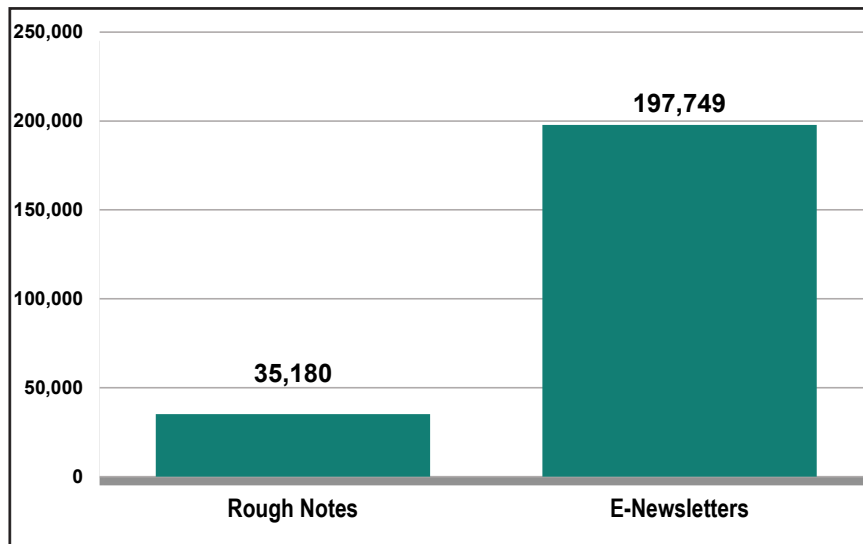


CONSOLIDATED MEDIA REPORT
B2B Media

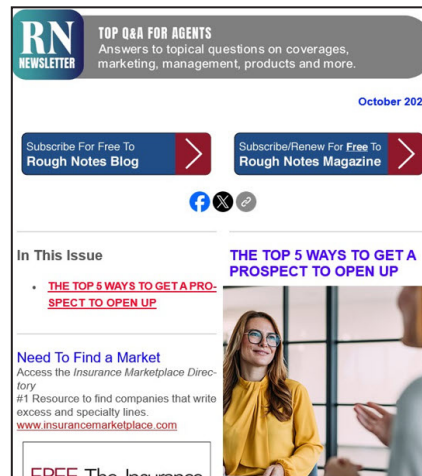
6 months ended December 31, 2024

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

TOTAL AVERAGE GROSS CONTACTS 232,929



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Rough Notes		6 months ended December 31, 2024
Total Qualified Circulation	35,180	
E-Newsletters		6 months ended December 31, 2024
Total Average Net Distribution Per Issue	197,749	



Rough Notes



6 months ended December 31, 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				35,180
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	15	Qualified Nonpaid Individual - Print	35,165	
Total Average Qualified Paid Circulation	15	Total Average Qualified Nonpaid Circulation	35,165	

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	45
Nonqualified Miscellaneous, Including Staff Copies - Print	631
Total Average Nonqualified Circulation	676

CIRCULATION BY ISSUES					
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul	15	35,125	35,140	769	1,253
Aug	15	35,259	35,274	1,453	1,587
Sep	15	35,170	35,185	291	202
Oct	15	35,241	35,256	955	1,026
Nov	14	35,201	35,215	897	856
Dec	13	34,996	35,009	420	214

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1. AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:				
a. Selling Property/Casualty Insurance		26,019	73.9	26,019
b. Selling Life/Health Insurance		1,211	3.4	1,211
c. Life general agents & managers		470	1.3	470
Total Copies to Agents, Brokers & Life General Agents/Managers		27,700	78.7	27,700
2. INSURANCE COMPANY PERSONNEL:				
a. Health, Life, & Benefits - Home Office		392	1.1	392
b. Health, Life, & Benefits - Regional & Branch Office		245	0.7	245
c. Property/Casualty Insurance - Home Office		1,050	3.0	1,050
d. Property/Casualty Insurance - Regional & Branch Office		502	1.4	502
Total Copies to Insurance Company Personnel		2,189	6.2	2,189
3. CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:				
a. Property/Casualty Insurance		1,210	3.4	1,210
b. Employee Benefit Plans		370	1.1	370
c. Both Property/Casualty Insurance and Employee Benefit Plans		537	1.5	537
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance		2,117	6.0	2,117
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.		3,208	9.1	3,208
Other Paid Circulation:				
Subscriptions		1	0.0	1
Single Copy Sales				
Total Qualified Circulation		35,215	100.0	35,215

