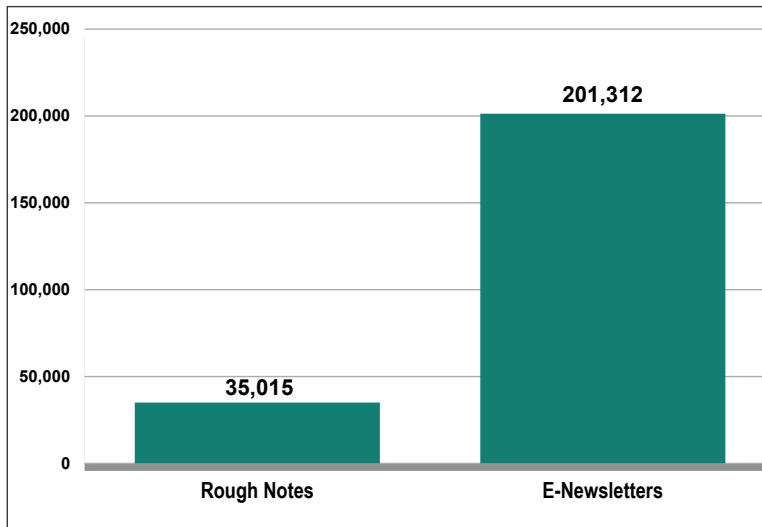


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended December 31, 2023

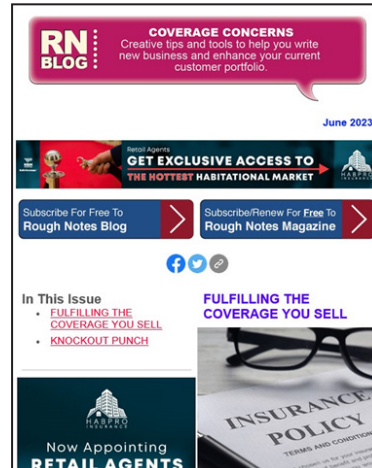
TOTAL GROSS CONTACTS

236,327



EXECUTIVE SUMMARY

Channels	Contacts	Period
Rough Notes Total Qualified Circulation	35,015	6 months ended December 31, 2023
E-Newsletters Total Average Net Distribution Per Issue	201,312	6 months ended December 31, 2023

RN BLOG **COVERAGE CONCERNS**
Creative tips and tools to help you write new business and enhance your current customer portfolio.

June 2023

Retail Agents
GET EXCLUSIVE ACCESS TO THE HOTTEST HABITATIONAL MARKET

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In This Issue

- [FULFILLING THE COVERAGE YOU SELL](#)
- [KNOCKOUT PUNCH](#)

FULFILLING THE COVERAGE YOU SELL

Now Appointing **RETAIL AGENTS**

INSURANCE POLICY

Rough Notes



6 months ended December 31, 2023

Subject to Audit

Field Served:

ROUGH NOTES serves independent property/casualty insurance agencies, life and health insurance agencies, brokerage offices, and insurance companies.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				35,015
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	22	Qualified Nonpaid Individual - Print	34,993	
Total Average Qualified Paid Circulation	22	Total Average Qualified Nonpaid Circulation	34,993	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	821
Total Average Nonqualified Circulation	821

CIRCULATION BY ISSUES					
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul	23	34,805	34,828	602	598
Aug	23	34,673	34,696	658	526
Sep	23	34,666	34,689	998	991
Oct	22	35,120	35,142	1,490	1,943
Nov	20	35,395	35,415	342	615
Dec	20	35,298	35,318	372	275

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1.	AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:			
	a. Selling Property/Casualty Insurance	27,207	76.8	27,207
	b. Selling Life/Health Insurance	1,010	2.9	1,010
	c. Life general agents & managers	411	1.2	411
	Total Copies to Agents, Brokers & Life General Agents/Managers	28,628	80.8	28,628
2.	INSURANCE COMPANY PERSONNEL:			
	a. Health, Life, & Benefits - Home Office	359	1.0	359
	b. Health, Life, & Benefits - Regional & Branch Office	203	0.6	203
	c. Property/Casualty Insurance - Home Office	1,007	2.8	1,007
	d. Property/Casualty Insurance - Regional & Branch Office	460	1.3	460
	Total Copies to Insurance Company Personnel	2,029	5.7	2,029
3.	CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:			
	a. Property/Casualty Insurance	1,294	3.7	1,294
	b. Employee Benefit Plans	366	1.0	366
	c. Both Property/Casualty Insurance and Employee Benefit Plans	491	1.4	491
	Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,151	6.1	2,151
4.	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 Company's insurance agency technical reference services, forms and property/casualty insurance licensing courses.	2,607	7.4	2,607
	Other Paid Circulation			
	Subscriptions			
	Single Copy Sales			
	Total Qualified Circulation	35,415	100.0	35,415

