

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
15,955 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)	2,714	13,241	15,955

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	38
Allocated for Trade Shows and Conventions	294
All Other	1,373
TOTAL	1,728

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,637	16.5	2,637	16.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	13,052	81.8	-	-	13,052	81.8
Multi-Copy Same Addressee	266	1.7	77	0.5	189	1.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,955	100.0	2,714	17.0	13,241	83.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,700	12,978	15,678
March	2,716	13,026	15,742
April	2,717	13,095	15,812
May	2,711	13,233	15,944
June	2,724	13,875	16,599

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

This issue is 0.1% or 14 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 brokers, producers, brokerage firm principals and executives as well as and other titled and non-titled personnel	15,944	100.0	2,711	13,233
TOTAL QUALIFIED CIRCULATION	15,944	100.0	2,711	13,233
PERCENT	100.0		17.0	83.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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:	13,233	-	-	-	13,233	13,233	83.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,711	-	-	2,711	-	2,711	17.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,711	-	-	2,711	-	2,711	17.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,944	-	-	2,711	13,233	15,944	100.0
PERCENT	100.0	-	-	17.0	83.0	100.0	

*See Additional Data

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,620	11,330	13,950	87.5
Individuals by name only	20	1,680	1,700	10.7
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	71	223	294	1.8
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,711	13,233	15,944	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	15,058	15,218	15,782	15,471	15,528	15,955
Qualified Non-Paid:	2,976	2,958	3,030	2,888	2,607	2,714
Qualified Paid:	12,082	12,260	12,752	12,583	12,921	13,241
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 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 MAY 2017

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	25	34	59		Kentucky	42	145	187	
New Hampshire	20	19	39		Tennessee	8	334	342	
Vermont	-	9	9		Alabama	7	212	219	
Massachusetts	137	245	382		Mississippi	-	65	65	
Rhode Island	33	31	64		EAST SO. CENTRAL	57	756	813	5.1
Connecticut	246	155	401		Arkansas	7	92	99	
NEW ENGLAND	461	493	954	6.0	Louisiana	6	154	160	
New York	390	1,063	1,453		Oklahoma	-	73	73	
New Jersey	186	376	562		Texas	78	1,123	1,201	
Pennsylvania	116	575	691		WEST SO. CENTRAL	91	1,442	1,533	9.6
MIDDLE ATLANTIC	692	2,014	2,706	17.0	Montana	-	40	40	
Ohio	197	603	800		Idaho	-	10	10	
Indiana	66	131	197		Wyoming	-	6	6	
Illinois	171	896	1,067		Colorado	28	252	280	
Michigan	6	244	250		New Mexico	-	22	22	
Wisconsin	19	263	282		Arizona	28	140	168	
EAST NO. CENTRAL	459	2,137	2,596	16.3	Utah	-	108	108	
Minnesota	78	136	214		Nevada	-	30	30	
Iowa	10	243	253		MOUNTAIN	56	608	664	4.2
Missouri	19	533	552		Alaska	-	10	10	
North Dakota	1	8	9		Washington	14	233	247	
South Dakota	-	19	19		Oregon	8	119	127	
Nebraska	26	69	95		California	213	1,524	1,737	
Kansas	5	135	140		Hawaii	-	79	79	
WEST NO. CENTRAL	139	1,143	1,282	8.0	PACIFIC	235	1,965	2,200	13.8
Delaware	1	2	3		UNITED STATES	2,516	12,735	15,251	95.7
Maryland	5	303	308		U.S. Territories	1	2	3	
Washington, DC	22	52	74		Canada	11	104	115	
Virginia	43	219	262		Mexico	-	12	12	
West Virginia	6	29	35		Other International	183	380	563	
North Carolina	26	251	277		AP0/FPO	-	-	-	
South Carolina	21	60	81		TOTAL QUALIFIED CIRCULATION	2,711	13,233	15,944	100.0
Georgia	155	500	655						
Florida	47	761	808						
SOUTH ATLANTIC	326	2,177	2,503	15.7					

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Membership Benefit subscriptions averaging 13,052 copies were sold to qualified recipients at the following subscription price: \$9.00. Member's 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 2,711 copies or 17.0%, 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.

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About BPA Worldwide:

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