

Rough Notes

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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
35,038 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)	35,001	37	35,038
ROUGH NOTES E-NEWSLETTERS			
a. Benefits Lead (6 issued in the period)	32,103	-	32,103
b. Coverage Concerns (6 issued in the period)	32,880	-	32,880
c. Specialty Excess & Surplus Lines (6 issued in the period)	32,800	-	32,800
d. Top Q&A for Agents (6 issued in the period)	32,552	-	32,552

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	20
Advertiser and Agency	191
Allocated for Trade Shows and Conventions	80
All Other	590
TOTAL	881

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,038	100.0	35,001	99.9	37	0.1
Sponsored Individually Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,038	100.0	35,001	99.9	37	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Number Removed	Number Added	Total Qualified
January	1,083	1,084	35,020
February	791	817	35,046
March	1,686	1,682	35,042
April	3,469	3,470	35,043
May	1,232	1,239	35,050
June	1,227	1,203	35,026
TOTAL	9,488	9,495	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is -% or 15 copies above 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	19,463	55.5
(b) Selling Life/Health Insurance	1,016	2.9
(c) Life general agents & managers	812	2.3
Total Copies to Agents, Brokers & Life General Agents/Managers	21,291	60.7
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	1,140	3.3
(2) Regional & Branch office personnel - Health Life and Benefits	421	1.2
(3) Property/Casualty Insurance Home office personnel	1,837	5.2
(4) Regional & Branch office personnel - Property and Casualty	826	2.4
Total Copies to Insurance Company Personnel	4,224	12.1
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,960	5.6
(e) Employee Benefit Plans	2,020	5.8
(f) Both Property/Casualty Insurance and Employee Benefit Plans	1,337	3.8
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	5,317	15.2
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.	4,217	12.0
Other Paid Circulation (Optional):		
Subscriptions	1	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,050	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	13,016	6,858	13	19,887	56.7
a. Written	2,633	318	7	2,958	8.4
b. Telecommunication	-	-	-	-	-
c. Electronic	10,383	6,540	6	16,929	48.3
II. TOTAL - Request from recipient's company:	12,197	-	1	12,198	34.8
a. Written	1	-	1	2	-
b. Telecommunication	-	-	-	-	-
c. Electronic	12,196	-	-	12,196	34.8
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	246	1	-	247	0.7
a. Written	238	1	-	239	0.7
b. Telecommunication	-	-	-	-	-
c. Electronic	8	-	-	8	-
V. TOTAL - Sources other than above	2,718	-	-	2,718	7.8
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,718	-	-	2,718	7.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,177	6,859	14	35,050	100.0
PERCENT	80.4	19.6	-	100.0	

