

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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**LEADER'S EDGE** is produced in a print format. The editorial for the print copy is the same for all recipients.

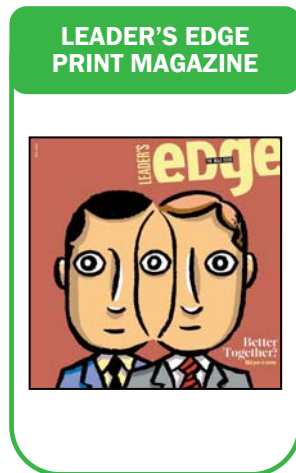
**FIELD SERVED**

**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**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>LEADER'S EDGE PRINT MAGAZINE</b> (5 issues in the period)	2,324	17,970	20,294

(See Paragraph 3b for Source)

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	43
Allocated for Trade Shows and Conventions	-
All Other	1,289
<b>TOTAL</b>	<b>1,340</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	2,299	11.3	2,299	11.3	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	17,925	88.3	-	-	17,925	88.3
Multi-Copy Same Addressee	70	0.4	25	0.2	45	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,294</b>	<b>100.0</b>	<b>2,324</b>	<b>11.5</b>	<b>17,970</b>	<b>88.5</b>

\*See Additional Data

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,420	18,003	20,423
March	2,426	18,069	20,495
April	2,284	18,051	20,335
May	2,259	17,996	20,255
June	2,230	17,731	19,961

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021 This issue is 0.2% or 49 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)	20,255	100.0	2,259	17,996
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,255</b>	<b>100.0</b>	<b>2,259</b>	<b>17,996</b>
<b>PERCENT</b>	<b>100.0</b>		<b>11.2</b>	<b>88.8</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 2021

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:	17,996	-	-	-	17,996	17,996	88.8
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,259</b>	-	-	<b>2,259</b>	-	<b>2,259</b>	<b>11.2</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,259	-	-	2,259	-	2,259	11.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,255</b>	-	-	<b>2,259</b>	<b>17,996</b>	<b>20,255</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>11.2</b>	<b>88.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021**

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,206	17,011	19,217	94.9
Individuals by name only	28	940	968	4.8
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>2,259</b>	<b>17,996</b>	<b>20,255</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 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021*
Total Audit Average Qualified:	17,593	16,964	17,180	17,818	20,093	20,294
Qualified Non-Paid:	2,801	2,736	2,642	2,434	2,423	2,324
Qualified Paid:	14,792	14,228	14,538	15,384	17,670	17,970
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 2021 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 2021**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	21	52	73		Kentucky	28	138	166	
New Hampshire	6	62	68		Tennessee	8	334	342	
Vermont	-	18	18		Alabama	-	304	304	
Massachusetts	95	378	473		Mississippi	-	81	81	
Rhode Island	23	54	77		EAST SO. CENTRAL	36	857	893	4.4
Connecticut	201	228	429		Arkansas	1	67	68	
NEW ENGLAND	346	792	1,138	5.6	Louisiana	8	224	232	
New York	322	1,112	1,434		Oklahoma	-	125	125	
New Jersey	175	514	689		Texas	70	1,454	1,524	
Pennsylvania	98	657	755		WEST SO. CENTRAL	79	1,870	1,949	9.6
MIDDLE ATLANTIC	595	2,283	2,878	14.2	Montana	-	93	93	
Ohio	129	472	601		Idaho	-	32	32	
Indiana	46	271	317		Wyoming	-	5	5	
Illinois	132	1,158	1,290		Colorado	18	385	403	
Michigan	19	330	349		New Mexico	-	19	19	
Wisconsin	12	400	412		Arizona	36	208	244	
EAST NO. CENTRAL	338	2,631	2,969	14.7	Utah	1	191	192	
Minnesota	63	207	270		Nevada	1	68	69	
Iowa	17	441	458		MOUNTAIN	56	1,001	1,057	5.2
Missouri	26	771	797		Alaska	-	17	17	
North Dakota	1	6	7		Washington	8	464	472	
South Dakota	-	24	24		Oregon	14	146	160	
Nebraska	28	111	139		California	188	2,324	2,512	
Kansas	4	157	161		Hawaii	-	10	10	
WEST NO. CENTRAL	139	1,717	1,856	9.2	PACIFIC	210	2,961	3,171	15.6
Delaware	-	7	7		UNITED STATES	2,102	17,310	19,412	95.8
Maryland	8	356	364		U.S. Territories	1	7	8	
Washington, DC	14	68	82		Canada	13	115	128	
Virginia	37	244	281		Mexico	-	18	18	
West Virginia	6	41	47		Other International	143	546	689	
North Carolina	15	387	402		APO/FPO	-	-	-	
South Carolina	40	149	189						
Georgia	135	814	949						
Florida	48	1,132	1,180						
SOUTH ATLANTIC	303	3,198	3,501	17.3					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,259</b>	<b>17,996</b>	<b>20,255</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 17,925 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 2,259 copies or 11.2%, 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 27, 2021

Washington

District of Columbia

August 27, 2021

BD

L156B0J1

### 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.