

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
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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
 35,056 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)	35,012	44	35,056
ROUGH NOTES E-NEWSLETTERS			
a. Benefits Lead (6 issued in the period)	47,884	-	47,884
b. Coverage Concerns (6 issued in the period)	49,087	-	49,087
c. Specialty Excess & Surplus Lines (6 issued in the period)	49,359	-	49,359
d. Top Q&A for Agents (6 issued in the period)	48,711	-	48,711

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	-
Advertiser and Agency	185
Allocated for Trade Shows and Conventions	-
All Other	499
TOTAL	684

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,056	100.0	35,012	99.9	44	0.1
Sponsored	-	-	-	-	-	-
Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,056	100.0	35,012	99.9	44	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Number Removed	Number Added	Total Qualified
July	622	615	35,058
August	530	565	35,093
September	2,534	2,528	35,087
October	2,849	2,930	35,168
November	344	250	35,074
December	624	406	34,856
TOTAL	7,503	7,294	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
This issue is 0.1% or 22 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	26,605	75.8
(b) Selling Life/Health Insurance	903	2.6
(c) Life general agents & managers	516	1.5
Total Copies to Agents, Brokers & Life General Agents/Managers	28,024	79.9
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	584	1.7
(2) Regional & Branch office personnel - Health Life and Benefits	242	0.7
(3) Property/Casualty Insurance Home office personnel	1,281	3.6
(4) Regional & Branch office personnel - Property and Casualty	586	1.7
Total Copies to Insurance Company Personnel	2,693	7.7
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,609	4.6
(e) Employee Benefit Plans	903	2.6
(f) Both Property/Casualty Insurance and Employee Benefit Plans	805	2.3
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	3,317	9.5
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.	1,036	2.9
Other Paid Circulation (Optional):		
Subscriptions	4	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,074	100.0

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year		
I. TOTAL - Direct Request:	8,973	6,783	87	15,843	45.2
a. Written	2,602	779	13	3,394	9.7
b. Telecommunication	-	-	-	-	-
c. Electronic	6,371	6,004	74	12,449	35.5
II. TOTAL - Request from recipient's company:	7,774	1	-	7,775	22.1
a. Written	3	1	-	4	-
b. Telecommunication	-	-	-	-	-
c. Electronic	7,771	-	-	7,771	22.1
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	103	33	-	136	0.4
a. Written	103	33	-	136	0.4
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above	11,320	-	-	11,320	32.3
Association rosters and directories	-	-	-	-	-
*Business directories	11,089	-	-	11,089	31.6
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	231	-	-	231	0.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,170	6,817	87	35,074	100.0
PERCENT	80.3	19.4	0.3	100.0	

