

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**LEADER'S EDGE** is a vibrant, cutting edge, magazine devoted exclusively to the commercial insurance brokerage industry worldwide. Published by The Council of Insurance Agents & Brokers, each issue features forward thinking stories covering the property casualty and the group benefits marketplace from a brokerage perspective. The magazine profiles industry leaders, business trends, market activity and analytics. Leader's Edge also highlights thought leaders on politics, legal issues, international news, technology, leadership development and business travel—and is the go to source for all things brokerage.

**FIELD SERVED**

**LEADER'S EDGE** serves commercial insurance brokerage firms & agencies and commercial insurance companies.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include titled and non-titled personnel allied to the field.

**CHANNELS**

**LEADER'S EDGE  
MAGAZINE**



5 issues in the period  
17,180 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>LEADER'S EDGE MAGAZINE</b> (5 issues in the period)	2,807	14,373	17,180

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	19
Advertiser and Agency	44
Allocated for Trade Shows and Conventions	179
All Other	1,304
<b>TOTAL</b>	<b>1,546</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,787	16.2	2,787	16.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,323	83.4	-	-	14,323	83.4
Multi-Copy Same Addressee	70	0.4	20	0.1	50	0.3
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,180</b>	<b>100.0</b>	<b>2,807</b>	<b>16.3</b>	<b>14,373</b>	<b>83.7</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	2,801	14,467	17,268
September	2,826	14,337	17,163
October	2,851	14,422	17,273
November	2,779	14,280	17,059
December	2,780	14,358	17,138

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

This issue is 0.9% or 152 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid
Commercial insurance brokerage firms and Agencies as well as commercial insurance companies. (Note 1)	17,059	100.0	2,779	14,280
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,059</b>	<b>100.0</b>	<b>2,779</b>	<b>14,280</b>
<b>PERCENT</b>	<b>100.0</b>		<b>16.3</b>	<b>83.7</b>

Note 1: Qualified recipients include titled and non-titled personnel within the Field Served

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	14,280	-	-	-	14,280	14,280	83.7
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,779</b>	-	-	<b>2,779</b>	-	<b>2,779</b>	<b>16.3</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,779	-	-	2,779	-	2,779	16.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,059</b>	-	-	<b>2,779</b>	<b>14,280</b>	<b>17,059</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>16.3</b>	<b>83.7</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,727	13,200	15,927	93.4
Individuals by name only	32	1,030	1,062	6.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	20	50	70	0.4
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,779</b>	<b>14,280</b>	<b>17,059</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*	July - December 2018*
Total Audit Average Qualified:	15,471	15,528	15,955	17,693	18,005	17,180
Qualified Non-Paid:	2,888	2,607	2,714	2,787	2,795	2,807
Qualified Paid:	12,583	12,921	13,241	14,906	15,210	14,373
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00

**\*NOTE: January - December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	28	47	75		Kentucky	45	116	161	
New Hampshire	18	26	44		Tennessee	10	299	309	
Vermont	-	9	9		Alabama	6	256	262	
Massachusetts	154	346	500		Mississippi	-	89	89	
Rhode Island	37	46	83		EAST SO. CENTRAL	61	760	821	4.8
Connecticut	264	160	424		Arkansas	4	101	105	
NEW ENGLAND	501	634	1,135	6.7	Louisiana	1	162	163	
New York	355	1,116	1,471		Oklahoma	-	97	97	
New Jersey	199	388	587		Texas	68	1,176	1,244	
Pennsylvania	127	592	719		WEST SO. CENTRAL	73	1,536	1,609	9.4
MIDDLE ATLANTIC	681	2,096	2,777	16.3	Montana	-	45	45	
Ohio	197	438	635		Idaho	-	10	10	
Indiana	62	142	204		Wyoming	-	3	3	
Illinois	168	967	1,135		Colorado	24	298	322	
Michigan	14	269	283		New Mexico	-	17	17	
Wisconsin	22	298	320		Arizona	37	105	142	
EAST NO. CENTRAL	463	2,114	2,577	15.1	Utah	1	128	129	
Minnesota	84	180	264		Nevada	-	34	34	
Iowa	15	258	273		MOUNTAIN	62	640	702	4.1
Missouri	22	623	645		Alaska	-	10	10	
North Dakota	1	6	7		Washington	15	321	336	
South Dakota	-	18	18		Oregon	15	109	124	
Nebraska	33	86	119		California	216	1,803	2,019	
Kansas	5	135	140		Hawaii	-	7	7	
WEST NO. CENTRAL	160	1,306	1,466	8.6	PACIFIC	246	2,250	2,496	14.6
Delaware	-	3	3		UNITED STATES	2,579	13,688	16,267	95.4
Maryland	11	320	331		U.S. Territories	1	2	3	
Washington, DC	21	51	72		Canada	14	133	147	
Virginia	42	186	228		Mexico	-	13	13	
West Virginia	8	20	28		Other International	185	444	629	
North Carolina	25	265	290		APO/FPO	-	-	-	
South Carolina	24	95	119		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,779</b>	<b>14,280</b>	<b>17,059</b>	<b>100.0</b>
Georgia	152	594	746						
Florida	49	818	867						
SOUTH ATLANTIC	332	2,352	2,684	15.8					

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 14,323 copies were sold to qualified recipients at the following subscription prices: \$9.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,779 copies or 16.3%, including The Council of Insurance Company Executives.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Pat Wade, Business Manager, Leader's Edge

Susan Rushford, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 28, 2019
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State	District of Columbia
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#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.