

# Rough Notes

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2020



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.

The Rough Notes Company  
11690 Technology Drive  
Carmel, IN 46032-5600  
Tel. No.: (317) 582-1600  
Fax No.: (317) 816-1001  
www.roughnotes.com

**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.

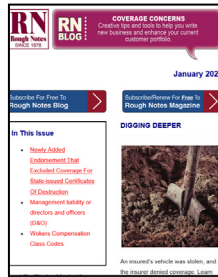
## CHANNELS

### ROUGH NOTES MAGAZINE



6 issues in the period  
35,054 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
<b>ROUGH NOTES MAGAZINE</b> (6 issues in the period)	35,006	48	35,054
<b>ROUGH NOTES E-NEWSLETTERS</b>			
a. Benefits Lead (6 issued in the period)	48,791	-	48,791
b. Coverage Concerns (6 issued in the period)	50,058	-	50,058
c. Specialty Excess & Surplus Lines (6 issued in the period)	50,071	-	50,071
d. Top Q&A for Agents (6 issued in the period)	49,540	-	49,540

**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	1
Advertiser and Agency	182
Allocated for Trade Shows and Conventions	33
All Other	556
<b>TOTAL</b>	<b>772</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,054	100.0	35,006	99.9	48	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,054</b>	<b>100.0</b>	<b>35,006</b>	<b>99.9</b>	<b>48</b>	<b>0.1</b>

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

2020 Issue	Number Removed	Number Added	Total Qualified
January	864	968	35,020
February	328	360	35,052
March	5,107	5,129	35,074
April	2,769	2,730	35,035
May	2,537	2,577	35,075
June	406	396	35,065
<b>TOTAL</b>	<b>12,011</b>	<b>12,160</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**  
This issue is 0.1% or 26 copies above the average of the other 5 issues reported in Paragraph 2.

	Total Qualified	Percent of Total
<b>Business and Industry</b>		
1. (a) Agents, Brokers & Life General Agents/Managers: Selling Property/Casualty Insurance	22,751	64.9
(b) Selling Life/Health Insurance	855	2.4
(c) Life general agents & managers	563	1.6
<b>Total Copies to Agents, Brokers &amp; Life General Agents/Managers</b>	<b>24,169</b>	<b>68.9</b>
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	661	1.9
(2) Regional & Branch office personnel - Health Life and Benefits	277	0.8
(3) Property/Casualty Insurance Home office personnel	1,376	3.9
(4) Regional & Branch office personnel - Property and Casualty	612	1.7
<b>Total Copies to Insurance Company Personnel</b>	<b>2,926</b>	<b>8.3</b>
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,638	4.7
(e) Employee Benefit Plans	1,034	2.9
(f) Both Property/Casualty Insurance and Employee Benefit Plans	901	2.6
<b>Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance</b>	<b>3,573</b>	<b>10.2</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 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.	4,405	12.6
<b>Other Paid Circulation (Optional):</b>		
Subscriptions	2	-
Single Copy Sales	-	-
Did not respond	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,075</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. <b>TOTAL</b> - Direct Request:	<b>9,909</b>	<b>6,362</b>	<b>14</b>	<b>16,285</b>	<b>46.4</b>
a. Written	2,540	679	14	3,233	9.2
b. Telecommunication	-	-	-	-	-
c. Electronic	7,369	5,683	-	13,052	37.2
II. <b>TOTAL</b> - Request from recipient's company:	<b>8,267</b>	<b>1</b>	<b>-</b>	<b>8,268</b>	<b>23.6</b>
a. Written	3	1	-	4	-
b. Telecommunication	-	-	-	-	-
c. Electronic	8,264	-	-	8,264	23.6
III. <b>TOTAL</b> - Membership Benefit:	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> - Communication (other than request):	<b>129</b>	<b>-</b>	<b>-</b>	<b>129</b>	<b>0.4</b>
a. Written	129	-	-	129	0.4
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above	<b>10,393</b>	<b>-</b>	<b>-</b>	<b>10,393</b>	<b>29.6</b>
Association rosters and directories	-	-	-	-	-
*Business directories	6,695	-	-	6,695	19.1
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	3,698	-	-	3,698	10.5
VI. <b>TOTAL</b> - Single Copy Sales:	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,698</b>	<b>6,363</b>	<b>14</b>	<b>35,075</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.8</b>	<b>18.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

