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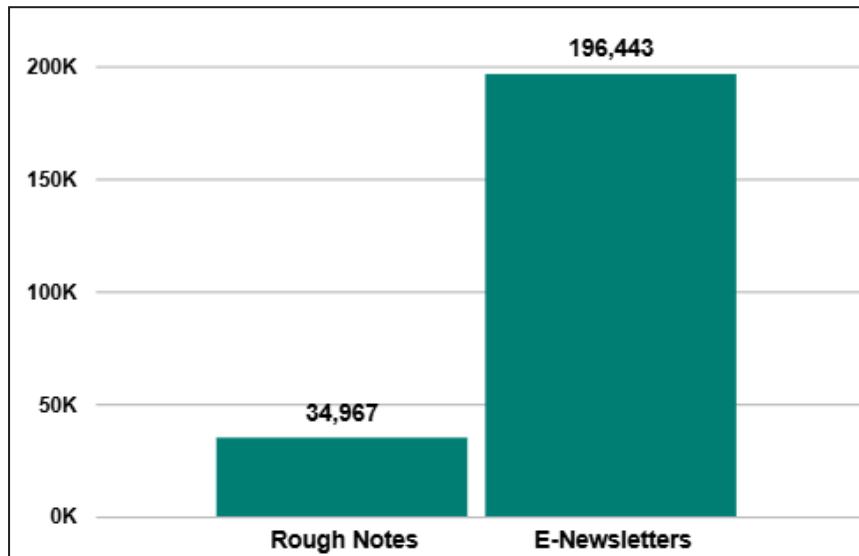
6 months ended December 31, 2025

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

Rough Notes

TOTAL AVERAGE GROSS CONTACTS

231,410



EXECUTIVE SUMMARY

Channels	Contacts	Period
Rough Notes Total Qualified Circulation	34,967	6 months ended December 31, 2025
E-Newsletters Total Average Net Distribution Per Issue	196,443	6 months ended December 31, 2025



RN NEWSLETTER COVERAGE CONCERN

Creative tips and tools to help you write new business and enhance your current customer portfolio.

October 2025

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Goodthings ARE HAPPENING @

Berkshire Hathaway **GUARD** Insurance Companies

Our original specialty, Workers' Comp has long served as the anchor line for our insurance portfolio.

Rough Notes

6 months ended December 31, 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 34,967

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION
Qualified Paid Individual - Print	10	Qualified Nonpaid Individual - Print
Total Average Qualified Paid Circulation	10	34,957

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	743
Total Average Nonqualified Circulation	743

CIRCULATION BY ISSUES				
	Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
	Jul	11	34,726	34,737
	Aug	11	34,587	34,598
	Sep	11	34,540	34,551
	Oct	10	35,303	35,313
	Nov	9	35,483	35,492
	Dec	8	35,100	35,108

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1. AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:				
a. Selling Property/Casualty Insurance	26,301	74.1	26,301	
b. Selling Life/Health Insurance	1,230	3.5	1,230	
c. Life general agents & managers	545	1.5	545	
Total Copies to Agents, Brokers & Life General Agents/Managers	28,076	79.1	28,076	
2. INSURANCE COMPANY PERSONNEL:				
a. Health, Life, & Benefits - Home Office	470	1.3	470	
b. Health, Life, & Benefits - Regional & Branch Office	264	0.7	264	
c. Property/Casualty Insurance - Home Office	959	2.7	959	
d. Property/Casualty Insurance - Regional & Branch Office	537	1.5	537	
Total Copies to Insurance Company Personnel	2,230	6.3	2,230	
3. CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:				
a. Property/Casualty Insurance	1,161	3.3	1,161	
b. Employee Benefit Plans	330	0.9	330	
c. Both Property/Casualty Insurance and Employee Benefit Plans	530	1.5	530	
Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	2,021	5.7	2,021	
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.	3,165	8.9	3,165	
Other Paid Circulation:				
Subscriptions				
Single Copy Sales				
Total Qualified Circulation	35,492	100.0	35,492	

