

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  
16,964 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)	2,736	14,228	16,964

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	20
Advertiser and Agency	45
Allocated for Trade Shows and Conventions	70
All Other	1,160
<b>TOTAL</b>	<b>1,295</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	2,716	16.0	2,716	16.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,188	83.6	-	-	14,188	83.6
Multi-Copy Same Addressee	60	0.4	20	0.1	40	0.3
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,964</b>	<b>100.0</b>	<b>2,736</b>	<b>16.1</b>	<b>14,228</b>	<b>83.9</b>

\*See Additional Data

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

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,770	14,374	17,144
March	2,787	14,406	17,193
April	2,750	14,197	16,947
May	2,666	14,054	16,720
June	2,706	14,108	16,814

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

This issue is 1.8% or 305 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)	16,720	100.0	2,666	14,054
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,720</b>	<b>100.0</b>	<b>2,666</b>	<b>14,054</b>
<b>PERCENT</b>	<b>100.0</b>		<b>15.9</b>	<b>84.1</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 MAY 2019**

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:	14,054	-	-	-	14,054	14,054	84.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,666</b>	-	-	<b>2,666</b>	-	<b>2,666</b>	<b>15.9</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,666	-	-	2,666	-	2,666	15.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,720</b>	-	-	<b>2,666</b>	<b>14,054</b>	<b>16,720</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>15.9</b>	<b>84.1</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,622	13,037	15,659	93.6
Individuals by name only	24	977	1,001	6.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	20	40	60	0.4
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,666</b>	<b>14,054</b>	<b>16,720</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	Audited Data	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019*
Total Audit Average Qualified:	15,528	15,955	17,693	18,005	17,180	16,964
Qualified Non-Paid:	2,607	2,714	2,787	2,795	2,807	2,736
Qualified Paid:	12,921	13,241	14,906	15,210	14,373	14,228
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 - June 2019 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 MAY 2019

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	25	33	58		Kentucky	45	117	162	
New Hampshire	18	23	41		Tennessee	9	294	303	
Vermont	-	9	9		Alabama	6	259	265	
Massachusetts	156	335	491		Mississippi	-	91	91	
Rhode Island	39	55	94		EAST SO. CENTRAL	60	761	821	4.9
Connecticut	248	159	407		Arkansas	4	105	109	
NEW ENGLAND	486	614	1,100	6.6	Louisiana	1	159	160	
New York	357	981	1,338		Oklahoma	-	100	100	
New Jersey	195	376	571		Texas	63	1,185	1,248	
Pennsylvania	117	571	688		WEST SO. CENTRAL	68	1,549	1,617	9.7
MIDDLE ATLANTIC	669	1,928	2,597	15.5	Montana	-	51	51	
Ohio	184	445	629		Idaho	-	10	10	
Indiana	61	142	203		Wyoming	-	4	4	
Illinois	129	953	1,082		Colorado	17	294	311	
Michigan	10	270	280		New Mexico	-	17	17	
Wisconsin	21	336	357		Arizona	31	100	131	
EAST NO. CENTRAL	405	2,146	2,551	15.3	Utah	1	128	129	
Minnesota	88	174	262		Nevada	1	32	33	
Iowa	14	267	281		MOUNTAIN	50	636	686	4.1
Missouri	18	635	653		Alaska	-	9	9	
North Dakota	1	6	7		Washington	15	343	358	
South Dakota	-	18	18		Oregon	15	99	114	
Nebraska	34	89	123		California	215	1,775	1,990	
Kansas	5	126	131		Hawaii	-	7	7	
WEST NO. CENTRAL	160	1,315	1,475	8.8	PACIFIC	245	2,233	2,478	14.8
Delaware	-	3	3		UNITED STATES	2,472	13,480	15,952	95.4
Maryland	10	312	322		U.S. Territories	1	2	3	
Washington, DC	19	55	74		Canada	14	121	135	
Virginia	45	190	235		Mexico	-	16	16	
West Virginia	7	23	30		Other International	179	435	614	
North Carolina	22	259	281		APO/FPO	-	-	-	
South Carolina	31	103	134		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,666</b>	<b>14,054</b>	<b>16,720</b>	<b>100.0</b>
Georgia	147	574	721						
Florida	48	779	827						
SOUTH ATLANTIC	329	2,298	2,627	15.7					

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 14,188 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 2,666 copies or 15.9%, 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

City

State

Received by BPA Worldwide

Type

ID Number

August 29, 2019

Washington

District of Columbia

August 29, 2019

BD

L156B0J9

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.