

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.

A.M. Best Company
Ambest Road
Oldwick, NJ 08858
Tel.: (908) 439-2200
Fax: (908) 439-3296
www.bestsreview.com

A.M. BEST has been a leading insurance rating agency and information provider for more than a century. We know the industry; we know the people; we know the issues. Our monthly magazine, Best's Review, targets the decision-makers of insurance and reinsurance carriers, brokers and agencies. It is an essential business tool for executives, brokers, consultants, actuaries, and the leaders of industry associations and agencies who need to understand the issues and people influencing the insurance market. Backed by our unique data and research, our original content provides strategic insight drawn from the industry's thought leaders and experts. Best's Review is the ideal publication for advertisers trying to reach the most influential people in the insurance industry.

FIELD SERVED

BEST'S REVIEW serves Insurance/Reinsurance Companies, Insurance Brokerages/Agencies, A.M. Best Insurance Information Clients, Consulting Firms, Law Firms, Financial Services Organizations, Risk Management Companies, Health Related Organizations, Insurance Adjusting Firms, Associations/Trade Organizations, Government/Educational Institutions, and Other Insurance Related Companies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include titled and non-titled personnel within the field served. Qualified Multi-Copy Same Addressee subscriptions are sold to qualified recipients as non-paid, paid and paid nondeductible subscriptions included with their order of A.M. Best Information Services products.

CHANNELS

BEST'S REVIEW MAGAZINE



6 issues in the period
56,630 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BEST'S REVIEW MAGAZINE (6 issues in the period)	46,807	9,823	56,630
a. Print	40,682	9,774	50,456
b. Digital	6,125	49	6,174
1. Requested	6,125	49	6,174
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	18
Allocated for Trade Shows and Conventions	335
All Other	14,514
TOTAL	14,867

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	52,883	93.4	46,056	81.3	6,827	12.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	3,747	6.6	751	1.3	2,996	5.3
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,630	100.0	46,807	82.6	9,823	17.4

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
July	50,402	6,621	47,008	10,015	57,023
August	50,409	7,115	47,567	9,957	57,524
September	50,407	6,018	46,597	9,828	56,425
October	50,400	6,026	46,696	9,730	56,426
November	50,373	5,752	46,409	9,716	56,125
December	50,744	5,513	46,567	9,690	56,257

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

This issue is 1.1% or 606 copies below the average of the other 5 issues reported in Paragraph 2.

Type of Company	Total Qualified	Percent of Total	Print	Digital	Qualified Non-Paid	Qualified Paid
A.M. Best Information Services Clients	9,103	16.2	9,103	-	-	9,103
Insurance Agency	14,022	25.0	13,373	649	13,967	55
Insurance Brokerage	5,563	9.9	4,865	698	5,543	20
Insurance Company	18,109	32.2	16,084	2,025	17,975	134
Reinsurance Company	603	1.1	268	335	594	9
Financial Services Organization	1,980	3.5	1,537	443	1,957	23
Risk Management Company	226	0.4	167	59	225	1
Health Related Organization	310	0.5	270	40	307	3
Insurance Adjusting Firm	207	0.4	167	40	205	2
Association / Trade Organization	152	0.3	107	45	140	12
Consulting Firm	1,269	2.3	990	279	1,249	20
Law Firm	273	0.5	208	65	256	17
Government / Educational Institution	837	1.5	502	335	814	23
Other Insurance Related Company	3,471	6.2	2,732	739	3,177	294
TOTAL QUALIFIED CIRCULATION	56,125	100.0	50,373	5,752	46,409	9,716
PERCENT	100.0		89.8	10.2	82.7	17.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. Direct Request:	17,509	11,755	6,944	30,456	5,752	35,771	437	36,208	64.5
II. Request from recipient's company:	121	16	-	137	-	-	137	137	0.2
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	17,756	1,927	97	19,780	-	10,638	9,142	19,780	35.3
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	17,756	1,927	97	19,780	-	10,638	9,142	19,780	35.3
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,386	13,698	7,041	50,373	5,752	46,409	9,716	56,125	100.0
PERCENT	63.1	24.4	12.5	89.8	10.2	82.7	17.3	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January–June 2016	July – December 2016	January–June 2017	July – December 2017	January–June 2018	July – December 2018*
Total Audit Average Qualified:	61,907	60,098	58,108	58,588	58,175	56,630
Qualified Non-Paid:	49,489	48,298	46,765	47,836	48,009	46,807
Print:	38,331	38,868	39,120	39,882	40,577	40,682
Digital:	11,158	9,430	7,645	7,954	7,432	6,125
Qualified Paid:	12,418	11,800	11,343	10,752	10,166	9,823
Print:	12,352	11,748	11,312	10,711	10,132	9,774
Digital:	66	52	31	41	34	49
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$67.75	\$67.66	\$67.65	\$67.63	\$69.65	\$69.72

