

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.

The Council of Insurance Agents & Brokers
Suite 750
701 Pennsylvania Ave, N.W.
Washington, DC 20004
Tel. No.: (202) 783-4400
Fax No.: (202) 783-4410
www.LeadersEdgeMagazine.com
pat.wade@ciab.com

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.

FIELD SERVED

LEADER'S EDGE serves Insurance Agencies, Brokerage Firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include commercial insurance brokers, producers, brokerage firm principals and executives as well as and other titled and non-titled personnel.

CHANNELS

LEADER'S EDGE MAGAZINE



5 Issues in the period
17,693 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
LEADER'S EDGE MAGAZINE (5 issues in the period)	2,787	14,906	17,693

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	22
Advertiser and Agency	45
Allocated for Trade Shows and Conventions	161
All Other	1,410
TOTAL	1,638

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,756	15.6	2,756	15.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,794	83.6	-	-	14,794	83.6
Multi-Copy Same Addressee	143	0.8	31	0.2	112	0.6
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,693	100.0	2,787	15.8	14,906	84.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	2,768	14,470	17,238
September	2,797	14,844	17,641
October	2,792	14,949	17,741
November	2,807	15,228	18,035
December	2,769	15,037	17,806

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 2.4% or 428 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 brokers, producers, brokerage firm principals and executives	15,341	85.1	2,642	12,699
Other titled and non-titled personnel	2,694	14.9	165	2,529
TOTAL QUALIFIED CIRCULATION	18,035	100.0	2,807	15,228
PERCENT	100.0		15.6	84.4

*LEADER'S EDGE serves Insurance Agencies, Brokerage Firms, and Others Allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

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:	15,228	-	-	-	15,228	15,228	84.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,807	-	-	2,807	-	2,807	15.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,807	-	-	2,807	-	2,807	15.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,035	-	-	2,807	15,228	18,035	100.0
PERCENT	100.0	-	-	15.6	84.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,738	13,086	15,824	87.7
Individuals by name only	44	2,042	2,086	11.6
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	25	100	125	0.7
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,807	15,228	18,035	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	15,218	15,782	15,471	15,528	15,955	17,693
Qualified Non-Paid:	2,958	3,030	2,888	2,607	2,714	2,787
Qualified Paid:	12,260	12,752	12,583	12,921	13,241	14,906
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 2017 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 2017

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	27	34	61		Kentucky	42	193	235	
New Hampshire	20	21	41		Tennessee	8	306	314	
Vermont	-	8	8		Alabama	6	262	268	
Massachusetts	149	318	467		Mississippi	-	87	87	
Rhode Island	35	37	72		EAST SO. CENTRAL	56	848	904	5.0
Connecticut	259	176	435		Arkansas	5	101	106	
NEW ENGLAND	490	594	1,084	6.0	Louisiana	6	176	182	
New York	388	1,158	1,546		Oklahoma	-	99	99	
New Jersey	199	416	615		Texas	89	1,348	1,437	
Pennsylvania	124	613	737		WEST SO. CENTRAL	100	1,724	1,824	10.1
MIDDLE ATLANTIC	711	2,187	2,898	16.1	Montana	-	43	43	
Ohio	205	725	930		Idaho	-	13	13	
Indiana	67	152	219		Wyoming	-	6	6	
Illinois	188	990	1,178		Colorado	29	315	344	
Michigan	6	314	320		New Mexico	-	21	21	
Wisconsin	21	270	291		Arizona	31	149	180	
EAST NO. CENTRAL	487	2,451	2,938	16.3	Utah	1	110	111	
Minnesota	79	174	253		Nevada	-	39	39	
Iowa	14	334	348		MOUNTAIN	61	696	757	4.2
Missouri	21	658	679		Alaska	-	10	10	
North Dakota	1	8	9		Washington	17	277	294	
South Dakota	-	20	20		Oregon	8	121	129	
Nebraska	34	75	109		California	222	1,825	2,047	
Kansas	5	144	149		Hawaii	-	77	77	
WEST NO. CENTRAL	154	1,413	1,567	8.7	PACIFIC	247	2,310	2,557	14.2
Delaware	1	3	4		UNITED STATES	2,613	14,696	17,309	96.0
Maryland	5	322	327		U.S. Territories	1	2	3	
Washington, DC	23	48	71		Canada	14	110	124	
Virginia	43	225	268		Mexico	-	14	14	
West Virginia	5	26	31		Other International	179	406	585	
North Carolina	24	267	291		AP0/FPO	-	-	-	
South Carolina	21	75	96						
Georgia	144	583	727						
Florida	41	924	965						
SOUTH ATLANTIC	307	2,473	2,780	15.4					
					TOTAL QUALIFIED CIRCULATION	2,807	15,228	18,035	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 14,794 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 2,807 copies or 15.6%, 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

Rick Pullen, Editor in Chief

(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	February 26, 2018
City	Washington
State	District of Columbia
Received by BPA Worldwide	February 26, 2018
Type	BD
ID Number	L156B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.