

Rough Notes

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2023



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.

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

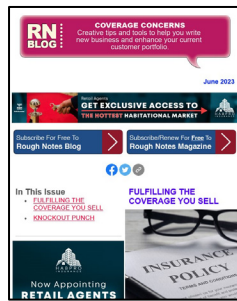
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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)	34,934	25	34,959
(See Paragraph 3b for Source)			
ROUGH NOTES E-NEWSLETTERS			
a. Benefits Lead (6 issued in the period)	51,206	-	51,206
b. Coverage Concerns (6 issued in the period)	49,902	-	49,902
c. Specialty Excess & Surplus Lines (6 issued in the period)	50,575	-	50,575
d. Top Q&A for Agents (6 issued in the period)	50,079	-	50,079

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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	151
Allocated for Trade Shows and Conventions	-
All Other	658
TOTAL	809

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,959	100.0	34,934	99.9	25	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,959	100.0	34,934	99.9	25	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Number Removed	Number Added	Total Qualified
January	454	627	34,924
February	586	575	34,913
March	560	255	34,608
April	1,815	2,586	35,379
May	600	318	35,097
June	610	345	34,832
TOTAL	4,625	4,706	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
This issue is 0.5% or 166 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
1. (a) Agents, Brokers & Life General Agents/Managers: Selling Property/Casualty Insurance	26,995	76.9
(b) Selling Life/Health Insurance	977	2.8
(c) Life general agents & managers	387	1.1
Total Copies to Agents, Brokers & Life General Agents/Managers	28,359	80.8
(1) Insurance Company Personnel: Health, Life, & Benefits Home office personnel	343	1.0
(2) Regional & Branch office personnel - Health Life and Benefits	188	0.5
(3) Property/Casualty Insurance Home office personnel	1,002	2.9
(4) Regional & Branch office personnel - Property and Casualty	458	1.3
Total Copies to Insurance Company Personnel	1,991	5.7
(d) Corporate Insurance Risk Managers and Buyers of Insurance: Property/Casualty Insurance	1,291	3.7
(e) Employee Benefit Plans	402	1.1
(f) Both Property/Casualty Insurance and Employee Benefit Plans	507	1.4
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,200	6.2
2. Life/Health consulting Actuaries; Pension Consultants; Consulting Actuaries; Independent Claim Adjusters; Engineering and Inspections Services; Government Agencies, including Rating Bureau 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.	2,547	7.3
Other Paid Circulation (Optional):		
Subscriptions	-	-
Single Copy Sales	-	-
Did not respond	-	-
TOTAL QUALIFIED CIRCULATION	35,097	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	6,937	3,211	2,784	12,932	36.9
a. Written	1,833	586	408	2,827	8.1
b. Telecommunication	-	-	-	-	-
c. Electronic	5,104	2,625	2,376	10,105	28.8
II. TOTAL - Request from recipient's company:	9,738	1	1	9,740	27.7
a. Written	1	1	-	2	-
b. Telecommunication	-	-	-	-	-
c. Electronic	9,737	-	1	9,738	27.7
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	138	-	-	138	0.4
a. Written	131	-	-	131	0.4
b. Telecommunication	-	-	-	-	-
c. Electronic	7	-	-	7	-
V. TOTAL - Sources other than above	12,287	-	-	12,287	35.0
Association rosters and directories	-	-	-	-	-
*Business directories	10,502	-	-	10,502	29.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,785	-	-	1,785	5.1
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,100	3,212	2,785	35,097	100.0
PERCENT	82.9	9.2	7.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