*NOTE: July – December 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 NOVEMBER 2018

State	Print	Digital	Non-Paid	Paid	Total	Percent
Maine	166	17	143	40	183	
New Hampshire	292	19	271	40	311	
Vermont	122	12	110	24	134	
Massachusetts	1,540	106	1,330	316	1,646	
Rhode Island	270	15	211	74	285	
Connecticut	1,257	111	1,086	282	1,368	
NEW ENGLAND	3,647	280	3,151	776	3,927	7.0
New York	4,345	325	3,654	1,016	4,670	
New Jersey	2,227	180	1,947	460	2,407	
Pennsylvania	2,433	165	2,049	549	2,598	
MIDDLE ATLANTIC	9,005	670	7,650	2,025	9,675	17.2
Ohio	1,925	120	1,654	391	2,045	
Indiana	930	47	809	168	977	
Illinois	3,207	201	2,781	627	3,408	
Michigan	1,270	102	1,131	241	1,372	
Wisconsin	1,003	65	915	153	1,068	
EAST NO. CENTRAL	8,335	535	7,290	1,580	8,870	15.8
Minnesota	803	47	711	139	850	
Iowa	687	58	579	166	745	
Missouri	1,035	59	873	221	1,094	
North Dakota	118	4	87	35	122	
South Dakota	117	8	90	35	125	
Nebraska	393	34	326	101	427	
Kansas	520	31	459	92	551	
WEST NO. CENTRAL	3,673	241	3,125	789	3,914	7.0
Delaware	144	7	118	33	151	
Maryland	808	61	721	148	869	
Washington, DC	160	21	103	78	181	
Virginia	996	74	892	178	1,070	
West Virginia	143	6	100	49	149	
North Carolina	1,121	58	1,022	157	1,179	
South Carolina	574	30	517	87	604	
Georgia	1,586	100	1,476	210	1,686	
Florida	3,635	228	3,368	495	3,863	
SOUTH ATLANTIC	9,167	585	8,317	1,435	9,752	17.4

State	Print	Digital	Non-Paid	Paid	Total	Percent
Kentucky	457	20	384	93	477	
Tennessee	780	34	693	121	814	
Alabama	593	27	470	150	620	
Mississippi	373	13	301	85	386	
EAST SO. CENTRAL	2,203	94	1,848	449	2,297	4.1
Arkansas	263	12	220	55	275	
Louisiana	815	41	650	206	856	
Oklahoma	457	26	390	93	483	
Texas	3,489	233	3,158	564	3,722	
WEST SO. CENTRAL	5,024	312	4,418	918	5,336	9.5
Montana	142	8	107	43	150	
Idaho	139	10	125	24	149	
Wyoming	66	2	50	18	68	
Colorado	660	51	597	114	711	
New Mexico	166	17	143	40	183	
Arizona	771	71	739	103	842	
Utah	313	18	265	66	331	
Nevada	338	17	313	42	355	
MOUNTAIN	2,595	194	2,339	450	2,789	5.0
Alaska	65	3	49	19	68	
Washington	754	53	695	112	807	
Oregon	378	25	353	50	403	
California	4,933	389	4,568	754	5,322	
Hawaii	195	20	173	42	215	
PACIFIC	6,325	490	5,838	977	6,815	12.1
UNITED STATES	49,974	3,401	43,976	9,399	53,375	95.1
U.S. Territories	160	35	115	80	195	
Canada	103	582	583	102	685	
Mexico	-	28	28	-	28	
Other International	136	1,706	1,707	135	1,842	
APO/FPO	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	50,373	5,752	46,409	9,716	56,125	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported above. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available. Multi-Copy Same Addressee is audited only to the point of distribution.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 1:

Qualified Paid Multi-Copy Addressee subscriptions averaging 2,996 copies were sold, in quantities of 2 to 19 to qualified recipients at prices from \$5.00 to \$70.00.

PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 625 copies or 1.1%, 5,619 or 10.0% from LexisNexis to 9,103 copies or 16.2% from A.M. Best Insurance Information Services Clients.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Lee McDonald, Group Vice President - Publication & News Services

Linda McEntee, Audience Development Manager

(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	January 28, 2019
State	New Jersey
County	Hunterdon
Received by BPA Worldwide	January 28, 2019
Type	BJ
ID Number	B017B0D8

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.