	1,013	2.9
(c) Life general agents & managers	707	2.0
Total Copies to Agents, Brokers & Life General Agents/Managers	21,536	61.5
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	1,070	3.0
(2) Regional & Branch office personnel - Health Life and Benefits	388	1.1
(3) Property/Casualty Insurance Home office personnel	1,671	4.8
(4) Regional & Branch office personnel - Property and Casualty	792	2.3
Total Copies to Insurance Company Personnel	3,921	11.2
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,714	4.9
(e) Employee Benefit Plans	1,775	5.1
(f) Both Property/Casualty Insurance and Employee Benefit Plans	1,164	3.3
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	4,653	13.3
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.	4,907	14.0
Other Paid Circulation (Optional):		
Subscriptions	-	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,017	100.0

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	14,173	5,728	1	19,902	56.9
a. Written	3,210	420	1	3,631	10.4
b. Telecommunication	-	-	-	-	-
c. Electronic	10,963	5,308	-	16,271	46.5
II. TOTAL - Request from recipient's company:	11,947	-	1	11,948	34.1
a. Written	19	-	1	20	-
b. Telecommunication	-	-	-	-	-
c. Electronic	11,928	-	-	11,928	34.1
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	109	-	-	109	0.3
a. Written	105	-	-	105	0.3
b. Telecommunication	-	-	-	-	-
c. Electronic	4	-	-	4	-
V. TOTAL - Sources other than above	3,058	-	-	3,058	8.7
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	3,058	-	-	3,058	8.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,287	5,728	2	35,017	100.0
PERCENT	83.6	16.4	-	100.0	

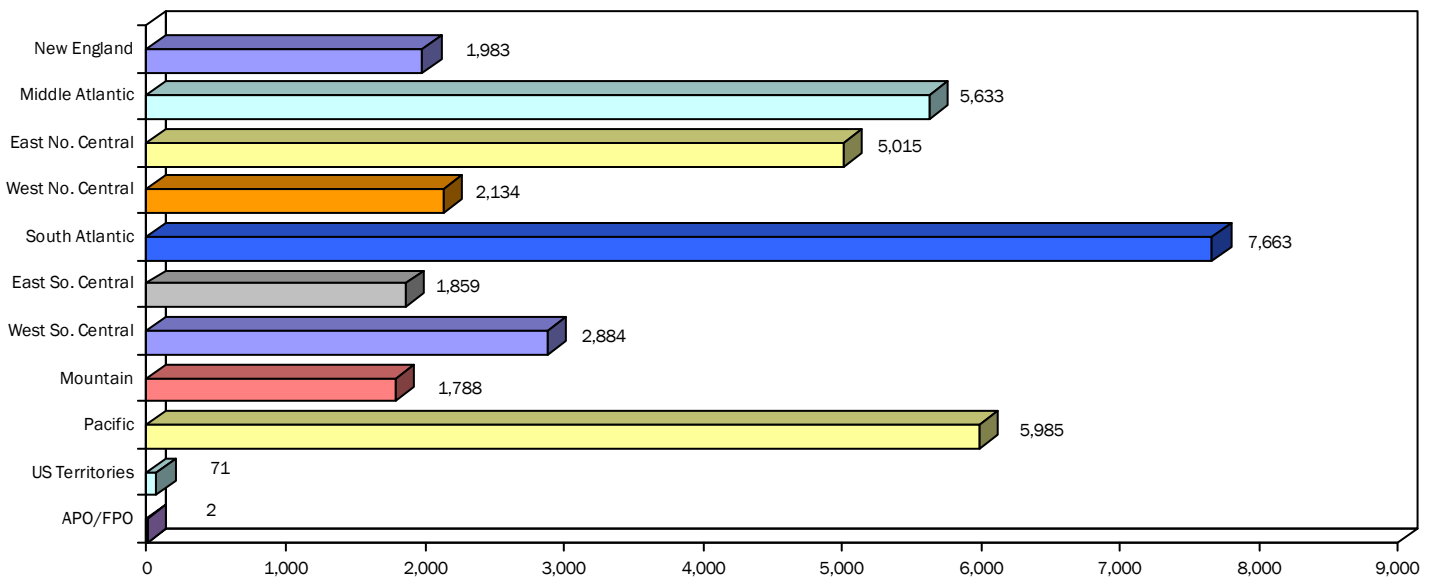
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	179		Kentucky	506	
New Hampshire	144		Tennessee	770	
Vermont	72		Alabama	360	
Massachusetts	707		Mississippi	223	
Rhode Island	111		EAST SO. CENTRAL	1,859	5.3
Connecticut	770		Arkansas	279	
NEW ENGLAND	1,983	5.7	Louisiana	367	
New York	2,440		Oklahoma	271	
New Jersey	1,523		WEST SO. CENTRAL	2,884	8.2
Pennsylvania	1,670		Texas	1,967	
MIDDLE ATLANTIC	5,633	16.1	Montana	88	
Ohio	1,285		Idaho	136	
Indiana	911		Wyoming	55	
Illinois	1,442		Colorado	461	
Michigan	851		New Mexico	123	
Wisconsin	526		Arizona	544	
EAST NO. CENTRAL	5,015	14.3	Utah	156	
Minnesota	560		Nevada	225	
Iowa	382		MOUNTAIN	1,788	5.1
Missouri	580		Alaska	46	
North Dakota	62		Washington	505	
South Dakota	63		Oregon	331	
Nebraska	212		California	5,044	
Kansas	275		Hawaii	59	
WEST NO. CENTRAL	2,134	6.1	PACIFIC	5,985	17.1
Delaware	95		UNITED STATES	34,944	99.8
Maryland	568		U.S. Territories	71	
Washington, DC	26		Canada	-	
Virginia	647		Mexico	-	
West Virginia	157		Other International	-	
North Carolina	1,136		APO/FPO	2	
South Carolina	624				
Georgia	1,205				
Florida	3,205				
SOUTH ATLANTIC	7,663	21.9			
			TOTAL QUALIFIED CIRCULATION	35,017	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	Benefits Lead	Coverage Concerns	Specialty Excess & Surplus Lines	Top Q&A for Agents
JULY				
July 11	-	-	21,892	-
July 17	21,754	-	-	-
July 25	-	21,806	-	-
July 31	-	-	-	21,716
AUGUST				
August 10	-	-	22,624	-
August 14	22,479	-	-	-
August 21	-	22,625	-	-
August 28	-	-	-	22,435
SEPTEMBER				
September 11	-	-	23,334	-
September 14	23,147	-	-	-
September 18	-	23,368	-	-
September 25	-	-	-	23,104
OCTOBER				
October 9	-	-	24,014	-
October 12	23,815	-	-	-
October 18	-	-	-	23,821
October 26	-	24,035	-	-
NOVEMBER				
November 2	-	-	24,709	-
November 7	24,533	-	-	-
November 16	-	-	-	24,464
November 27	-	24,696	-	-
DECEMBER				
December 7	-	-	26,242	-
December 13	26,055	-	-	-
December 20	-	26,297	-	-
December 27	-	-	-	25,974
AVERAGE:	23,631	23,805	23,803	23,586

Benefits Lead (6 issued in the period)
 Coverage Concerns (6 issued in the period)
 Specialty Excess & Surplus Lines (6 issued in the period)
 Top Q&A for Agents (6 issued in the period)

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Other sources include 6 sources of circulation for quantities of 210 copies or 0.6% to 1,020 copies or 2.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters is not reported at the media owner's option.

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 8, 2019
State	Indiana
County	Hamilton
Received by BPA Worldwide	January 8, 2019
Type	BD
ID Number	R055B0D8

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.