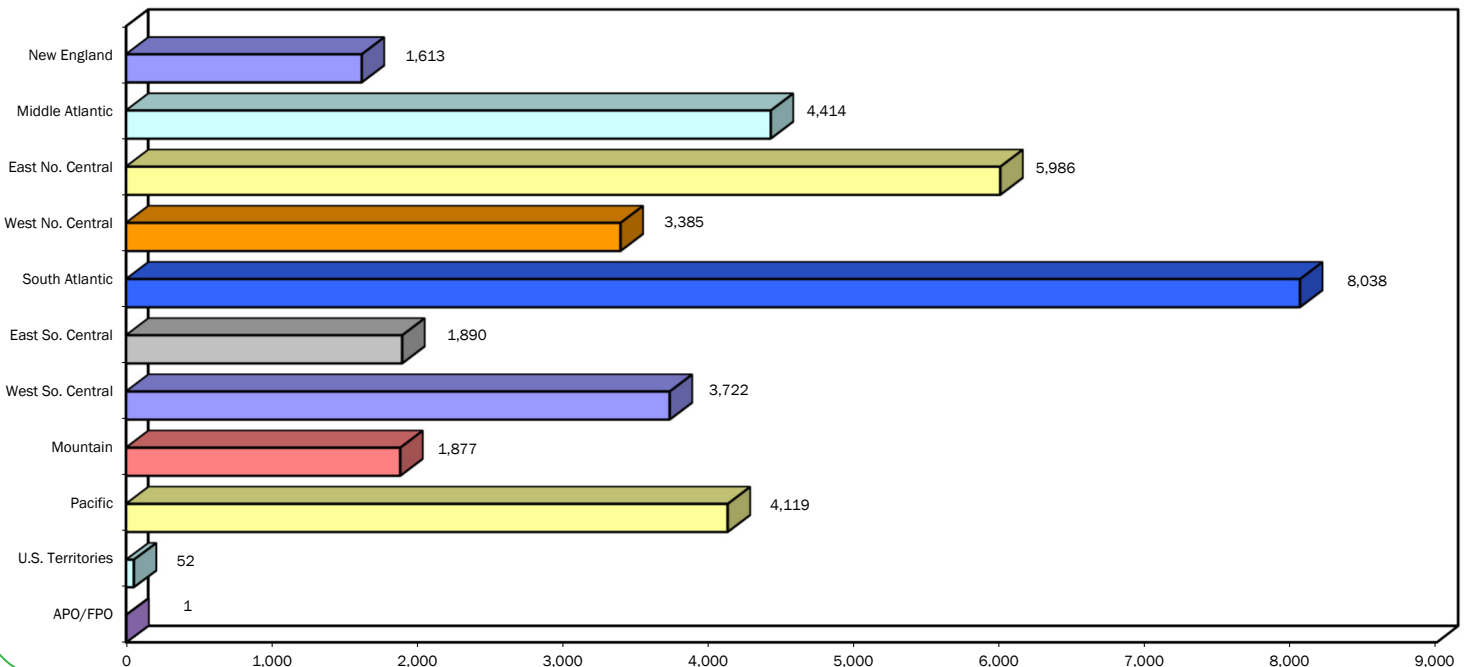
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	13,382	38.1
Individuals by name only	19,967	56.9
Titles or functions only	9	-
Company names only	1,739	5.0
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	35,097	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	111		Kentucky	487	
New Hampshire	152		Tennessee	868	
Vermont	62		Alabama	312	
Massachusetts	668		Mississippi	223	
Rhode Island	79		EAST SO. CENTRAL	1,890	5.4
Connecticut	541		Arkansas	304	
NEW ENGLAND	1,613	4.6	Louisiana	477	
New York	1,643		Oklahoma	466	
New Jersey	1,332		Texas	2,475	
Pennsylvania	1,439		WEST SO. CENTRAL	3,722	10.6
MIDDLE ATLANTIC	4,414	12.6	Montana	67	
Ohio	1,274		Idaho	98	
Indiana	789		Wyoming	41	
Illinois	1,720		Colorado	437	
Michigan	1,007		New Mexico	108	
Wisconsin	1,196		Arizona	637	
EAST NO. CENTRAL	5,986	17.1	Utah	231	
Minnesota	753		Nevada	258	
Iowa	912		MOUNTAIN	1,877	5.3
Missouri	760		Alaska	37	
North Dakota	81		Washington	424	
South Dakota	91		Oregon	377	
Nebraska	442		California	3,223	
Kansas	346		Hawaii	58	
WEST NO. CENTRAL	3,385	9.6	PACIFIC	4,119	11.7
Delaware	69		UNITED STATES	35,044	99.8
Maryland	615		U.S. Territories	52	
Washington, DC	35		Canada	-	
Virginia	703		Mexico	-	
West Virginia	144		Other International	-	
North Carolina	1,007		AP0/FPO	1	
South Carolina	660				
Georgia	1,298				
Florida	3,507				
SOUTH ATLANTIC	8,038	22.9			
			TOTAL QUALIFIED CIRCULATION	35,097	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2023	Benefits Lead	Coverage Concerns	Specialty Excess & Surplus Lines	Top Q&A for Agents
JANUARY				
January 5	-	-	50,387	-
January 12	48,546	-	-	-
January 20	-	50,983	-	-
January 26	-	-	-	51,039
FEBRUARY				
February 2	-	-	51,428	-
February 9	52,672	-	-	-
February 16	-	50,463	-	-
February 23	-	-	-	50,613
MARCH				
March 9	-	-	50,893	-
March 16	52,071	-	-	-
March 23	-	50,037	-	-
March 30	-	-	-	50,177
APRIL				
April 13	51,724	-	-	-
April 20	-	49,569	-	-
April 21	-	-	50,550	-
April 27	-	-	-	49,869
MAY				
May 4	-	-	50,260	-
May 11	51,289	-	-	-
May 18	-	49,282	-	-
May 25	-	-	-	49,541
JUNE				
June 8	-	-	49,930	-
June 15	50,935	-	-	-
June 23	-	49,079	-	-
June 29	-	-	-	49,235
AVERAGE:	51,206	49,902	50,575	50,079

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 10,502 copies or 29.9%, including Discovery Data. Other sources include 3 sources of circulation for quantities of 77 copies or 0.2% to 1,109 copies or 3.2%.

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 3, 2023
State	Indiana
County	Hamilton
Received by BPA Worldwide	July 3, 2023
Type	BD
ID Number	R055BRJ23

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.