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	7,538	3,444	1,992	12,974	36.8
Written	1,648	447	308	2,403	6.8
Telecommunication					
Internet and Email	5,890	2,997	1,684	10,571	30.0
Total Direct Request From Recipient's Company	7,356	1,537	7	8,900	25.3
Written	1		1	2	0.0
Telecommunication					
Internet and Email	7,355	1,537	6	8,898	25.3
Total Communication Other Than Request	205			205	0.6
Written	205			205	0.6
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	10,723			10,723	30.5
Acquired Circulation					
Other Sources	2,413			2,413	6.9
Total Qualified Subscriptions	28,235	4,981	1,999	35,215	100.0
Percent	80.2	14.1	5.7	100.0	
Single Copy Sales					
Total Qualified Circulation				35,215	

MAILING ADDRESS ANALYSIS				
	Qualified		Total Circulation	Percent
	Paid - Print	Nonpaid - Print		
Individual by Name and Title and/or Occupation	12	13,753	13,765	39.1
Individual by Name Only	1	20,390	20,391	57.9
Title or Occupation Only		9	9	0.0
Company Name Only	1	1,049	1,050	3.0
Multicopy Same Addressee				
Total Qualified Subscriptions	14	35,201	35,215	100.0
Single Copy Sales				
Total Qualified Circulation			35,215	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		293	293
Arizona	2	563	565
Arkansas		276	276
California		3,444	3,444
Colorado		438	438
Connecticut		496	496
Delaware		74	74
District of Columbia		49	49
Florida		3,822	3,822
Georgia		1,336	1,336
Idaho		124	124
Illinois	1	1,741	1,742
Indiana		805	805
Iowa		739	739
Kansas	1	324	325
Kentucky		484	484
Louisiana		463	463
Maine		103	103
Maryland	2	678	680
Massachusetts	1	700	701
Michigan	1	944	945
Minnesota		671	671
Mississippi	1	222	223
Missouri		733	733
Montana		61	61
Nebraska		428	428
Nevada	1	256	257
New Hampshire		146	146
New Jersey		1,369	1,369
New Mexico		117	117
New York		1,782	1,782
North Carolina		1,100	1,100
North Dakota		73	73
Ohio	1	1,392	1,393
Oklahoma		269	269
Oregon		301	301
Pennsylvania		1,441	1,441
Rhode Island		71	71
South Carolina		633	633
South Dakota		99	99
Tennessee		773	773
Texas		2,476	2,476
Utah	1	230	231
Vermont		47	47
Virginia	1	829	830
Washington		410	410
West Virginia		131	131
Wisconsin		1,059	1,059
Wyoming		39	39
TOTAL 48 CONTERMINOUS STATES	13	35,054	35,067
Alaska	1	34	35
Hawaii		71	71
TOTAL ALASKA & HAWAII	1	105	106
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	14	35,159	35,173
Poss. & Other Areas		42	42
U.S. & POSS., etc.	14	35,201	35,215
Canada			
International			
Military or Civilian Personnel Overseas			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	14	35,201	35,215

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

2024	# of Issues	Average Net Distribution Per Issue
July	1	48,963
August	1	48,763
September	1	48,360
October	1	48,248
November	1	51,554
December	1	52,769

E-NEWSLETTER - Coverage Concerns

2024	# of Issues	Average Net Distribution Per Issue
July	1	49,089
August	1	48,782
September	1	48,408
October	1	51,183
November	1	50,751
December	1	50,558

E-NEWSLETTER - Specialty, Excess and Surplus Lines

2024	# of Issues	Average Net Distribution Per Issue
July	1	48,992
August	1	48,723
September	1	48,370
October	1	48,209
November	1	49,705
December	1	50,535

E-NEWSLETTER - Top Q&A

2024	# of Issues	Average Net Distribution Per Issue
July	1	48,992
August	1	48,723
September	1	48,370
October	1	48,209
November	1	49,705
December	1	50,535

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$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 Nov 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.

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