

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

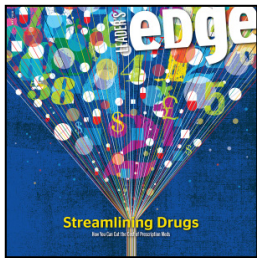
LEADER'S EDGE serves Insurance Agencies, Brokerage Firms and others allied to the field.

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
18,005 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)	2,795	15,210	18,005

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	43
Allocated for Trade Shows and Conventions	145
All Other	1,437
TOTAL	1,643

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,795	15.5	2,795	15.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	15,210	84.5	-	-	15,210	84.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,005	100.0	2,795	15.5	15,210	84.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February	2,793	15,160	17,953
March	2,830	15,281	18,111
April	2,784	15,219	18,003
May	2,819	15,336	18,155
June	2,749	15,055	17,804

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 1.0% or 187 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	15,888	87.5	2,426	13,462
Other titled and non-titled personnel	2,267	12.5	393	1,874
TOTAL QUALIFIED CIRCULATION	18,155	100.0	2,819	15,336
PERCENT	100.0		15.5	84.5

*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 2018

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:	15,336	-	-	-	15,336	15,336	84.5
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,819	-	-	2,819	-	2,819	15.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,819	-	-	2,819	-	2,819	15.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,155	-	-	2,819	15,336	18,155	100.0
PERCENT	100.0	-	-	15.5	84.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	2,788	14,033	16,821	92.7
Individuals by name only	31	1,303	1,334	7.3
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,819	15,336	18,155	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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Total Audit Average Qualified:	15,782	15,471	15,528	15,955	17,693	18,005
Qualified Non-Paid:	3,030	2,888	2,607	2,714	2,787	2,795
Qualified Paid:	12,752	12,583	12,921	13,241	14,906	15,210
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 2018 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 2018

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	27	44	71		Kentucky	45	146	191	
New Hampshire	20	22	42		Tennessee	9	289	298	
Vermont	-	9	9		Alabama	6	253	259	
Massachusetts	150	330	480		Mississippi	-	87	87	
Rhode Island	34	36	70		EAST SO. CENTRAL	60	775	835	4.6
Connecticut	266	180	446		Arkansas	5	103	108	
NEW ENGLAND	497	621	1,118	6.1	Louisiana	6	179	185	
New York	388	1,186	1,574		Oklahoma	-	101	101	
New Jersey	194	470	664		Texas	73	1,388	1,461	
Pennsylvania	127	579	706		WEST SO. CENTRAL	84	1,771	1,855	10.2
MIDDLE ATLANTIC	709	2,235	2,944	16.2	Montana	-	49	49	
Ohio	201	663	864		Idaho	-	11	11	
Indiana	63	143	206		Wyoming	-	6	6	
Illinois	190	988	1,178		Colorado	24	319	343	
Michigan	7	301	308		New Mexico	-	21	21	
Wisconsin	23	287	310		Arizona	37	122	159	
EAST NO. CENTRAL	484	2,382	2,866	15.8	Utah	1	111	112	
Minnesota	87	174	261		Nevada	-	43	43	
Iowa	14	398	412		MOUNTAIN	62	682	744	4.1
Missouri	22	632	654		Alaska	-	9	9	
North Dakota	1	8	9		Washington	18	353	371	
South Dakota	-	20	20		Oregon	16	112	128	
Nebraska	33	88	121		California	216	1,821	2,037	
Kansas	5	123	128		Hawaii	-	8	8	
WEST NO. CENTRAL	162	1,443	1,605	8.8	PACIFIC	250	2,303	2,553	14.1
Delaware	-	3	3		UNITED STATES	2,626	14,757	17,383	95.7
Maryland	10	327	337		U.S. Territories	1	1	2	
Washington, DC	22	53	75		Canada	14	137	151	
Virginia	44	237	281		Mexico	-	13	13	
West Virginia	5	24	29		Other International	178	428	606	
North Carolina	26	267	293		APO/FPO	-	-	-	
South Carolina	19	72	91						
Georgia	150	614	764						
Florida	42	948	990						
SOUTH ATLANTIC	318	2,545	2,863	15.8					
					TOTAL QUALIFIED CIRCULATION	2,819	15,336	18,155	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 15,210 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 2,819 copies or 15.5%, 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

Sandy Laycox, 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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