

# BEST'S REVIEW®

*Best's Review* takes a hard look at emerging insurance issues and trends from every angle, and evaluates their effect on different segments of the industry. It's the type of critical insight and analysis the decision makers rely on us for — and what our audience needs to stay competitive in a dynamic environment.

## About Our Readers

**91%** of *Best's Review* readers have taken one or more of the following actions:<sup>1</sup>

- Purchased/recommended purchase of advertised product/service
- Visited advertiser website
- Contacted an advertiser
- Requested additional advertiser information
- Discussed ad with others
- Quoted material in a memo, report, or speech
- Discussed article with others
- Shared article via social media/email

**74%** of agents/brokers/producers are involved in determining the insurance companies their agency or organization will do business with.<sup>1</sup>

Among home office executives:

**70%** of readers influence the purchase of information technology (hardware, software applications, etc).<sup>1</sup>

**#1** *Best's Review*: The insurance industry's most valued magazine.<sup>1</sup>

**53%** of readers are AVPs or higher<sup>1</sup>, and 35% work for an insurance agency or brokerage.<sup>2</sup>

**80%** of readers say *Best's Review* provides information they can't get elsewhere.<sup>1</sup>

**90%** of readers would recommend *Best's Review* to a colleague.<sup>1</sup>

Among agents, brokers and producers:

**75%** of readers describe their agency or organization as Insurance Agency: Independent.<sup>1</sup>

1. Statistics are from an Audience Study of *Best's Review*, conducted by Harvey Research Inc., August 2018.

2. Statistics are from a *Best's Review* Brand Report, conducted by BPA Worldwide, June 2018.