

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)	2,754	18,235	20,989

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	44
Allocated for Trade Shows and Conventions	159
All Other	992
TOTAL	1,203

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,729	13.0	2,729	13.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	18,190	86.7	-	-	18,190	86.7
Multi-Copy Same Addressee	70	0.3	25	0.1	45	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,989	100.0	2,754	13.1	18,235	86.9

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,735	18,454	21,189
March	2,708	18,481	21,189
April	2,685	18,084	20,769
May	2,797	18,178	20,975
June	2,844	17,976	20,820

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023 This issue is 0.1% or 17 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)	20,975	100.0	2,797	18,178
TOTAL QUALIFIED CIRCULATION	20,975	100.0	2,797	18,178
PERCENT	100.0		13.3	86.7

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 2023

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:	18,178	-	-	-	18,178	18,178	86.7
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,797	-	-	2,797	-	2,797	13.3
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,797	-	-	2,797	-	2,797	13.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,975	-	-	2,797	18,178	20,975	100.0
PERCENT	100.0	-	-	13.3	86.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,750	17,473	20,223	96.4
Individuals by name only	22	660	682	3.3
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	25	45	70	0.3
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,797	18,178	20,975	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022	January – June 2023*
Total Audit Average Qualified:	20,093	20,294	20,746	21,391	21,265	20,989
Qualified Non-Paid:	2,423	2,324	18,268	2,619	2,736	2,754
Qualified Paid:	17,670	17,970	2,478	18,772	18,529	18,235
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 2023 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 2023

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	20	68	88		Kentucky	33	130	163	
New Hampshire	8	30	38		Tennessee	7	363	370	
Vermont	1	23	24		Alabama	1	304	305	
Massachusetts	143	436	579		Mississippi	-	81	81	
Rhode Island	25	63	88		EAST SO. CENTRAL	41	878	919	4.4
Connecticut	243	236	479		Arkansas	-	84	84	
NEW ENGLAND	440	856	1,296	6.2	Louisiana	7	225	232	
New York	370	1,161	1,531		Oklahoma	-	98	98	
New Jersey	205	711	916		Texas	84	1,443	1,527	
Pennsylvania	131	611	742		WEST SO. CENTRAL	91	1,850	1,941	9.2
MIDDLE ATLANTIC	706	2,483	3,189	15.2	Montana	-	86	86	
Ohio	147	431	578		Idaho	-	37	37	
Indiana	48	178	226		Wyoming	-	4	4	
Illinois	167	1,036	1,203		Colorado	32	361	393	
Michigan	38	338	376		New Mexico	1	17	18	
Wisconsin	15	426	441		Arizona	43	213	256	
EAST NO. CENTRAL	415	2,409	2,824	13.5	Utah	8	206	214	
Minnesota	76	210	286		Nevada	1	68	69	
Iowa	24	526	550		MOUNTAIN	85	992	1,077	5.1
Missouri	24	690	714		Alaska	-	17	17	
North Dakota	1	8	9		Washington	65	442	507	
South Dakota	1	27	28		Oregon	16	157	173	
Nebraska	31	65	96		California	204	2,464	2,668	
Kansas	5	181	186		Hawaii	-	10	10	
WEST NO. CENTRAL	162	1,707	1,869	8.9	PACIFIC	285	3,090	3,375	16.1
Delaware	1	9	10		UNITED STATES	2,583	17,394	19,977	95.2
Maryland	12	375	387		U.S. Territories	1	7	8	
Washington, DC	18	60	78		Canada	21	120	141	
Virginia	48	227	275		Mexico	-	18	18	
West Virginia	4	41	45		Other International	192	639	831	
North Carolina	26	329	355		APO/FPO	-	-	-	
South Carolina	39	134	173						
Georgia	148	830	978						
Florida	62	1,124	1,186						
SOUTH ATLANTIC	358	3,129	3,487	16.6					
					TOTAL QUALIFIED CIRCULATION	2,797	18,178	20,975	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 18,190 copies were sold to qualified recipients at the following subscription prices: \$9.00. Members' yearly subscription price is included in the corporate dues and is non-deductible therefrom.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,797 copies or 13.3%, 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

August 30, 2023

State

District of Columbia

City

Washington

Received by BPA Worldwide

August 30, 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.