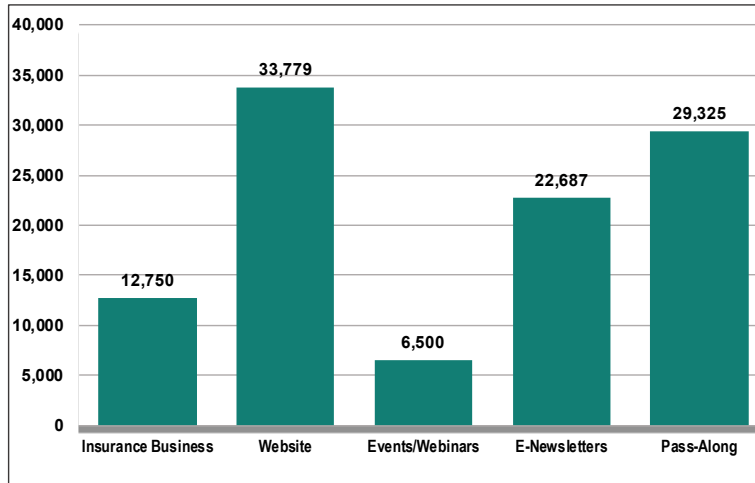


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended December 31, 2017

TOTAL GROSS CONTACTS

105,041



EXECUTIVE SUMMARY

Channels	Contacts	Period
Insurance Business Qualified Nonpaid Circulation	12,750	6 months ended December 31, 2017
Website Page Impressions Unique Browsers	154,235 33,779	For the month of November 2017
Events/Webinars Event Registrants Webinar Attendees	6,500 4,900	6 months ended December 31, 2017
E-Newsletters Average Net Distribution Per Issue	22,687	6 months ended December 31, 2017
Pass-Along Total Recipients	29,325	December 2017 issue
Social Media Facebook Likes LinkedIn Followers Twitter Followers	812 1,040 2,003	As of August 31, 2017

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2017

Subject to Audit

Field Served:

INSURANCE BUSINESS serves the field of Insurance, including Insurance Brokers, Agencies, Insurance Company Head and Branch Offices, Reinsurance, Appraising and Adjusting Firms and others allied to the field.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		12,750
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		9,503
Qualified Nonpaid Individual - Digital		145
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		3,102
Total Qualified Nonpaid Individual		12,750
Total Average Qualified Nonpaid Circulation		12,750

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	867
Total Nonqualified Allocated for Shows & Conventions	867
Nonqualified Miscellaneous, Including Staff Copies - Print	540
Total Nonqualified Miscellaneous, Including Staff Copies	540
Total Average Nonqualified Circulation	1,407

AVERAGE CIRCULATION BY ISSUES						
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul	12,537			12,537	149	86
Aug	12,479	118	128	12,725	490	678
Sep	12,452	181	129	12,762	134	171
Oct	12,458	188	126	12,772	123	133
Nov	3,460	185	9,225	12,870	33	131
Dec	3,630	197	9,006	12,833	100	63

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
1.	Insurance Brokers/Agencies	6,829	53.2	2,026	76	4,727
2.	Insurance Company Officers and Departments	2,495	19.4	635	27	1,833
3.	Claims Manager/Claims Adjuster - Company and Independent	693	5.4	102	24	567
4.	Corporate Insurance Risk Managers and Buyers	1,702	13.3	465	2	1,235
5.	Industry Related Recipients:					
	(a) Consulting Actuaries	14	0.1	11		3
	(b) Engineering and Inspection Services	15	0.1	8	1	6
	(c) Government agencies, including Rating Bureaus and State Insurance Departments	49	0.4	26		23
	(d) Schools	68	0.5	17		51
	(e) Professional Associations	77	0.6	25	1	51
	(f) Financial and Banking Officials	28	0.2	15		13
	(g) Libraries	26	0.2	26		
	(h) Accountants	28	0.2	8	16	4
	(i) Appraisers	41	0.3	3	1	37
	(j) Restoration Services	123	1.0	20	32	71
	(k) Rehabilitation Facilities/Case Management Consultants	44	0.3	10	2	32
	(l) Collision Repair/Bodyshops	103	0.8	15		88
6.	Others Allied to the Field	498	3.9	218	15	265
	Total Qualified Circulation	12,833	100.0	3,630	197	9,006

