

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**

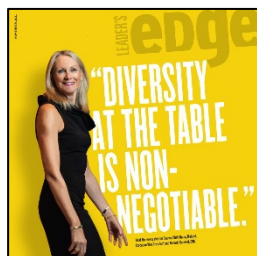
**LEADER'S EDGE** serves commercial insurance brokerage firms & agencies and commercial insurance companies.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

## CHANNELS

**LEADER'S EDGE  
 PRINT MAGAZINE**



## 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)	2,478	18,268	20,746

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	45
Allocated for Trade Shows and Conventions	10
All Other	1,179
<b>TOTAL</b>	<b>1,242</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	2,453	11.8	2,453	11.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	18,223	87.9	-	-	18,223	87.9
Multi-Copy Same Addressee	70	0.3	25	0.1	45	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,746</b>	<b>100.0</b>	<b>2,478</b>	<b>11.9</b>	<b>18,268</b>	<b>88.1</b>

\*See Additional Data

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

2021 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	2,414	17,801	20,215
September	2,458	17,996	20,454
October	2,477	18,236	20,713
November	2,498	18,559	21,057
December	2,542	18,750	21,292

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**  
 This issue is 1.9% or 388 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)	21,057	100.0	2,498	18,559
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,057</b>	<b>100.0</b>	<b>2,498</b>	<b>18,559</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 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:	18,559	-	-	-	18,559	18,559	88.1
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,498</b>	-	-	<b>2,498</b>	-	<b>2,498</b>	<b>11.9</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,498	-	-	2,498	-	2,498	11.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,057</b>	-	-	<b>2,498</b>	<b>18,559</b>	<b>21,057</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 2021

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,451	17,606	20,057	95.3
Individuals by name only	22	908	930	4.4
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>2,498</b>	<b>18,559</b>	<b>21,057</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021*	July - December 2021*
Total Audit Average Qualified:	16,964	17,180	17,818	20,093	20,294	20,746
Qualified Non-Paid:	2,736	2,642	2,434	2,423	2,324	18,268
Qualified Paid:	14,228	14,538	15,384	17,670	17,970	2,478
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 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 NOVEMBER 2021

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	21	51	72		Kentucky	30	143	173	
New Hampshire	5	58	63		Tennessee	9	362	371	
Vermont	-	23	23		Alabama	-	270	270	
Massachusetts	103	405	508		Mississippi	-	83	83	
Rhode Island	22	53	75		EAST SO. CENTRAL	39	858	897	4.3
Connecticut	220	240	460		Arkansas	1	76	77	
NEW ENGLAND	371	830	1,201	5.7	Louisiana	8	233	241	
New York	354	1,168	1,522		Oklahoma	-	81	81	
New Jersey	199	535	734		Texas	73	1,514	1,587	
Pennsylvania	102	581	683		WEST SO. CENTRAL	82	1,904	1,986	9.4
MIDDLE ATLANTIC	655	2,284	2,939	14.0	Montana	-	89	89	
Ohio	130	522	652		Idaho	-	36	36	
Indiana	48	279	327		Wyoming	-	5	5	
Illinois	154	1,179	1,333		Colorado	26	408	434	
Michigan	21	382	403		New Mexico	-	18	18	
Wisconsin	12	409	421		Arizona	43	211	254	
EAST NO. CENTRAL	365	2,771	3,136	14.9	Utah	1	204	205	
Minnesota	65	213	278		Nevada	1	65	66	
Iowa	17	488	505		MOUNTAIN	71	1,036	1,107	5.2
Missouri	27	688	715		Alaska	-	17	17	
North Dakota	1	8	9		Washington	59	478	537	
South Dakota	-	25	25		Oregon	13	168	181	
Nebraska	30	118	148		California	203	2,533	2,736	
Kansas	5	166	171		Hawaii	-	10	10	
WEST NO. CENTRAL	145	1,706	1,851	8.8	PACIFIC	275	3,206	3,481	16.5
Delaware	1	6	7		UNITED STATES	2,321	17,833	20,154	95.7
Maryland	8	368	376		U.S. Territories	1	7	8	
Washington, DC	16	63	79		Canada	15	115	130	
Virginia	41	242	283		Mexico	-	18	18	
West Virginia	5	41	46		Other International	161	586	747	
North Carolina	16	397	413		APO/FPO	-	-	-	
South Carolina	42	141	183						
Georgia	139	830	969						
Florida	50	1,150	1,200						
SOUTH ATLANTIC	318	3,238	3,556	16.9					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,498</b>	<b>18,559</b>	<b>21,057</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 18,223 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 2,498 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 10, 2022

Washington

District of Columbia

March 10, 2022

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.