

Rough Notes

CONSOLIDATED MEDIA REPORT

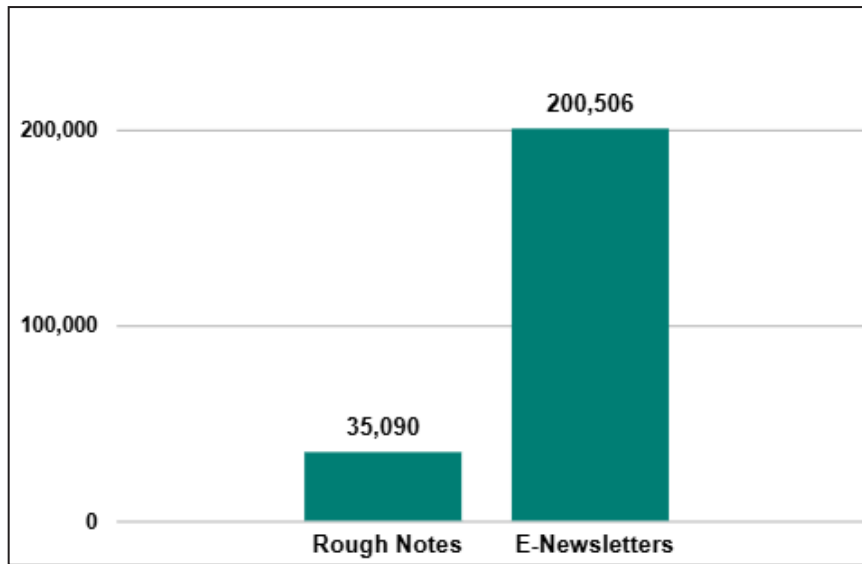
B2B Media

6 months ended June 30, 2026

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

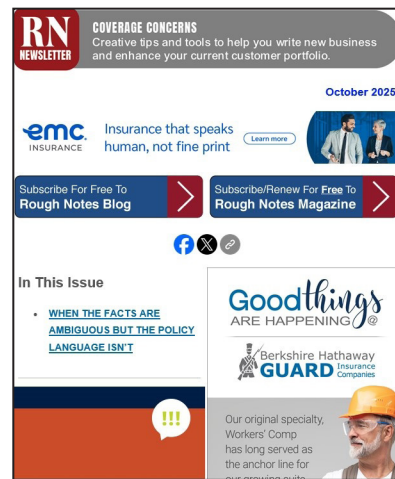
TOTAL AVERAGE GROSS CONTACTS

235,596



EXECUTIVE SUMMARY

Channels	Contacts	Period
Rough Notes		6 months ended June 30, 2026
Total Qualified Circulation	35,090	
E-Newsletters		6 months ended June 30, 2026
Total Average Net Distribution Per Issue	200,506	



Rough Notes

6 months ended June 30, 2026

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				35,090
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	7	Qualified Nonpaid Individual - Print		35,083
Total Average Qualified Paid Circulation	7	Total Average Qualified Nonpaid Circulation		35,083

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	54
Nonqualified Miscellaneous, Including Staff Copies - Print	739
Total Average Nonqualified Circulation	793

CIRCULATION BY ISSUES				
Issue		Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan		8	35,356	35,364
Feb		8	35,045	35,053
Mar		7	34,404	34,411
Apr		6	36,037	36,043
May		5	35,054	35,059
Jun		5	34,601	34,606

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print
1.	AGENTS, BROKERS & LIFE GENERAL AGENTS/ MANAGERS:			
	a. Selling Property/Casualty Insurance	27,317	77.9	27,317
	b. Selling Life/Health Insurance	1,009	2.9	1,009
	c. Life general agents & managers	401	1.1	401
	Total Copies to Agents, Brokers & Life General Agents/Managers	28,727	81.9	28,727
2.	INSURANCE COMPANY PERSONNEL:			
	a. Health, Life, & Benefits - Home Office	353	1.0	353
	b. Health, Life, & Benefits - Regional & Branch Office	216	0.6	216
	c. Property/Casualty Insurance - Home Office	796	2.3	796
	d. Property/Casualty Insurance - Regional & Branch Office	460	1.3	460
	Total Copies to Insurance Company Personnel	1,825	5.2	1,825
3.	CORPORATE INSURANCE RISK MANAGERS AND BUYERS OF INSURANCE:			
	a. Property/Casualty Insurance	1,021	2.9	1,021
	b. Employee Benefit Plans	216	0.6	216
	c. Both Property/Casualty Insurance and Employee Benefit Plans	411	1.2	411
	Total Copies to Corporate Insurance Risk Managers and Buyers of Insurance	1,648	4.7	1,648
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.	2,858	8.2	2,858
	Other Paid Circulation:			
	Subscriptions	1	0.0	1
	Single Copy Sales			
	Total Qualified Circulation	35,059	100.0	35,059

SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	5,086	3,695	2,354	11,135	31.8
Written	1,259	488	272	2,019	5.8
Telecommunication					
Internet and Email	3,827	3,207	2,082	9,116	26.0
Total Direct Request From Recipient's Company	9,787	5		9,792	27.9
Written	1	1		2	0.0
Telecommunication					
Internet and Email	9,786	4		9,790	27.9
Total Communication Other Than Request	178	72		250	0.7
Written	178	72		250	0.7
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	11,785			11,785	33.6
Acquired Circulation					
Other Sources	2,097			2,097	6.0
Total Qualified Subscriptions	28,933	3,772	2,354	35,059	100.0
Percent	82.5	10.8	6.7	100.0	
Single Copy Sales					
Total Qualified Circulation				35,059	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	5	12,076	12,081	34.5
Individual by Name Only		22,509	22,509	64.2
Title or Occupation Only		1	1	0.0
Company Name Only		468	468	1.3
Multicopy Same Addressee				
Total Qualified Subscriptions	5	35,054	35,059	100.0
Single Copy Sales				
Total Qualified Circulation			35,059	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama		286	286
Arizona	1	559	560
Arkansas		291	291
California		4,285	4,285
Colorado		433	433
Connecticut		483	483
Delaware		76	76
District of Columbia		41	41
Florida		3,552	3,552
Georgia		1,354	1,354
Idaho		117	117
Illinois		1,596	1,596
Indiana		708	708
Iowa		597	597
Kansas		280	280
Kentucky		522	522
Louisiana		476	476
Maine		120	120
Maryland		675	675
Massachusetts	1	771	772
Michigan		805	805
Minnesota		694	694
Mississippi		229	229
Missouri		664	664
Montana		59	59
Nebraska		353	353
Nevada		272	272
New Hampshire		121	121
New Jersey		1,518	1,518
New Mexico		130	130
New York		1,841	1,841
North Carolina		1,165	1,165
North Dakota		62	62
Ohio	1	1,362	1,363
Oklahoma		244	244
Oregon		246	246
Pennsylvania		1,286	1,286
Rhode Island		86	86
South Carolina		681	681
South Dakota		92	92
Tennessee		772	772
Texas		2,428	2,428
Utah		224	224
Vermont		38	38
Virginia	1	751	752
Washington		413	413
West Virginia		130	130
Wisconsin		972	972
Wyoming		62	62
TOTAL 48 CONTERMINOUS STATES	4	34,922	34,926
Alaska	1	27	28
Hawaii		76	76
TOTAL ALASKA & HAWAII	1	103	104
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	5	35,025	35,030
Poss. & Other Areas		28	28
U.S. & POSS., etc.	5	35,053	35,058
Canada			
International			
Military or Civilian Personnel Overseas		1	1
Total International		1	1
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	5	35,054	35,059

CHANNEL PROFILES

E-NEWSLETTER - Benefits Lead		
2026	# of Issues	Average Net Distribution Per Issue
January	1	49,897
February	1	52,233
March	1	51,785
April	1	51,110
May	1	50,537
June	1	50,136

E-NEWSLETTER - Coverage Concerns		
2026	# of Issues	Average Net Distribution Per Issue
January	1	50,918
February	1	50,402
March	1	50,017
April	1	49,517
May	1	48,978
June	1	50,562

E-NEWSLETTER - Specialty, Excess and Surplus Lines		
2026	# of Issues	Average Net Distribution Per Issue
January	1	48,399
February	1	50,877
March	1	50,525
April	1	49,880
May	1	49,384
June	1	48,886

E-NEWSLETTER -Top Q&A		
2026	# of Issues	Average Net Distribution Per Issue
January	1	50,572
February	1	50,253
March	1	49,731
April	1	49,338
May	1	48,759
June	1	50,333

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%.

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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