

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.

The Council of Insurance Agents & Brokers  
 Suite 750  
 701 Pennsylvania Ave, N.W.  
 Washington, DC 20004  
 Tel. No.: (202) 783-4400  
 Fax No.: (202) 783-4410  
 www.LeadersEdge.com  
 pat.wade@ciab.com

**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  
20,093 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)	2,423	17,670	20,093

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	42
Allocated for Trade Shows and Conventions	-
All Other	1,163
<b>TOTAL</b>	<b>1,222</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	2,398	12.0	2,398	12.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	17,625	87.7	-	-	17,625	87.7
Multi-Copy Same Addressee	70	0.3	25	0.1	45	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,093</b>	<b>100.0</b>	<b>2,423</b>	<b>12.1</b>	<b>17,670</b>	<b>87.9</b>

\*See Additional Data

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

2020 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	2,391	16,735	19,126
September	2,456	17,824	20,280
October	2,435	17,966	20,401
November	2,419	17,891	20,310
December	2,412	17,932	20,344

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

This issue is 1.4% or 272 copies above 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)	20,310	100.0	2,419	17,891
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,310</b>	<b>100.0</b>	<b>2,419</b>	<b>17,891</b>
<b>PERCENT</b>	<b>100.0</b>		<b>11.9</b>	<b>88.1</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 NOVEMBER 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:	17,891	-	-	-	17,891	17,891	88.1
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,419</b>	-	-	<b>2,419</b>	-	<b>2,419</b>	<b>11.9</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,419	-	-	2,419	-	2,419	11.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,310</b>	-	-	<b>2,419</b>	<b>17,891</b>	<b>20,310</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>11.9</b>	<b>88.1</b>	<b>100.0</b>	

\*See Additional Data

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

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,367	16,945	19,312	95.1
Individuals by name only	27	901	928	4.6
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	25	45	70	0.3
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,419</b>	<b>17,891</b>	<b>20,310</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 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*	July - December 2020*
Total Audit Average Qualified:	18,005	17,593	16,964	17,180	17,818	20,093
Qualified Non-Paid:	2,795	2,801	2,736	2,642	2,434	2,423
Qualified Paid:	15,210	14,792	14,228	14,538	15,384	17,670
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 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 NOVEMBER 2020**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	21	49	70		Kentucky	28	140	168	
New Hampshire	6	66	72		Tennessee	9	354	363	
Vermont	-	18	18		Alabama	-	295	295	
Massachusetts	102	361	463		Mississippi	-	78	78	
Rhode Island	25	54	79		EAST SO. CENTRAL	37	867	904	4.4
Connecticut	222	235	457		Arkansas	1	64	65	
NEW ENGLAND	376	783	1,159	5.7	Louisiana	8	234	242	
New York	341	1,127	1,468		Oklahoma	-	120	120	
New Jersey	178	517	695		Texas	67	1,467	1,534	
Pennsylvania	103	658	761		WEST SO. CENTRAL	76	1,885	1,961	9.7
MIDDLE ATLANTIC	622	2,302	2,924	14.4	Montana	-	94	94	
Ohio	132	454	586		Idaho	-	32	32	
Indiana	63	216	279		Wyoming	-	5	5	
Illinois	151	1,104	1,255		Colorado	18	388	406	
Michigan	16	315	331		New Mexico	-	20	20	
Wisconsin	12	410	422		Arizona	41	196	237	
EAST NO. CENTRAL	374	2,499	2,873	14.1	Utah	1	185	186	
Minnesota	77	208	285		Nevada	1	65	66	
Iowa	17	431	448		MOUNTAIN	61	985	1,046	5.2
Missouri	26	762	788		Alaska	-	16	16	
North Dakota	1	5	6		Washington	13	455	468	
South Dakota	-	24	24		Oregon	14	144	158	
Nebraska	28	107	135		California	196	2,409	2,605	
Kansas	4	156	160		Hawaii	-	10	10	
WEST NO. CENTRAL	153	1,693	1,846	9.1	PACIFIC	223	3,034	3,257	16.0
Delaware	-	6	6		UNITED STATES	2,239	17,237	19,476	95.9
Maryland	8	384	392		U.S. Territories	1	7	8	
Washington, DC	17	66	83		Canada	13	113	126	
Virginia	46	234	280		Mexico	-	18	18	
West Virginia	6	40	46		Other International	166	516	682	
North Carolina	14	385	399		APO/FPO	-	-	-	
South Carolina	39	148	187		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,419</b>	<b>17,891</b>	<b>20,310</b>	<b>100.0</b>
Georgia	137	796	933						
Florida	50	1,130	1,180						
SOUTH ATLANTIC	317	3,189	3,506	17.3					

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 17,625 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 2,419 copies or 11.9%, 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

March 3, 2021

Washington

District of Columbia

March 3, 2021

BD

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#### 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.