

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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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 are A.M. Best Insurance Information Clients, Agent/Broker Employees, Executive Level Employees, Manager Level Employees, Administrative Employees, and Other Insurance Related Personnel. Qualified Multi-Copy Single Addressee subscriptions are sold to qualified recipients as non-paid, paid and paid nondeductible subscriptions included with their order of A.M. Best insurance products.

CHANNELS

BEST'S REVIEW MAGAZINE



6 issues in the period
58,175 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)	48,009	10,166	58,175
a. Print	40,577	10,132	50,909
b. Digital	7,432	34	7,466
1. Requested	7,432	34	7,466
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	26
Allocated for Trade Shows and Conventions	352
All Other	15,526
TOTAL	15,904

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	54,309	93.4	47,276	81.3	7,033	12.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	3,866	6.6	733	1.2	3,133	5.4
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,175	100.0	48,009	82.5	10,166	17.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January	50,718	7,835	48,305	10,248	58,553
February	50,609	7,762	48,214	10,157	58,371
March	50,644	7,725	48,160	10,209	58,369
April	51,315	7,473	48,659	10,129	58,788
May	50,533	7,223	47,612	10,144	57,756
June	50,440	6,773	47,105	10,108	57,213

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

This issue is 0.9% or 503 copies below the average of the other 5 issues reported in Paragraph 2.

Type of Company (Note 1)	Total Qualified	Percent of Total	Print	Digital	Qualified Non-Paid	Qualified Paid
A.M. Best Insurance Information Clients	9,513	16.5	9,513	-	-	9,513
Insurance Agency	14,338	24.8	13,619	719	14,284	54
Insurance Brokerage	5,712	9.9	4,899	813	5,690	22
Insurance Company	18,309	31.7	15,627	2,682	18,148	161
Reinsurance Company	663	1.1	264	399	659	4
Financial Services Organization	2,069	3.6	1,518	551	2,042	27
Risk Management Company	244	0.4	164	80	243	1
Health Related Organization	337	0.6	285	52	331	6
Insurance Adjusting Firm	205	0.3	162	43	199	6
Association / Trade Organization	168	0.3	116	52	156	12
Consulting Firm	1,369	2.4	990	379	1,338	31
Law Firm	297	0.5	207	90	276	21
Government / Educational Institution	903	1.6	481	422	880	23
Other Insurance Related Company	3,629	6.3	2,688	941	3,366	263
TOTAL QUALIFIED CIRCULATION	57,756	100.0	50,533	7,223	47,612	10,144
PERCENT	100.0		87.5	12.5	82.4	17.6

Note 1: Type of Company includes qualified recipients that are A.M. Best Insurance Information Clients, Agent/Broker Employees, Executive Level Employees, Manager Level Employees, Administrative Employees, and Other Insurance Related Personnel.

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

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. Direct Request:	25,446	8,249	4,144	30,616	7,223	37,379	460	37,839	65.5
II. Request from recipient's company:	111	23	-	134	-	-	134	134	0.2
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	19,110	594	79	19,783	-	10,233	9,550	19,783	34.3
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	19,110	594	79	19,783	-	10,233	9,550	19,783	34.3
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,667	8,866	4,223	50,533	7,223	47,612	10,144	57,756	100.0
PERCENT	77.3	15.4	7.3	87.5	12.5	82.4	17.6	100.0	

*See Additional Data

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
	July – December 2015	January–June 2016	July – December 2016	January–June 2017	July – December 2017*	January–June 2018*
Total Audit Average Qualified:	61,939	61,907	60,098	58,108	58,588	58,175
Qualified Non-Paid:	48,812	49,489	48,298	46,765	47,836	48,009
Print:	37,422	38,331	38,868	39,120	39,882	40,577
Digital:	11,390	11,158	9,430	7,645	7,954	7,432
Qualified Paid:	13,127	12,418	11,800	11,343	10,752	10,166
Print:	13,059	12,352	11,748	11,312	10,711	10,132
Digital:	68	66	52	31	41	34
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$64.54	\$67.75	\$67.66	\$67.65	\$67.63	\$69.65