Source Analysis					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	6,190	4,241	2,401	12,832	36.2
Written	1,412	557	228	2,197	6.2
Telecommunication					
Internet and Email	4,778	3,684	2,173	10,635	30.0
Total Direct Request From Recipient's Company	7,685	2		7,687	21.7
Written	2	1		3	0.0
Telecommunication					
Internet and Email	7,683	1		7,684	21.7
Total Communication Other Than Request	199	80		279	0.8
Written	199	80		279	0.8
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	12,395			12,395	34.9
Acquired Circulation					
Other Sources	2,299			2,299	6.5
Total Qualified Subscriptions	28,768	4,323	2,401	35,492	100.0
Percent	81.1	12.2	6.8	100.0	
Single Copy Sales					
Total Qualified Circulation				35,492	

Mailing Address Analysis				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	6	13,871	13,877	39.1
Individual by Name Only	1	21,550	21,551	60.7
Title or Occupation Only		1	1	0.0
Company Name Only	2	61	63	0.2
Multicopy Same Addressee				
Total Qualified Subscriptions	9	35,483	35,492	100.0
Single Copy Sales				
Total Qualified Circulation			35,492	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		269	269
Arizona	1	570	571
Arkansas		273	273
California		4,353	4,353
Colorado		424	424
Connecticut		515	515
Delaware		79	79
District of Columbia		51	51
Florida		3,659	3,659
Georgia		1,282	1,282
Idaho		119	119
Illinois		1,636	1,636
Indiana		729	729
Iowa		624	624
Kansas		286	286
Kentucky		528	528
Louisiana		479	479
Maine		129	129
Maryland	2	655	657
Massachusetts	1	810	811
Michigan		890	890
Minnesota		717	717
Mississippi	1	222	223
Missouri		650	650
Montana		55	55
Nebraska		338	338
Nevada		273	273
New Hampshire		119	119
New Jersey		1,552	1,552
New Mexico		117	117
New York		1,949	1,949
North Carolina		1,056	1,056
North Dakota		62	62
Ohio	2	1,399	1,401
Oklahoma		250	250
Oregon		246	246
Pennsylvania		1,328	1,328
Rhode Island		92	92
South Carolina		615	615
South Dakota		93	93
Tennessee		770	770
Texas		2,439	2,439
Utah		225	225
Vermont		46	46
Virginia	1	746	747
Washington		409	409
West Virginia		129	129
Wisconsin		1,021	1,021
Wyoming		56	56
TOTAL 48 CONTERMINOUS STATES	8	35,334	35,342
Alaska	1	32	33
Hawaii		82	82
TOTAL ALASKA & HAWAII	1	114	115
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	9	35,448	35,457
Poss. & Other Areas		35	35
U.S. & POSS., etc.	9	35,483	35,492
Canada			
International			
Military or Civilian Personnel Overseas			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	9	35,483	35,492

CHANNEL PROFILES

E-NEWSLETTER - Benefits Lead

2025	# of Issues	Average Net Distribution Per Issue
July	1	50,625
August	1	50,099
September	1	50,422
October	1	51,031
November	1	50,599
December	1	50,179

E-NEWSLETTER - Coverage Concerns

2025	# of Issues	Average Net Distribution Per Issue
July	1	48,717
August	1	48,467
September	1	48,657
October	1	49,285
November	1	48,876
December	1	48,496

E-NEWSLETTER - Specialty, Excess and Surplus Lines

2025	# of Issues	Average Net Distribution Per Issue
July	1	48,534
August	1	48,238
September	1	48,219
October	1	49,367
November	1	49,043
December	1	48,172

E-NEWSLETTER -Top Q&A

2025	# of Issues	Average Net Distribution Per Issue
July	1	48,305
August	1	48,127
September	1	49,300
October	1	48,961
December	1	48,327

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 November 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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