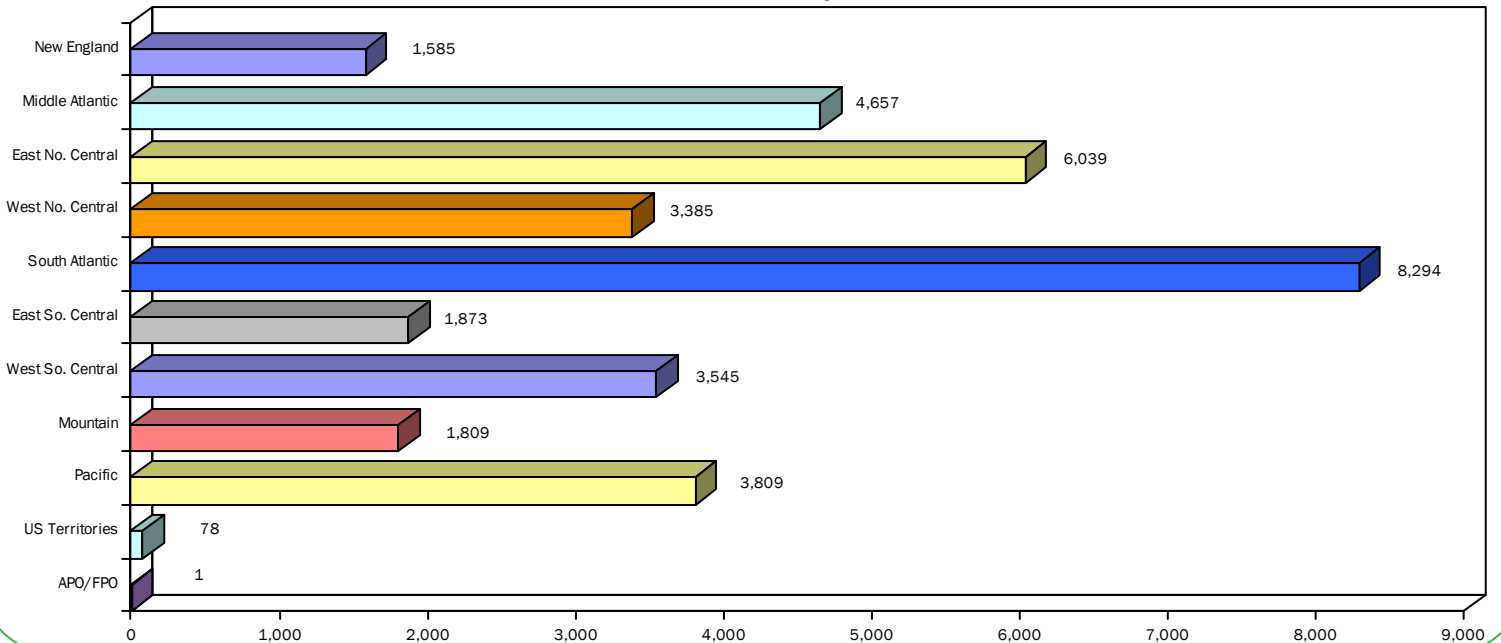
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	18,179	51.8
Individuals by name only	14,525	41.4
Titles or functions only	6	-
Company names only	2,365	6.8
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,075</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	109		Kentucky	497	
New Hampshire	147		Tennessee	792	
Vermont	67		Alabama	352	
Massachusetts	628		Mississippi	232	
Rhode Island	86		<b>EAST SO. CENTRAL</b>	<b>1,873</b>	<b>5.3</b>
Connecticut	548		Arkansas	316	
<b>NEW ENGLAND</b>	<b>1,585</b>	<b>4.5</b>	Louisiana	447	
New York	1,897		Oklahoma	563	
New Jersey	1,257		Texas	2,219	
Pennsylvania	1,503		<b>WEST SO. CENTRAL</b>	<b>3,545</b>	<b>10.1</b>
<b>MIDDLE ATLANTIC</b>	<b>4,657</b>	<b>13.3</b>	Montana	71	
Ohio	1,242		Idaho	106	
Indiana	1,007		Wyoming	33	
Illinois	1,758		Colorado	426	
Michigan	909		New Mexico	113	
Wisconsin	1,123		Arizona	589	
<b>EAST NO. CENTRAL</b>	<b>6,039</b>	<b>17.2</b>	Utah	237	
Minnesota	712		Nevada	234	
Iowa	953		<b>MOUNTAIN</b>	<b>1,809</b>	<b>5.2</b>
Missouri	784		Alaska	37	
North Dakota	86		Washington	444	
South Dakota	98		Oregon	460	
Nebraska	404		California	2,821	
Kansas	348		Hawaii	47	
<b>WEST NO. CENTRAL</b>	<b>3,385</b>	<b>9.7</b>	<b>PACIFIC</b>	<b>3,809</b>	<b>10.9</b>
Delaware	71		<b>UNITED STATES</b>	<b>34,996</b>	<b>99.8</b>
Maryland	667		U.S. Territories	78	
Washington, DC	26		Canada	-	
Virginia	675		Mexico	-	
West Virginia	170		Other International	-	
North Carolina	1,023		APO/FPO	1	
South Carolina	639				
Georgia	1,240				
Florida	3,783				
<b>SOUTH ATLANTIC</b>	<b>8,294</b>	<b>23.6</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,075</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



# E-NEWSLETTER CHANNEL

2020	Benefits Lead	Coverage Concerns	Specialty Excess & Surplus Lines	Top Q&A for Agents
<b>JANUARY</b>				
January 9	-	-	50,701	-
January 16	49,650	-	-	-
January 23	-	51,035	-	-
January 28	-	-	-	50,411
<b>FEBRUARY</b>				
February 6	-	-	50,649	-
February 13	49,284	-	-	-
February 20	-	50,323	-	-
February 26	-	-	-	49,996
<b>MARCH</b>				
March 5	-	-	50,295	-
March 12	48,911	-	-	-
March 19	-	50,145	-	-
March 26	-	-	-	49,649
<b>APRIL</b>				
April 9	-	-	49,911	-
April 16	48,593	-	-	-
April 23	-	49,881	-	-
April 28	-	-	-	49,313
<b>MAY</b>				
May 7	-	-	49,465	-
May 14	48,279	-	-	-
May 21	-	49,591	-	-
May 28	-	-	-	49,059
<b>JUNE</b>				
June 4	-	-	49,402	-
June 11	48,030	-	-	-
June 18	-	49,371	-	-
June 25	-	-	-	48,812
<b>AVERAGE:</b>	<b>48,791</b>	<b>50,058</b>	<b>50,071</b>	<b>49,540</b>

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:

Business directories include 1 source of circulation for a quantity of 6,695 copies or 19.1%, including Discovery Data. Other sources include 7 sources of circulation for quantities of 169 copies or 0.5% to 1,243 copies or 3.5%.

### 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 13, 2020
State	Indiana
County	Hamilton
Received by BPA Worldwide	July 13, 2020
Type	BD
ID Number	R055B0J0

#### 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.