

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
LEADER'S EDGE PRINT MAGAZINE (5 issues in the period)	2,736	18,529	21,265

(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	226
All Other	835
TOTAL	1,112

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,711	12.8	2,711	12.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	18,484	86.9	-	-	18,484	86.9
Multi-Copy Same Addressee	70	0.3	25	0.1	45	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,265	100.0	2,736	12.9	18,529	87.1

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	2,659	18,286	20,945
September	2,741	18,396	21,137
October	2,754	18,483	21,237
November	2,771	18,680	21,451
December	2,757	18,800	21,557

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

This issue is 1.1% or 232 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)	21,451	100.0	2,771	18,680
TOTAL QUALIFIED CIRCULATION	21,451	100.0	2,771	18,680
PERCENT	100.0		12.9	87.1

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 2022

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:	18,680	-	-	-	18,680	18,680	87.1
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,771	-	-	2,771	-	2,771	12.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,771	-	-	2,771	-	2,771	12.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,451	-	-	2,771	18,680	21,451	100.0
PERCENT	100.0	-	-	12.9	87.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,719	17,913	20,632	96.2
Individuals by name only	27	722	749	3.5
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	25	45	70	0.3
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,771	18,680	21,451	100.0

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 2020	July - December 2020	January - June 2021	July - December 2021	January - June 2022*	July - December 2022*
Total Audit Average Qualified:	17,818	20,093	20,294	20,746	21,391	21,265
Qualified Non-Paid:	2,434	2,423	2,324	18,268	2,619	2,736
Qualified Paid:	15,384	17,670	17,970	2,478	18,772	18,529
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 2022 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 2022

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	22	57	79		Kentucky	33	142	175	
New Hampshire	7	50	57		Tennessee	6	355	361	
Vermont	-	23	23		Alabama	1	280	281	
Massachusetts	129	441	570		Mississippi	-	85	85	
Rhode Island	25	56	81		EAST SO. CENTRAL	40	862	902	4.2
Connecticut	240	250	490		Arkansas	-	82	82	
NEW ENGLAND	423	877	1,300	6.1	Louisiana	7	215	222	
New York	396	1,192	1,588		Oklahoma	-	103	103	
New Jersey	209	556	765		Texas	81	1,508	1,589	
Pennsylvania	125	632	757		WEST SO. CENTRAL	88	1,908	1,996	9.3
MIDDLE ATLANTIC	730	2,380	3,110	14.5	Montana	-	93	93	
Ohio	145	577	722		Idaho	-	38	38	
Indiana	48	302	350		Wyoming	-	5	5	
Illinois	178	1,180	1,358		Colorado	29	361	390	
Michigan	23	418	441		New Mexico	1	17	18	
Wisconsin	13	402	415		Arizona	45	231	276	
EAST NO. CENTRAL	407	2,879	3,286	15.3	Utah	1	216	217	
Minnesota	70	221	291		Nevada	1	68	69	
Iowa	21	511	532		MOUNTAIN	77	1,029	1,106	5.2
Missouri	27	668	695		Alaska	-	16	16	
North Dakota	1	8	9		Washington	63	453	516	
South Dakota	-	27	27		Oregon	16	172	188	
Nebraska	33	62	95		California	207	2,495	2,702	
Kansas	5	175	180		Hawaii	-	10	10	
WEST NO. CENTRAL	157	1,672	1,829	8.5	PACIFIC	286	3,146	3,432	16.0
Delaware	1	10	11		UNITED STATES	2,558	17,927	20,485	95.5
Maryland	12	374	386		U.S. Territories	1	7	8	
Washington, DC	16	64	80		Canada	21	118	139	
Virginia	47	247	294		Mexico	-	19	19	
West Virginia	4	40	44		Other International	191	609	800	
North Carolina	21	336	357		APO/FPO	-	-	-	
South Carolina	37	142	179						
Georgia	149	809	958						
Florida	63	1,152	1,215						
SOUTH ATLANTIC	350	3,174	3,524	16.4					
					TOTAL QUALIFIED CIRCULATION	2,771	18,680	21,451	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 18,484 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 2,771 copies or 12.9%, including CICE.

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

March 8, 2023

State

District of Columbia

City

Washington

Received by BPA Worldwide

March 8, 2023

Type

BD

ID Number

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About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.