

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2022



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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

ROUGH NOTES is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

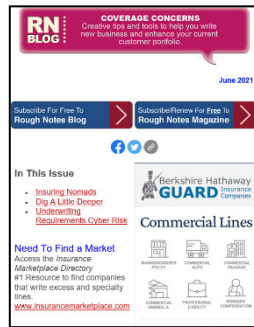
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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 PRINT MAGAZINE



ROUGH NOTES E-NEWSLETTERS



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ROUGH NOTES PRINT MAGAZINE (6 issues in the period)	35,008	30	35,038
(See Paragraph 3b for Source)			
ROUGH NOTES E-NEWSLETTERS			
a. Benefits Lead (6 issued in the period)	48,410	-	48,410
b. Coverage Concerns (6 issued in the period)	50,153	-	50,153
c. Specialty Excess & Surplus Lines (6 issued in the period)	50,205	-	50,205
d. Top Q&A for Agents (6 issued in the period)	50,037	-	50,037

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	159
Allocated for Trade Shows and Conventions	17
All Other	524
TOTAL	700

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,008	99.9	35,008	99.9	-	-
Sponsored Individually Addressed Membership Benefit	30	0.1	-	-	30	0.1
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,038	100.0	35,008	99.9	30	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Number Removed	Number Added	Total Qualified
January	281	177	35,019
February	617	689	35,091
March	174	131	35,048
April	1,834	1,749	34,963
May	641	745	35,068
June	487	455	35,036
TOTAL	4,034	3,946	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is 0.1% or 37 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	27,490	78.4
(b) Selling Life/Health Insurance	929	2.7
(c) Life general agents & managers	353	1.0
Total Copies to Agents, Brokers & Life General Agents/Managers	28,772	82.1
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	391	1.1
(2) Regional & Branch office personnel - Health Life and Benefits	171	0.5
(3) Property/Casualty Insurance Home office personnel	1,017	2.9
(4) Regional & Branch office personnel - Property and Casualty	489	1.4
Total Copies to Insurance Company Personnel	2,068	5.9
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,460	4.2
(e) Employee Benefit Plans	473	1.3
(f) Both Property/Casualty Insurance and Employee Benefit Plans	564	1.6
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,497	7.1
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.	1,727	4.9
Other Paid Circulation (Optional):		
Subscriptions	4	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,068	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3+ year*		
I. TOTAL - Direct Request:	6,899	3,964	2,902	13,765	39.2
a. Written	1,919	727	408	3,054	8.7
b. Telecommunication	-	-	-	-	-
c. Electronic	4,980	3,237	2,494	10,711	30.5
II. TOTAL - Request from recipient's company:	9,002	-	1	9,003	25.7
a. Written	1	-	1	2	-
b. Telecommunication	-	-	-	-	-
c. Electronic	9,001	-	-	9,001	25.7
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	141	29	-	170	0.5
a. Written	141	29	-	170	0.5
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above	12,130	-	-	12,130	34.6
Association rosters and directories	-	-	-	-	-
*Business directories	11,195	-	-	11,195	31.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	935	-	-	935	2.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,172	3,993	2,903	35,068	100.0
PERCENT	80.3	11.4	8.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