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	7,304	2,905	2,487	12,696	35.9
Written	1,679	570	387	2,636	7.4
Telecommunication					
Internet and Email	5,625	2,335	2,100	10,060	28.4
Total Direct Request From Recipient's Company	8,712	407	1	9,120	25.8
Written	1	1		2	0.0
Telecommunication					
Internet and Email	8,711	406	1	9,118	25.8
Total Communication Other Than Request	113	40		153	0.4
Written	106	40		146	0.4
Telecommunication					
Internet and Email	7			7	0.0
Association					
Business Directories	11,617			11,617	32.8
Lists					
Acquired Circulation					
Other Sources	1,829			1,829	5.2
Total Qualified Subscriptions	29,575	3,352	2,488	35,415	100.0
Percent	83.5	9.5	7.0	100.0	
Single Copy Sales					
Total Qualified Circulation				35,415	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	17	13,171	13,188	37.2
Individual by Name Only	2	20,298	20,300	57.3
Title or Occupation Only		12	12	0.0
Company Name Only	1	1,914	1,915	5.4
Multicopy Same Addressee				
Total Qualified Subscriptions	20	35,395	35,415	100.0
Single Copy Sales				
Total Qualified Circulation			35,415	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		312	312
Arizona	2	591	593
Arkansas		285	285
California		3,425	3,425
Colorado		420	420
Connecticut		509	509
Delaware		77	77
District of Columbia		38	38
Florida		3,630	3,630
Georgia		1,240	1,240
Idaho		131	131
Illinois	1	1,842	1,843
Indiana	1	767	768
Iowa		886	886
Kansas	1	347	348
Kentucky	1	474	475
Louisiana		460	460
Maine		109	109
Maryland	2	690	692
Massachusetts	2	660	662
Michigan	1	979	980
Minnesota		702	702
Mississippi	1	212	213
Missouri		758	758
Montana		63	63
Nebraska		475	475
Nevada	1	256	257
New Hampshire		154	154
New Jersey		1,317	1,317
New Mexico		106	106
New York		1,716	1,716
North Carolina		981	981
North Dakota		82	82
Ohio	2	1,402	1,404
Oklahoma		451	451
Oregon	1	353	354
Pennsylvania		1,442	1,442
Rhode Island		82	82
South Carolina		635	635
South Dakota		94	94
Tennessee	1	799	800
Texas		2,402	2,402
Utah	1	237	238
Vermont		63	63
Virginia	1	836	837
Washington		399	399
West Virginia		146	146
Wisconsin		1,171	1,171
Wyoming		43	43
TOTAL 48 CONTERMINOUS STATES	19	35,249	35,268
Alaska	1	35	36
Hawaii		63	63
TOTAL ALASKA & HAWAII	1	98	99
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	20	35,347	35,367
Poss. & Other Areas		47	47
U.S. & POSS., etc.	20	35,394	35,414
Canada			
International			
Military or Civilian Personnel Overseas		1	1
Total International		1	1
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	20	35,395	35,415

CHANNEL PROFILES**E-NEWSLETTER - Benefits Lead**

Month	# of Issues	Average Net Distribution Per Issue
July	1	50,624
August	1	52,188
September	1	51,746
October	1	51,336
November	1	50,265
December	1	50,726

E-NEWSLETTER - Coverage Concerns

Month	# of Issues	Average Net Distribution Per Issue
July	1	48,799
August	1	50,396
September	1	50,071
October	1	49,755
November	1	49,472
December	1	50,123

E-NEWSLETTER - Specialty, Excess and Surplus Lines

Month	# of Issues	Average Net Distribution Per Issue
July	1	49,657
August	1	51,217
September	1	50,874
October	1	50,574
November	1	50,329
December	1	50,052

E-NEWSLETTER - Top Q&A

Month	# of Issues	Average Net Distribution Per Issue
July	1	49,532
August	1	50,424
September	1	50,146
October	1	49,843
November	1	49,532
December	1	50,224

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	3 year \$66.50
Single Copy	\$1.85
Average Subscription Price (Net)	\$66.70
Average Subscription Price (Gross)	\$66.70

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 the Business/Occupational Analysis.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Business Directories: Represent copies served to subscribers obtained from Discovery Data.

Age of Source Reporting : Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

Total Gross Contacts Include : Qualified Circulation, and E-newsletters Average Net Distribution.

E-Newsletters Data Source: Subject to Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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