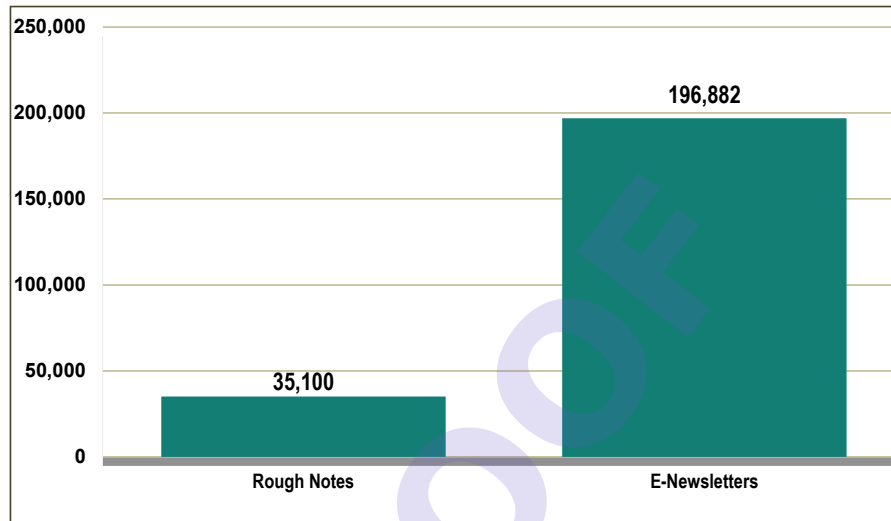


Rough Notes

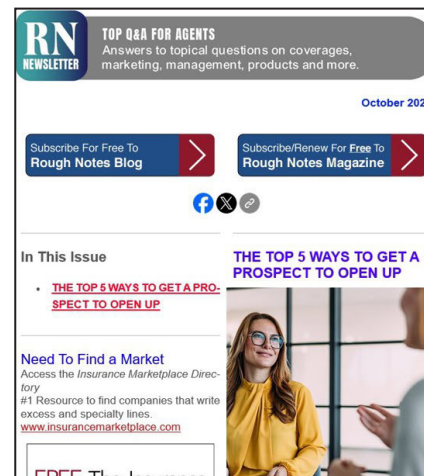
TOTAL AVERAGE GROSS CONTACTS

231,982



EXECUTIVE SUMMARY

Channels	Contacts	Period
Rough Notes		12 months ended December 31, 2024
Total Qualified Circulation	35,100	
E-Newsletter		12 months ended December 31, 2024
Total Average Net Distribution Per Issue	196,882	



Rough Notes



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

TOTAL AVERAGE QUALIFIED CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2024:

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION	35,100
AVERAGE QUALIFIED PAID CIRCULATION	
Qualified Paid Individual - Print	16
Total Qualified Paid Individual	16
Total Average Qualified Paid Circulation	16
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	35,084
Total Qualified Nonpaid Individual	35,084
Total Average Qualified Nonpaid Circulation	35,084
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	39
Total Nonqualified Allocated for Shows & Conventions	39
Nonqualified Miscellaneous, Including Staff Copies - Print	728
Total Nonqualified Miscellaneous, Including Staff Copies	728
Total Average Nonqualified Circulation	767

AUDIT STATEMENT

There is no adjustment made in the average qualified paid circulation or in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

	Qualified Paid - Print	Qualified Nonpaid - Print	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
2024 Issue					
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
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 Company's 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			Total	Percent
	1 Year	2 Years	3 Years		
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 Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
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
January	1	50,501
February	1	49,951
March	1	49,703
April	1	48,972
May	1	48,429
June	1	49,431
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
January	1	49,873
February	1	49,547
March	1	47,851
April	1	49,212
May	1	49,817
June	1	49,524
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
January	1	49,839
February	1	49,434
March	1	49,738
April	1	49,198
May	1	48,779
June	1	49,357
July	1	48,992
August	1	48,723
September	1	48,370
October	1	48,209
November	1	49,705
December	1	50,535

CHANNEL PROFILES (Continued)**E-NEWSLETTER - Top Q&A**

2024	# 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
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 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%.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address and Geographic Analysis is from an analysis of the November 2024 issue.

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

Source Analysis Reporting: Includes both paid and nonpaid circulation.

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

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.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media