*See Additional Data

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

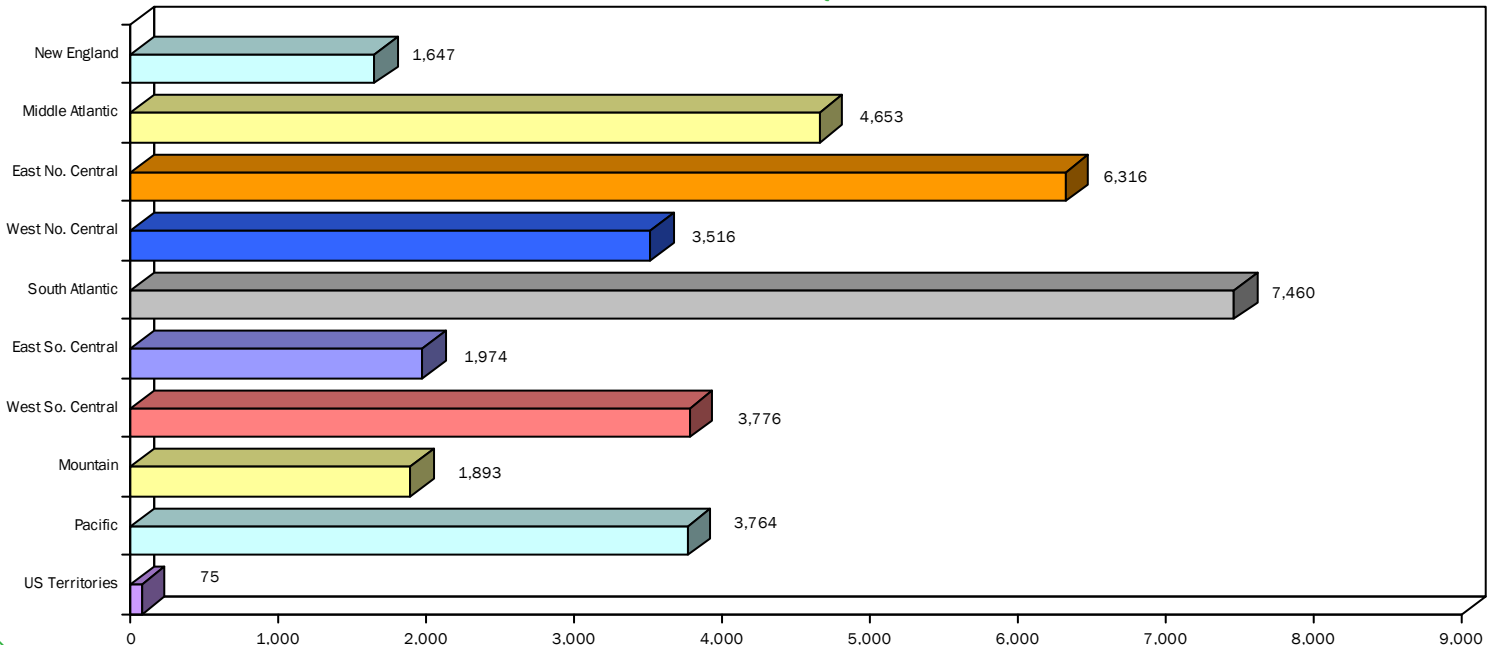
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,957	45.5
Individuals by name only	16,925	48.3
Titles or functions only	6	-
Company names only	2,186	6.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	35,074	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	128		Kentucky	505	
New Hampshire	160		Tennessee	872	
Vermont	66		Alabama	365	
Massachusetts	624		Mississippi	232	
Rhode Island	94		EAST SO. CENTRAL	1,974	5.6
Connecticut	575		Arkansas	343	
NEW ENGLAND	1,647	4.7	Louisiana	498	
New York	1,874		Oklahoma	581	
New Jersey	1,349		Texas	2,354	
Pennsylvania	1,430		WEST SO. CENTRAL	3,776	10.8
MIDDLE ATLANTIC	4,653	13.3	Montana	90	
Ohio	1,345		Idaho	117	
Indiana	873		Wyoming	50	
Illinois	1,750		Colorado	427	
Michigan	1,134		New Mexico	120	
Wisconsin	1,214		Arizona	601	
EAST NO. CENTRAL	6,316	18.0	Utah	217	
Minnesota	730		Nevada	271	
Iowa	974		MOUNTAIN	1,893	5.4
Missouri	824		Alaska	44	
North Dakota	92		Washington	427	
South Dakota	98		Oregon	454	
Nebraska	441		California	2,779	
Kansas	357		Hawaii	60	
WEST NO. CENTRAL	3,516	10.0	PACIFIC	3,764	10.7
Delaware	83		UNITED STATES	34,999	99.8
Maryland	685		U.S. Territories	75	
Washington, DC	33		Canada	-	
Virginia	679		Mexico	-	
West Virginia	173		Other International	-	
North Carolina	1,087		APO/FPO	-	
South Carolina	685				
Georgia	1,261				
Florida	2,774				
SOUTH ATLANTIC	7,460	21.3			
			TOTAL QUALIFIED CIRCULATION	35,074	100.0

*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
JULY				
July 2	-	-	50,074	-
July 9	48,632	-	-	-
July 16	-	50,018	-	-
July 23	-	-	-	49,461
AUGUST				
August 6	-	-	49,801	-
August 13	48,316	-	-	-
August 20	-	49,404	-	-
August 27	-	-	-	49,068
SEPTEMBER				
September 3	-	-	49,505	-
September 10	47,933	-	-	-
September 17	-	49,187	-	-
September 24	-	-	-	48,818
OCTOBER				
October 13	-	-	49,232	-
October 15	47,724	-	-	-
October 22	-	48,888	-	-
October 29	-	-	-	48,534
NOVEMBER				
November 5	-	-	48,974	-
November 12	47,477	-	-	-
November 19	-	48,655	-	-
November 23	-	-	-	48,316
DECEMBER				
December 3	-	-	48,565	-
December 10	47,224	-	-	-
December 17	-	48,367	-	-
December 22	-	-	-	48,070
AVERAGE:	47,884	49,087	49,359	48,711

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 11,089 copies or 31.6%, including Discovery Data. Other sources include 1 source of circulation for a quantity of 231 copies or 0.7%.

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, 2021
State	Indiana
County	Hamilton
Received by BPA Worldwide	January 8, 2021
Type	BD
ID Number	R055B0D0

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.