



Alliance for
Audited Media
TRANSACT WITH TRUST

B2B Media

Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

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

LEADER'S **edge**

20 years of asking
the questions,
unearthing the
stories, sharing the
knowledge, and
driving the dialogue
in commercial
insurance.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 23,092

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION
Qualified Paid Membership Benefit - Print	19,740	Qualified Nonpaid Individual - Print
Total Average Qualified Paid Circulation	19,740	3,352

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	269
Nonqualified Miscellaneous, Including Staff Copies - Print	884
Total Average Nonqualified Circulation	1,153

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jul/Aug	19,429	3,319	22,748
Sep	19,761	3,354	23,115
Oct	19,845	3,372	23,217
Nov	19,842	3,357	23,199
Dec	19,825	3,356	23,181

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Nonpaid - Print
1.	Commercial insurance brokerage firms and Agencies as well as commercial insurance companies.	23,199	100.0	19,842	3,357
	Others Allied to the Field				
	Other Paid Circulation:				
	Subscriptions				
	Single Copy Sales				
	Total Qualified Circulation	23,199	100.0	19,842	3,357
	Percent	100.0		85.5	14.5

Source Analysis					
Source	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit	19,842			19,842	85.5
Business Directories					
Lists					
Acquired Circulation					
Other Sources	3,357			3,357	14.5
Total Qualified Subscriptions	23,199			23,199	100.0
Percent	100.0			100.0	
Single Copy Sales					
Total Qualified Circulation				23,199	

Mailing Address Analysis				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	19,243	3,295	22,538	97.2
Individual by Name Only	599	62	661	2.9
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	19,842	3,357	23,199	100.0
Single Copy Sales				
Total Qualified Circulation			23,199	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	310	2	312
Arizona	266	56	322
Arkansas	71	2	73
California	2,546	219	2,765
Colorado	347	36	383
Connecticut	259	277	536
Delaware	15	1	16
District of Columbia	49	23	72
Florida	1,258	61	1,319
Georgia	892	171	1,063
Idaho	33		33
Illinois	1,147	203	1,350
Indiana	187	60	247
Iowa	542	43	585
Kansas	211	6	217
Kentucky	438	40	478
Louisiana	226	7	233
Maine	68	23	91
Maryland	386	11	397
Massachusetts	363	169	532
Michigan	319	47	366
Minnesota	211	109	320
Mississippi	103		103
Missouri	786	36	822
Montana	85	1	86
Nebraska	103	33	136
Nevada	76	2	78
New Hampshire	35	9	44
New Jersey	647	240	887
New Mexico	13	1	14
New York	1,130	409	1,539
North Carolina	398	47	445
North Dakota	7		7
Ohio	622	173	795
Oklahoma	334		334
Oregon	167	20	187
Pennsylvania	759	174	933
Rhode Island	61	31	92
South Carolina	145	37	182
South Dakota	27	1	28
Tennessee	371	9	380
Texas	1,713	164	1,877
Utah	144	2	146
Vermont	24	1	25
Virginia	245	55	300
Washington	403	74	477
West Virginia	35		35
Wisconsin	423	23	446
Wyoming	4	1	5
TOTAL 48 CONTERMINOUS STATES	19,004	3,109	22,113
Alaska	16		16
Hawaii	10		10
TOTAL ALASKA & HAWAII	26		26
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	19,030	3,109	22,139
Poss. & Other Areas	6	1	7
U.S. & POSS., etc.	19,036	3,110	22,146
Canada	135	19	154
International	671	228	899
Military or Civilian Personnel Overseas			
Total International	806	247	1,053
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	19,842	3,357	23,199

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	\$9.00 1 yr.

Definition of Recipient Qualification:

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

Rounding %: Due to rounding, percentages may not always add up to 100%.

Paid Membership Benefit Subscriptions: Represent copies served to members of The Council of Insurance Agents & Brokers (The Council). \$9.00 is allocated for a one-year subscription to this publication and is nondeductible from dues. This publication is the official journal of The Council.

Source Analysis Reporting : Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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