*NOTE: July 2017 – 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	Print	Digital	Non-Paid	Paid	Total	Percent
Maine	151	21	135	37	172	
New Hampshire	273	21	256	38	294	
Vermont	133	13	122	24	146	
Massachusetts	1,541	147	1,354	334	1,688	
Rhode Island	272	19	213	78	291	
Connecticut	1,254	150	1,127	277	1,404	
NEW ENGLAND	3,624	371	3,207	788	3,995	6.9
New York	4,231	413	3,604	1,040	4,644	
New Jersey	2,241	249	2,010	480	2,490	
Pennsylvania	2,458	224	2,120	562	2,682	
MIDDLE ATLANTIC	8,930	886	7,734	2,082	9,816	17.0
Ohio	1,967	179	1,722	424	2,146	
Indiana	905	58	791	172	963	
Illinois	3,187	269	2,806	650	3,456	
Michigan	1,267	128	1,141	254	1,395	
Wisconsin	1,030	89	958	161	1,119	
EAST NO. CENTRAL	8,356	723	7,418	1,661	9,079	15.7
Minnesota	821	63	742	142	884	
Iowa	729	85	635	179	814	
Missouri	1,031	76	883	224	1,107	
North Dakota	123	6	92	37	129	
South Dakota	109	8	85	32	117	
Nebraska	404	41	336	109	445	
Kansas	530	36	466	100	566	
WEST NO. CENTRAL	3,747	315	3,239	823	4,062	7.0
Delaware	141	6	113	34	147	
Maryland	801	76	725	152	877	
Washington, DC	164	24	107	81	188	
Virginia	979	94	878	195	1,073	
West Virginia	174	11	117	68	185	
North Carolina	1,174	76	1,086	164	1,250	
South Carolina	576	41	516	101	617	
Georgia	1,601	127	1,511	217	1,728	
Florida	3,696	308	3,471	533	4,004	
SOUTH ATLANTIC	9,306	763	8,524	1,545	10,069	17.5

State	Print	Digital	Non-Paid	Paid	Total	Percent
Kentucky	453	26	381	98	479	
Tennessee	796	49	717	128	845	
Alabama	617	34	482	169	651	
Mississippi	363	17	292	88	380	
EAST SO. CENTRAL	2,229	126	1,872	483	2,355	4.1
Arkansas	274	20	238	56	294	
Louisiana	810	50	635	225	860	
Oklahoma	454	36	390	100	490	
Texas	3,498	296	3,203	591	3,794	
WEST SO. CENTRAL	5,036	402	4,466	972	5,438	9.4
Montana	131	10	97	44	141	
Idaho	155	12	141	26	167	
Wyoming	69	3	52	20	72	
Colorado	644	76	610	110	720	
New Mexico	182	22	160	44	204	
Arizona	789	82	763	108	871	
Utah	318	22	275	65	340	
Nevada	329	17	302	44	346	
MOUNTAIN	2,617	244	2,400	461	2,861	5.0
Alaska	65	3	48	20	68	
Washington	731	83	700	114	814	
Oregon	378	32	359	51	410	
California	4,939	486	4,641	784	5,425	
Hawaii	193	25	173	45	218	
PACIFIC	6,306	629	5,921	1,014	6,935	12.0
UNITED STATES	50,151	4,459	44,781	9,829	54,610	94.6
U.S. Territories	124	46	110	60	170	
Canada	115	681	683	113	796	
Mexico	-	32	32	-	32	
Other International	143	2,005	2,006	142	2,148	
APO/FPO	-	-	-	-	-	

TOTAL QUALIFIED CIRCULATION 50,533 7,223 47,612 10,144 57,756 100.0

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.

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 2,618 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 597 copies or 1.0% to 9,513 copies or 16.5%, including A.M. Best Insurance Information 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 of Communications

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.

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County	Hunterdon
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