

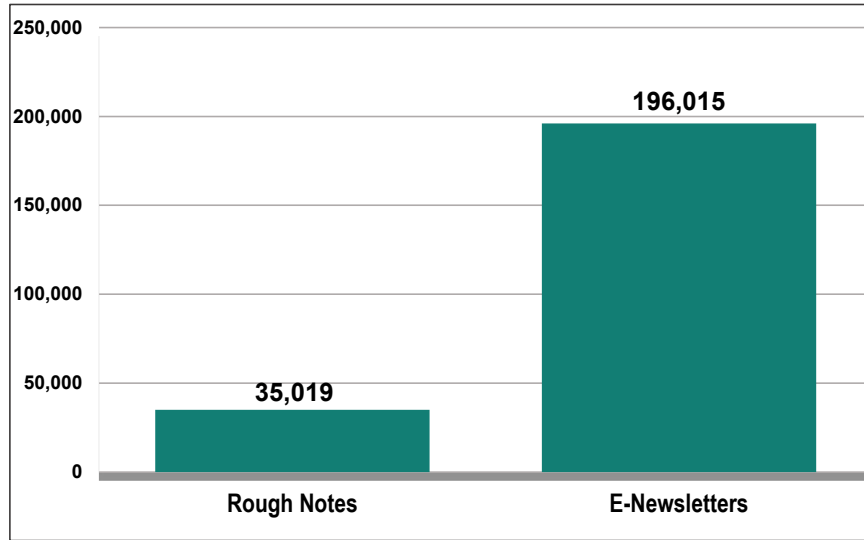
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2024

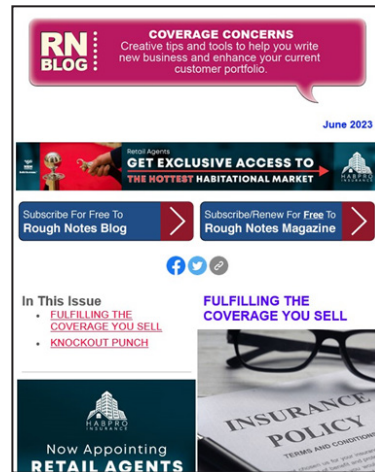
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TOTAL AVERAGE GROSS CONTACTS 231,034



EXECUTIVE SUMMARY

Channels	Contacts	Period
Rough Notes		6 months ended June 30, 2024
Total Qualified Circulation	35,019	
E-Newsletters		6 months ended June 30, 2024
Total Average Net Distribution Per Issue	196,015	



Rough Notes

6 months ended June 30, 2024

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		35,019	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	17	Qualified Nonpaid Individual - Print	35,002
Total Average Qualified Paid Circulation	17	Total Average Qualified Nonpaid Circulation	35,002

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	33
Nonqualified Miscellaneous, Including Staff Copies - Print	824
Total Average Nonqualified Circulation	857

CIRCULATION BY ISSUES					
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	19	35,095	35,114	1,279	1,075
Feb	18	34,750	34,768	504	158
Mar	18	35,630	35,648	1,141	2,021
Apr	17	35,001	35,018	1,078	448
May	16	34,896	34,912	381	275
Jun	15	34,641	34,656	534	278

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1.	AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:			
	a. Selling Property/Casualty Insurance	26,233	75.1	26,233
	b. Selling Life/Health Insurance	998	2.9	998
	c. Life general agents & managers	451	1.3	451
	Total Copies to Agents, Brokers & Life General Agents/Managers	27,682	79.3	27,682
2.	INSURANCE COMPANY PERSONNEL:			
	a. Health, Life, & Benefits - Home Office	377	1.1	377
	b. Health, Life, & Benefits - Regional & Branch Office	210	0.6	210
	c. Property/Casualty Insurance - Home Office	1,015	2.9	1,015
	d. Property/Casualty Insurance - Regional & Branch Office	498	1.4	498
	Total Copies to Insurance Company Personnel	2,100	6.0	2,100
3.	CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:			
	a. Property/Casualty Insurance	1,224	3.5	1,224
	b. Employee Benefit Plans	352	1.0	352
	c. Both Property/Casualty Insurance and Employee Benefit Plans	479	1.4	479
	Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,055	5.9	2,055
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 Companys insurance agency technical reference services, forms and property/casualty insurance licensing courses.	3,073	8.8	3,073
	Other Paid Circulation:			
	Subscriptions	2	0.0	2
	Single Copy Sales			
	Total Qualified Circulation	34,912	100.0	34,912