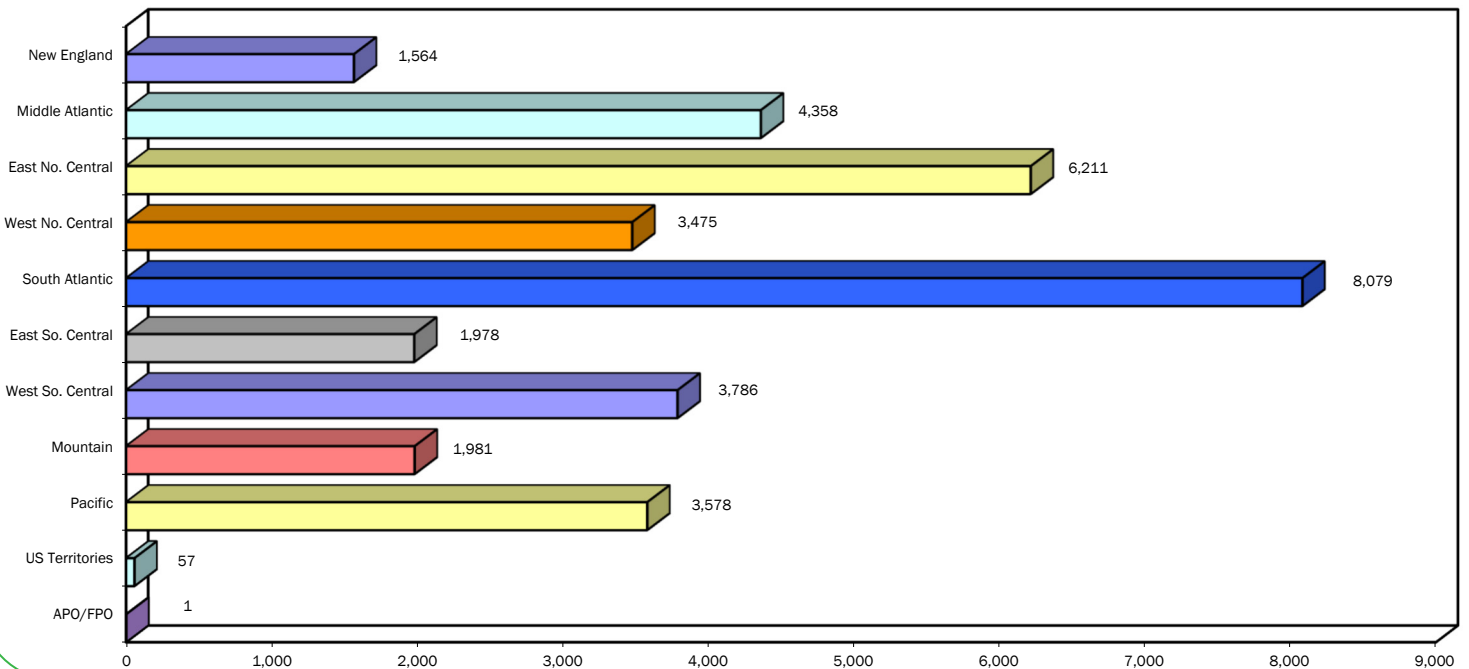
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,306	57.9
Individuals by name only	12,672	36.1
Titles or functions only	8	-
Company names only	2,082	6.0
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	35,068	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	124		Kentucky	485	
New Hampshire	163		Tennessee	889	
Vermont	72		Alabama	361	
Massachusetts	610		Mississippi	243	
Rhode Island	75		EAST SO. CENTRAL	1,978	5.6
Connecticut	520		Arkansas	331	
NEW ENGLAND	1,564	4.5	Louisiana	488	
New York	1,647		Oklahoma	514	
New Jersey	1,308		Texas	2,453	
Pennsylvania	1,403		WEST SO. CENTRAL	3,786	10.8
MIDDLE ATLANTIC	4,358	12.4	Montana	75	
Ohio	1,248		Idaho	100	
Indiana	825		Wyoming	46	
Illinois	1,786		Colorado	450	
Michigan	1,019		New Mexico	127	
Wisconsin	1,333		Arizona	675	
EAST NO. CENTRAL	6,211	17.7	Utah	228	
Minnesota	767		Nevada	280	
Iowa	948		MOUNTAIN	1,981	5.7
Missouri	771		Alaska	43	
North Dakota	88		Washington	437	
South Dakota	96		Oregon	407	
Nebraska	455		California	2,633	
Kansas	350		Hawaii	58	
WEST NO. CENTRAL	3,475	9.9	PACIFIC	3,578	10.2
Delaware	81		UNITED STATES	35,010	99.8
Maryland	639		U.S. Territories	57	
Washington, DC	32		Canada	-	
Virginia	720		Mexico	-	
West Virginia	143		Other International	-	
North Carolina	1,033		APO/FPO	1	
South Carolina	708				
Georgia	1,274				
Florida	3,449				
SOUTH ATLANTIC	8,079	23.0			
			TOTAL QUALIFIED CIRCULATION	35,068	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2022	Benefits Lead	Coverage Concerns	Specialty Excess & Surplus Lines	Top Q&A for Agents
JANUARY				
January 6	-	-	50,738	-
January 13	49,197	-	-	-
January 20	-	50,335	-	-
January 27	-	-	-	50,250
FEBRUARY				
February 3	-	-	50,410	-
February 10	48,607	-	-	-
February 17	-	49,998	-	-
February 24	-	-	-	49,940
MARCH				
March 3	-	-	50,122	-
March 10	48,302	-	-	-
March 17	-	49,716	-	-
March 24	-	-	-	49,635
APRIL				
April 7	-	-	49,736	-
April 14	47,879	-	-	-
April 21	-	49,381	-	-
April 28	-	-	-	49,241
MAY				
May 5	-	-	49,456	-
May 12	47,585	-	-	-
May 19	-	50,962	-	-
May 26	-	-	-	50,801
JUNE				
June 9	-	-	50,767	-
June 16	48,891	-	-	-
June 23	-	50,528	-	-
June 30	-	-	-	50,353
AVERAGE:	48,410	50,153	50,205	50,037

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:

1 copy of paid circulation is aged beyond three years.
 Business directories include 1 source of circulation for a quantity of 11,195 copies or 31.9%, including Discovery Data.
 Other sources include 2 sources of circulation for quantities of 34 copies or 0.1% to 901 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 J. 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 7, 2022
State	Indiana
County	Hamilton
Received by BPA Worldwide	July 7, 2022
Type	BD
ID Number	R055B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.