

# Rough Notes

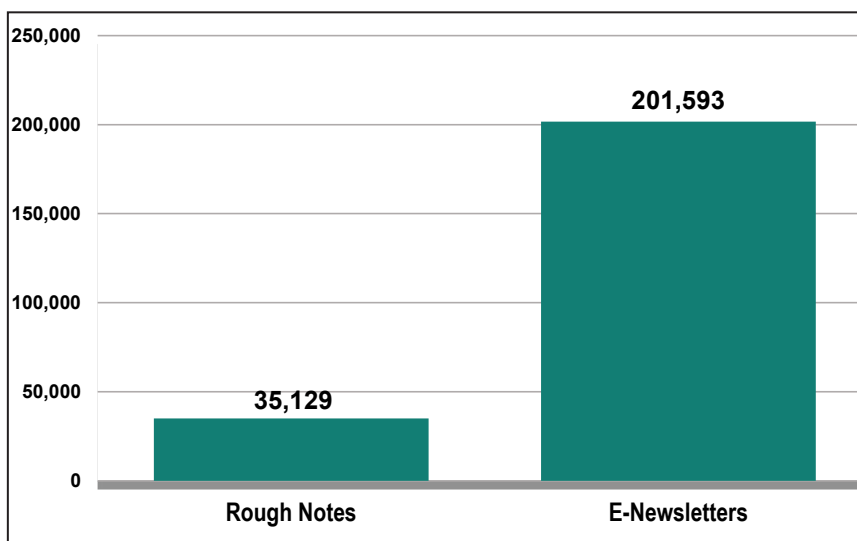
## CONSOLIDATED MEDIA REPORT B2B Media

6 months ended June 30, 2025

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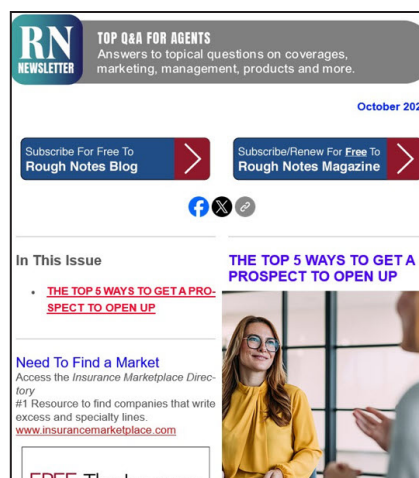
### TOTAL AVERAGE GROSS CONTACTS

236,722



### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Rough Notes</b>		6 months ended June 30, 2025
Total Qualified Circulation	35,129	
<b>E-Newsletters</b>		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	201,593	



# Rough Notes

6 months ended June 30, 2025

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			35,129
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	13	Qualified Nonpaid Individual - Print	35,116
<b>Total Average Qualified Paid Circulation</b>	<b>13</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>35,116</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	17
Nonqualified Miscellaneous, Including Staff Copies - Print	732
<b>Total Average Nonqualified Circulation</b>	<b>749</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	13	34,701	34,714
Feb	14	35,084	35,098
Mar	12	34,894	34,906
Apr	13	36,034	36,047
May	13	35,126	35,139
Jun	12	34,859	34,871

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1.	AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:			
	a. Selling Property/Casualty Insurance	25,985	73.9	25,985
	b. Selling Life/Health Insurance	1,227	3.5	1,227
	c. Life general agents & managers	528	1.5	528
	Total Copies to Agents, Brokers & Life General Agents/Managers	27,740	78.9	27,740
2.	INSURANCE COMPANY PERSONNEL:			
	a. Health, Life, & Benefits - Home Office	432	1.2	432
	b. Health, Life, & Benefits - Regional & Branch Office	267	0.8	267
	c. Property/Casualty Insurance - Home Office	1,021	2.9	1,021
	d. Property/Casualty Insurance - Regional & Branch Office	532	1.5	532
	Total Copies to Insurance Company Personnel	2,252	6.4	2,252
3.	CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:			
	a. Property/Casualty Insurance	1,188	3.4	1,188
	b. Employee Benefit Plans	351	1.0	351
	c. Both Property/Casualty Insurance and Employee Benefit Plans	534	1.5	534
	Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,073	5.9	2,073
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.	3,072	8.7	3,072
	Other Paid Circulation:			
	Subscriptions	2	0.0	2
	Single Copy Sales			
	Total Qualified Circulation	35,139	100.0	35,139

SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>6,712</b>	<b>4,055</b>	<b>2,235</b>	<b>13,002</b>	<b>37.0</b>
Written	1,485	515	304	2,304	6.6
Telecommunication					
Internet and Email	5,227	3,540	1,931	10,698	30.4
<b>Total Direct Request From Recipient's Company</b>	<b>8,285</b>	<b>560</b>	<b>1</b>	<b>8,846</b>	<b>25.2</b>
Written	2		1	3	0.0
Telecommunication					
Internet and Email	8,283	560		8,843	25.2
<b>Total Communication Other Than Request</b>	<b>161</b>	<b>64</b>		<b>225</b>	<b>0.6</b>
Written	161	64		225	0.6
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	10,819			10,819	30.8
Acquired Circulation					
Other Sources	2,247			2,247	6.4
<b>Total Qualified Subscriptions</b>	<b>28,224</b>	<b>4,679</b>	<b>2,236</b>	<b>35,139</b>	<b>100.0</b>
<b>Percent</b>	<b>80.3</b>	<b>13.3</b>	<b>6.4</b>	<b>100.0</b>	
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>35,139</b>	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	10	13,721	13,731	39.1
Individual by Name Only	1	21,333	21,334	60.7
Title or Occupation Only		4	4	0.0
Company Name Only	2	68	70	0.2
Multicopy Same Addressee				
<b>Total Qualified Subscriptions</b>	<b>13</b>	<b>35,126</b>	<b>35,139</b>	<b>100.0</b>
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>35,139</b>	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		275	275
Arizona	2	580	582
Arkansas		284	284
California		3,601	3,601
Colorado		472	472
Connecticut		498	498
Delaware		75	75
District of Columbia		51	51
Florida		3,734	3,734
Georgia		1,383	1,383
Idaho		130	130
Illinois		1,718	1,718
Indiana		816	816
Iowa		709	709
Kansas	1	307	308
Kentucky		447	447
Louisiana		444	444
Maine		91	91
Maryland	2	674	676
Massachusetts	1	716	717
Michigan	1	954	955
Minnesota		650	650
Mississippi	1	213	214
Missouri		716	716
Montana		58	58
Nebraska		401	401
Nevada	1	268	269
New Hampshire		129	129
New Jersey		1,322	1,322
New Mexico		126	126
New York		1,743	1,743
North Carolina		1,139	1,139
North Dakota		71	71
Ohio	2	1,400	1,402
Oklahoma		275	275
Oregon		298	298
Pennsylvania		1,420	1,420
Rhode Island		75	75
South Carolina		650	650
South Dakota		103	103
Tennessee		769	769
Texas		2,479	2,479
Utah		223	223
Vermont		45	45
Virginia	1	805	806
Washington		428	428
West Virginia		132	132
Wisconsin		1,034	1,034
Wyoming		58	58
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>12</b>	<b>34,989</b>	<b>35,001</b>
Alaska	1	28	29
Hawaii		72	72
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1</b>	<b>100</b>	<b>101</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>13</b>	<b>35,089</b>	<b>35,102</b>
Poss. & Other Areas		37	37
<b>U.S. &amp; POSS., etc.</b>	<b>13</b>	<b>35,126</b>	<b>35,139</b>
Canada			
International			
Military or Civilian Personnel Overseas			
<b>Total International</b>			
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>13</b>	<b>35,126</b>	<b>35,139</b>

CHANNEL PROFILES		
E-NEWSLETTER - Benefits Lead		
2025	# of Issues	Average Net Distribution Per Issue
January	1	52,565
February	1	52,279
March	1	52,252
April	1	51,939
May	1	51,708
June	1	51,399
E-NEWSLETTER - Coverage Concerns		
2025	# of Issues	Average Net Distribution Per Issue
January	1	49,696
February	1	49,485
March	1	50,142
April	1	49,818
May	1	49,730
June	1	49,651
E-NEWSLETTER - Specialty, Excess and Surplus Lines		
2025	# of Issues	Average Net Distribution Per Issue
January	1	50,383
February	1	50,148
March	1	49,942
April	1	49,443
May	1	49,857
June	1	49,579
E-NEWSLETTER -Top Q&A		
2025	# of Issues	Average Net Distribution Per Issue
January	1	50,353
February	1	50,132
March	1	50,044
April	1	49,927
May	1	49,631
June	1	49,452

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 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.

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