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	7,170	3,202	2,154	12,526	35.9
Written	1,597	524	319	2,440	7.0
Telecommunication					
Internet and Email	5,573	2,678	1,835	10,086	28.9
Total Direct Request From Recipient's Company	9,608	562	1	10,171	29.1
Written	1		1	2	0.0
Telecommunication					
Internet and Email	9,607	562		10,169	29.1
Total Communication Other Than Request	184	62		246	0.7
Written	184	55		239	0.7
Telecommunication					
Internet and Email		7		7	0.0
Membership Benefit					
Business Directories					
Lists	9,702			9,702	27.8
Acquired Circulation					
Other Sources	2,267			2,267	6.5
Total Qualified Subscriptions	28,931	3,826	2,155	34,912	100.0
Percent	82.9	11.0	6.2	100.0	
Single Copy Sales					
Total Qualified Circulation				34,912	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	13	13,623	13,636	39.1
Individual by Name Only	2	19,686	19,688	56.4
Title or Occupation Only		10	10	0.0
Company Name Only	1	1,577	1,578	4.5
Multicopy Same Addressee				
Total Qualified Subscriptions	16	34,896	34,912	100.0
Single Copy Sales				
Total Qualified Circulation			34,912	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		318	318
Arizona	2	580	582
Arkansas		294	294
California		3,505	3,505
Colorado		422	422
Connecticut		515	515
Delaware		72	72
District of Columbia		33	33
Florida		3,550	3,550
Georgia		1,284	1,284
Idaho		123	123
Illinois	1	1,754	1,755
Indiana		747	747
Iowa		766	766
Kansas	1	342	343
Kentucky	1	474	475
Louisiana		474	474
Maine		102	102
Maryland	2	696	698
Massachusetts	2	678	680
Michigan	1	962	963
Minnesota		693	693
Mississippi	1	217	218
Missouri		713	713
Montana		67	67
Nebraska		433	433
Nevada	1	271	272
New Hampshire		139	139
New Jersey		1,346	1,346
New Mexico		117	117
New York		1,723	1,723
North Carolina		1,036	1,036
North Dakota		69	69
Ohio	1	1,376	1,377
Oklahoma		299	299
Oregon		294	294
Pennsylvania		1,429	1,429
Rhode Island		81	81
South Carolina		651	651
South Dakota		87	87
Tennessee		797	797
Texas		2,482	2,482
Utah	1	218	219
Vermont		54	54
Virginia	1	827	828
Washington		425	425
West Virginia		129	129
Wisconsin		1,057	1,057
Wyoming		42	42
TOTAL 48 CONTERMINOUS STATES	15	34,763	34,778
Alaska	1	35	36
Hawaii		59	59
TOTAL ALASKA & HAWAII	1	94	95
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	16	34,857	34,873
Poss. & Other Areas		39	39
U.S. & POSS., etc.	16	34,896	34,912
Canada			
International			
Military or Civilian Personnel Overseas			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	16	34,896	34,912

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

Month	# of Issues	Average Net Distribution Per Issue
January	1	50,501
February	1	49,951
March	1	49,703
April	1	48,972
May	1	48,429
June	1	49,431

E-NEWSLETTER - Coverage Concerns

Month	# of Issues	Average Net Distribution Per Issue
January	1	49,873
February	1	49,547
March	1	47,851
April	1	49,212
May	1	49,817
June	1	49,524

E-NEWSLETTER - Specialty, Excess and Surplus Lines

Month	# of Issues	Average Net Distribution Per Issue
January	1	49,839
February	1	49,434
March	1	49,738
April	1	49,198
May	1	48,779
June	1	49,357

E-NEWSLETTER - Top Q&A

Month	# of Issues	Average Net Distribution Per Issue
January	1	49,959
February	1	39,946
March	1	49,567
April	1	49,198
May	1	48,806
June	1	49,456

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 year \$29.75

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 Analysis.

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

Lists: Represent copies served to subscribers obtained from Discovery Data.

Source Analysis Reporting: Includes both paid and nonpaid circulation.

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

Total Average Gross Contacts Include: Qualified Circulation and Average Newsletter Net Distribution per issue.

E-Newsletters Data Source: Omeda.

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.

Frequency: Monthly
Format: Standard

Established: 1878
AAM Member Since: 1990
Member #: 06-3019-0
SRDS: 72

Parent Company: The Rough Notes Company

Published by:
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Carmel, IN 46032
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