

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.

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
15,471 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)	2,888	12,583	15,471

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	27
Advertiser and Agency	43
Allocated for Trade Shows and Conventions	313
All Other	1,271
TOTAL	1,655

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,888	18.7	2,888	18.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	12,583	81.3	-	-	12,583	81.3
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,471	100.0	2,888	18.7	12,583	81.3

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,992	12,788	15,780
March	2,982	12,803	15,785
April	3,003	12,395	15,398
May	2,720	12,469	15,189
June	2,742	12,458	15,200

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 2.3% or 352 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	15,189	100.0	2,720	12,469
TOTAL QUALIFIED CIRCULATION	15,189	100.0	2,720	12,469
PERCENT	100.0	-	17.9	82.1

*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 2016

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:	12,469	-	-	-	12,469	12,469	82.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,720	-	-	2,720	-	2,720	17.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,720	-	-	2,720	-	2,720	17.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,189	-	-	2,720	12,469	15,189	100.0
PERCENT	100.0	-	-	17.9	82.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,652	10,689	13,341	87.8
Individuals by name only	68	1,780	1,848	12.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,720	12,469	15,189	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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	15,764	14,993	15,058	15,218	15,782	15,471
Qualified Non-Paid:	4,378	3,161	2,976	2,958	3,030	2,888
Qualified Paid:	11,386	11,832	12,082	12,260	12,752	12,469
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 2016 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 2016

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	24	32	56		Kentucky	27	142	169	
New Hampshire	17	21	38		Tennessee	9	337	346	
Vermont	-	8	8		Alabama	8	207	215	
Massachusetts	178	233	411		Mississippi	-	69	69	
Rhode Island	32	35	67		EAST SO. CENTRAL	44	755	799	5.3
Connecticut	245	167	412		Arkansas	5	81	86	
NEW ENGLAND	496	496	992	6.5	Louisiana	6	162	168	
New York	381	1,013	1,394		Oklahoma	-	73	73	
New Jersey	226	368	594		Texas	88	1,098	1,186	
Pennsylvania	107	520	627		WEST SO. CENTRAL	99	1,414	1,513	10.0
MIDDLE ATLANTIC	714	1,901	2,615	17.2	Montana	-	44	44	
Ohio	196	500	696		Idaho	-	11	11	
Indiana	66	105	171		Wyoming	-	6	6	
Illinois	177	860	1,037		Colorado	31	271	302	
Michigan	7	185	192		New Mexico	-	24	24	
Wisconsin	23	256	279		Arizona	35	125	160	
EAST NO. CENTRAL	469	1,906	2,375	15.6	Utah	-	127	127	
Minnesota	76	110	186		Nevada	-	33	33	
Iowa	6	235	241		MOUNTAIN	66	641	707	4.7
Missouri	18	520	538		Alaska	-	10	10	
North Dakota	-	8	8		Washington	13	164	177	
South Dakota	-	11	11		Oregon	9	104	113	
Nebraska	22	59	81		California	208	1,411	1,619	
Kansas	6	104	110		Hawaii	-	6	6	
WEST NO. CENTRAL	128	1,047	1,175	7.7	PACIFIC	230	1,695	1,925	12.7
Delaware	1	2	3		UNITED STATES	2,543	12,031	14,574	96.0
Maryland	8	319	327		U.S. Territories	1	1	2	
Washington, DC	21	37	58		Canada	12	83	95	
Virginia	52	222	274		Mexico	-	12	12	
West Virginia	4	43	47		Other International	164	342	506	
North Carolina	23	252	275		APQ/FPO	-	-	-	
South Carolina	15	54	69						
Georgia	130	474	604						
Florida	43	773	816						
SOUTH ATLANTIC	297	2,176	2,473	16.3					
					TOTAL QUALIFIED CIRCULATION	2,720	12,469	15,189	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 12,583 copies were sold to qualified recipients at the following subscription price: \$9.00

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,720 copies or 17.9%, including The Council 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

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

August 29, 2016

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