

# Rough Notes

## CONSOLIDATED MEDIA REPORT

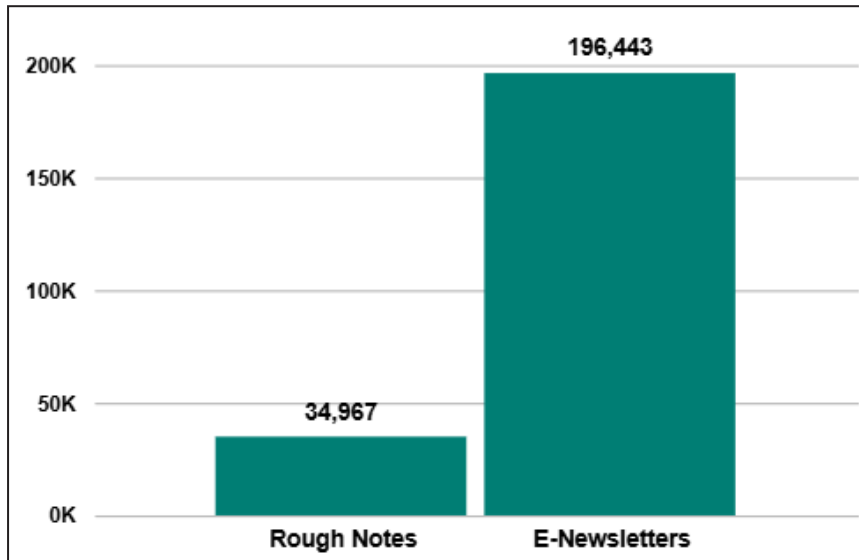
**B2B Media**

6 months ended December 31, 2025

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

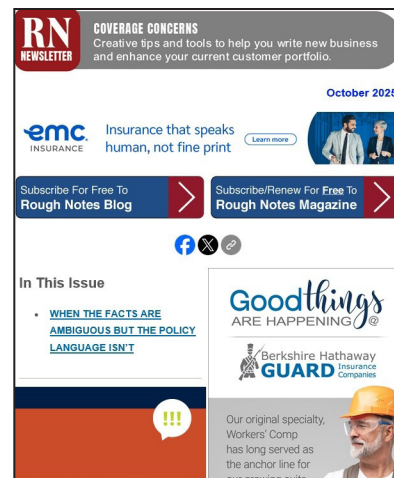
### TOTAL AVERAGE GROSS CONTACTS

231,410



### EXECUTIVE SUMMARY

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



# 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		34,957
<b>Total Average Qualified Paid Circulation</b>	<b>10</b>	<b>Total Average Qualified Nonpaid Circulation</b>		<b>34,957</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	743
<b>Total Average Nonqualified Circulation</b>	<b>743</b>

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
<b>Total Direct Request From Recipient</b>	<b>6,190</b>	<b>4,241</b>	<b>2,401</b>	<b>12,832</b>	<b>36.2</b>
Written	1,412	557	228	2,197	6.2
Telecommunication					
Internet and Email	4,778	3,684	2,173	10,635	30.0
<b>Total Direct Request From Recipient's Company</b>	<b>7,685</b>	<b>2</b>		<b>7,687</b>	<b>21.7</b>
Written	2	1		3	0.0
Telecommunication					
Internet and Email	7,683	1		7,684	21.7
<b>Total Communication Other Than Request</b>	<b>199</b>	<b>80</b>		<b>279</b>	<b>0.8</b>
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
<b>Total Qualified Subscriptions</b>	<b>28,768</b>	<b>4,323</b>	<b>2,401</b>	<b>35,492</b>	<b>100.0</b>
<b>Percent</b>	<b>81.1</b>	<b>12.2</b>	<b>6.8</b>	<b>100.0</b>	
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>35,492</b>	

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				
<b>Total Qualified Subscriptions</b>	<b>9</b>	<b>35,483</b>	<b>35,492</b>	<b>100.0</b>
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>35,492</b>	

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
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>8</b>	<b>35,334</b>	<b>35,342</b>
Alaska	1	32	33
Hawaii		82	82
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1</b>	<b>114</b>	<b>115</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>9</b>	<b>35,448</b>	<b>35,457</b>
Poss. & Other Areas		35	35
<b>U.S. &amp; POSS., etc.</b>	<b>9</b>	<b>35,483</b>	<b>35,492</b>
Canada			
International			
Military or Civilian Personnel Overseas			
<b>Total International</b>			
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>9</b>	<b>35,483</b>	<b>35,492</b>

# 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.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1878  
**AAM Member Since:** 1990  
**Member #:** 06-3019-0  
**Class:** INSURANCE

Parent Company: The Rough Notes Company

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Circulation Manager

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**Published by:**  
The Rough Notes Company  
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