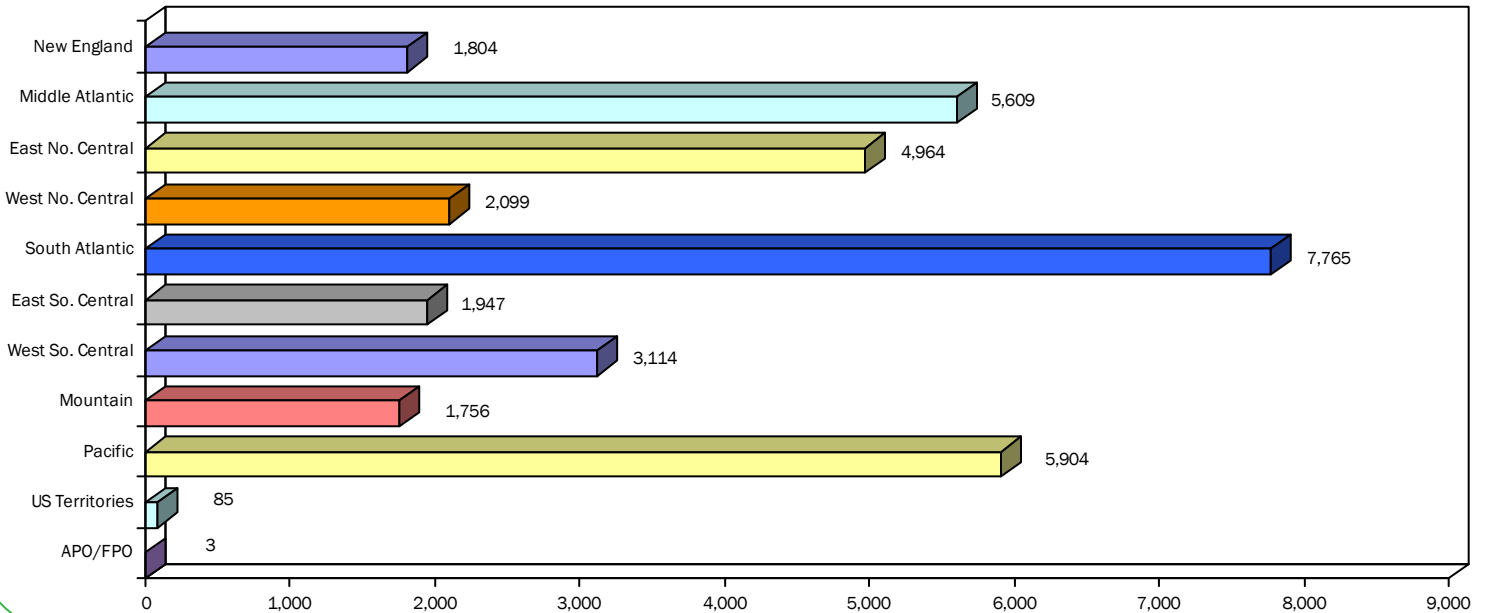
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	162		Kentucky	524	
New Hampshire	147		Tennessee	792	
Vermont	63		Alabama	390	
Massachusetts	690		Mississippi	241	
Rhode Island	97		EAST SO. CENTRAL	1,947	5.6
Connecticut	645		Arkansas	294	
NEW ENGLAND	1,804	5.1	Louisiana	408	
New York	2,453		Oklahoma	287	
New Jersey	1,538		WEST SO. CENTRAL	3,114	8.9
Pennsylvania	1,618		Montana	86	
MIDDLE ATLANTIC	5,609	16.0	Idaho	121	
Ohio	1,231		Wyoming	46	
Indiana	907		Colorado	433	
Illinois	1,431		New Mexico	126	
Michigan	833		Arizona	557	
Wisconsin	562		Utah	156	
EAST NO. CENTRAL	4,964	14.2	Nevada	231	
Minnesota	539		MOUNTAIN	1,756	5.0
Iowa	387		Alaska	40	
Missouri	589		Washington	463	
North Dakota	52		Oregon	321	
South Dakota	63		California	5,028	
Nebraska	200		Hawaii	52	
Kansas	269		PACIFIC	5,904	16.8
WEST NO. CENTRAL	2,099	6.0	UNITED STATES	34,962	99.7
Delaware	83		U.S. Territories	85	
Maryland	598		Canada	-	
Washington, DC	28		Mexico	-	
Virginia	656		Other International	-	
West Virginia	162		APO/FPO	3	
North Carolina	1,172				
South Carolina	641				
Georgia	1,237				
Florida	3,188				
SOUTH ATLANTIC	7,765	22.1			
			TOTAL QUALIFIED CIRCULATION	35,050	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2019	Benefits Lead	Coverage Concerns	Specialty Excess & Surplus Lines	Top Q&A for Agents
JANUARY				
January 8	-	-	28,212	-
January 11	27,983	-	-	-
January 18	-	28,289	-	-
January 24	-	-	-	27,940
FEBRUARY				
February 7	-	-	30,119	-
February 14	29,909	-	-	-
February 25	-	30,223	-	-
February 28	-	-	-	29,894
MARCH				
March 12	-	-	31,996	-
March 14	31,715	-	-	-
March 22	-	31,890	-	-
March 29	-	-	-	31,523
APRIL				
April 8	-	-	33,705	-
April 11	32,561	-	-	-
April 18	-	33,863	-	-
April 25	-	-	-	33,464
MAY				
May 9	-	-	35,453	-
May 16	34,431	-	-	-
May 23	-	35,584	-	-
May 30	-	-	-	35,357
JUNE				
June 7	-	-	37,317	-
June 13	36,017	-	-	-
June 20	-	37,433	-	-
June 27	-	-	-	37,136
AVERAGE:	32,103	32,880	32,800	32,552

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 5 sources of circulation for quantities of 187 copies or 0.5% to 916 copies or 2.6%.

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	July 10, 2019
State	Indiana
County	Hamilton
Received by BPA Worldwide	July 10, 2019
Type	BD
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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.