

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  
17,818 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)	2,434	15,384	17,818

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	42
Allocated for Trade Shows and Conventions	10
All Other	1,100
<b>TOTAL</b>	<b>1,169</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	2,409	13.5	2,409	13.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	15,339	86.1	-	-	15,339	86.1
Multi-Copy Same Addressee	70	0.4	25	0.2	45	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,818</b>	<b>100.0</b>	<b>2,434</b>	<b>13.7</b>	<b>15,384</b>	<b>86.3</b>

\*See Additional Data

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,511	14,940	17,451
March	2,499	15,080	17,579
April	2,375	15,064	17,439
May	2,380	15,130	17,510
June	2,403	16,708	19,111

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is 2.2% or 385 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)	17,510	100.0	2,380	15,130
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,510</b>	<b>100.0</b>	<b>2,380</b>	<b>15,130</b>
<b>PERCENT</b>	<b>100.0</b>		<b>13.6</b>	<b>86.4</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 2020

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:	15,130	-	-	-	15,130	15,130	86.4
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,380</b>	-	-	<b>2,380</b>	-	<b>2,380</b>	<b>13.6</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,380	-	-	2,380	-	2,380	13.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,510</b>	-	-	<b>2,380</b>	<b>15,130</b>	<b>17,510</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>13.6</b>	<b>86.4</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,328	14,133	16,461	94.0
Individuals by name only	27	952	979	5.6
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	25	45	70	0.4
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,380</b>	<b>15,130</b>	<b>17,510</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 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Total Audit Average Qualified:	17,693	18,005	17,593	16,964	17,180	17,818
Qualified Non-Paid:	2,787	2,795	2,801	2,736	2,642	2,434
Qualified Paid:	14,906	15,210	14,792	14,228	14,538	15,384
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 2020 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 2020**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	20	41	61		Kentucky	28	115	143	
New Hampshire	6	25	31		Tennessee	9	291	300	
Vermont	-	10	10		Alabama	-	247	247	
Massachusetts	105	313	418		Mississippi	-	73	73	
Rhode Island	25	45	70		EAST SO. CENTRAL	37	726	763	4.4
Connecticut	221	155	376		Arkansas	2	55	57	
NEW ENGLAND	377	589	966	5.5	Louisiana	8	163	171	
New York	327	1,054	1,381		Oklahoma	-	116	116	
New Jersey	171	446	617		Texas	66	1,201	1,267	
Pennsylvania	100	601	701		WEST SO. CENTRAL	76	1,535	1,611	9.2
MIDDLE ATLANTIC	598	2,101	2,699	15.4	Montana	-	48	48	
Ohio	154	387	541		Idaho	-	17	17	
Indiana	63	183	246		Wyoming	-	4	4	
Illinois	141	995	1,136		Colorado	18	325	343	
Michigan	16	293	309		New Mexico	-	18	18	
Wisconsin	13	371	384		Arizona	30	150	180	
EAST NO. CENTRAL	387	2,229	2,616	15.0	Utah	1	138	139	
Minnesota	77	180	257		Nevada	1	38	39	
Iowa	17	300	317		MOUNTAIN	50	738	788	4.5
Missouri	24	685	709		Alaska	-	10	10	
North Dakota	1	6	7		Washington	10	389	399	
South Dakota	-	21	21		Oregon	14	123	137	
Nebraska	28	94	122		California	188	2,101	2,289	
Kansas	4	129	133		Hawaii	-	10	10	
WEST NO. CENTRAL	151	1,415	1,566	8.9	PACIFIC	212	2,633	2,845	16.3
Delaware	-	6	6		UNITED STATES	2,203	14,512	16,715	95.5
Maryland	8	358	366		U.S. Territories	1	2	3	
Washington, DC	16	55	71		Canada	14	103	117	
Virginia	45	200	245		Mexico	-	16	16	
West Virginia	6	30	36		Other International	162	497	659	
North Carolina	15	263	278		APO/FPO	-	-	-	
South Carolina	39	115	154						
Georgia	138	606	744						
Florida	48	913	961						
SOUTH ATLANTIC	315	2,546	2,861	16.3					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,380</b>	<b>15,130</b>	<b>17,510</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 15,339 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 2,380 copies or 13.6%, 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

October 7, 2020

City

Washington

State

District of Columbia

Received by BPA Worldwide

October 7, 2020

Type

BD

ID Number

L156B0J0

#### 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.