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	%
Total Direct request from recipient	2,707	65	8,125	9,244	1,141	512	10,897	84.9
Total Direct request from recipient's company								
Total Communication other than request Association	6		5		9	2	11	0.1
Business Directories	602	83	519	1,124	67	13	1,204	9.4
Lists	309		311	412	180	28	620	4.8
Acquired Circulation								
Other Sources	6	49	46	101			101	0.8
Total Qualified Subscriptions	3,630	197	9,006	10,881	1,397	555	12,833	100.0
Percent	28.3	1.5	70.2	84.8	10.9	4.3	100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	%
Individual by name and title and/or occupation	2,868	165	8,805	11,838	92.3
Individual by name only	465	32	201	698	5.4
Title or occupation only	55			55	0.4
Company name only	242			242	1.9
Multicopy Same Addressee					
Total Qualified Subscriptions	3,630	197	9,006	12,833	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	59		39	98
Arizona	95	2	97	194
Arkansas	36		19	55
California	67	10	1,581	1,658
Colorado	65	3	62	130
Connecticut	65	2	83	150
Delaware	12	2	8	22
District Of Columbia	102		1,029	1,131
Florida	77	9	447	533
Georgia	87	3	70	160
Idaho	71	2	7	80
Illinois	162	16	336	514
Indiana	98	1	34	133
Iowa	80	6	35	121
Kansas	12		29	41
Kentucky	13	2	31	46
Louisiana	27	6	28	61
Maine	30	3	15	48
Maryland	53		43	96
Massachusetts	42	1	1,115	1,158
Michigan	107	1	71	179
Minnesota	77	24	61	162
Mississippi	79	5	14	98
Missouri	64	2	60	126
Montana	22		10	32
Nebraska	16	14	18	48
Nevada	57	7	12	76
New Hampshire	70		21	91
New Jersey	107	9	369	485
New Mexico	87		19	106
New York	169	6	1,606	1,781
North Carolina	74	5	58	137
North Dakota	65	9	7	81
Ohio	81	3	120	204
Oklahoma	28		15	43
Oregon	62		19	81
Pennsylvania	91	4	164	259
Rhode Island	87	5	17	109
South Carolina	82		33	115
South Dakota	80		8	88
Tennessee	39	3	36	78
Texas	126	5	174	305
Utah	89		65	154
Vermont	8		12	20
Virginia	46	6	72	124
Washington	53	16	72	141
West Virginia	92		8	100
Wisconsin	24		53	77
Wyoming	35		4	39
TOTAL 48 CONTERMINOUS STATES	3,270	192	8,306	11,768
Alaska	89	5	5	99
Hawaii	87		6	93
TOTAL ALASKA & HAWAII	176	5	11	192
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	3,446	197	8,317	11,960
Poss. & Other Areas	13		219	232
U.S. & POSS., etc.	3,459	197	8,536	12,192
Canada	120		470	590
International	29			29
Military or Civilian Personnel Overseas	22			22
Total International	171		470	641
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	3,630	197	9,006	12,833

CHANNEL PROFILES

Website - www.insurancebusiness.com

Month	Page Impressions	Unique Browsers
Jul	154,500	34,568
Aug	153,987	33,125
Sep	153,867	33,078
Oct	154,298	34,430
Nov	155,100	35,424
Dec	153,660	32,050

Events/Webinars

Type	Total Registrants	Total Attendees
Events	6,500	4,900

E-Newsletter - www.insurancebusiness.com/enewsletter

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
Jul	8	22,356	178,848
Aug	8	21,865	174,920
Sep	8	23,671	189,368
Oct	8	23,123	184,984
Nov	8	22,456	179,648
Dec	8	22,653	181,224

Pass-Along

Name	Readers per Copy	Total Pass-Along Recipients	Total Circulation & Pass-Along
2017 Subscriber Study	4.1	29,325	42,075

Social Media

Channel	Total as of August 31, 2017
Facebook Likes	812
LinkedIn Followers	1,040
Twitter Followers	2,002

NOTES

Definition of Recipient Qualification:

Qualified recipients are: insurance brokers, agents, branch sales offices, insurance company officers and departments, appraisers, adjusters, risk and insurance managers of corporate business, also included as qualified are other personnel and company copies allied to the field, and others.

Rounding %: Due to rounding, percentages may not always add to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2017 issue.

Total Gross Contacts Include: Qualified Nonpaid Circulation; Unique Browsers; E-Newsletter Average Net Distribution Per Issue; Pass-Along; Events Registrants.

Website Data Source: Site Certifier

Website Domains: Domains included in website traffic www.insurancebusiness.net.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

E-Newsletters Data Source: AAM Digital Audit.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Event Registrants: Total registrants represents individuals or groups that registered for the events. No attempt was made to confirm registered attendees for the events.

Pass-Along: These data represent results of a Pass-Along Audience Research study conducted by Ajax Research. AAM audit staff reviewed Ajax's methodology and tabulations to ensure they met standard industry guidelines.

Summary of Pass-Along: Summary of Pass-Along Questionnaire Mailings, Receipts and Valid Responses: Number mailed - 500. Received by Recipients - 474. Completed Returns - 208.
Website Data Source

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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