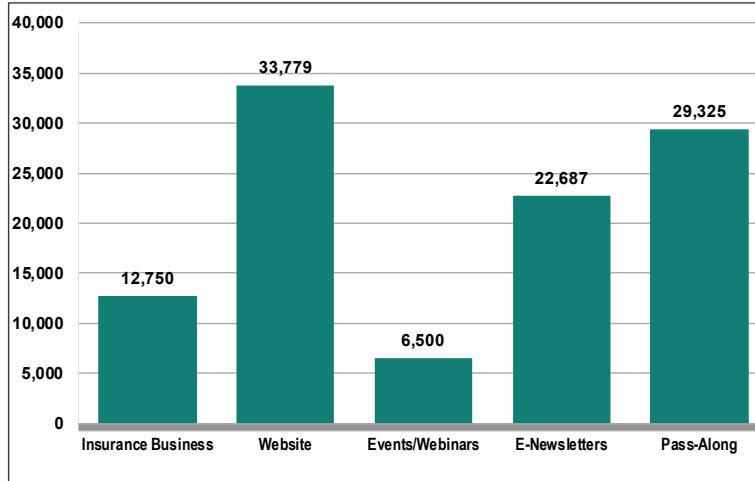


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2024

TOTAL GROSS CONTACTS

105,041



EXECUTIVE SUMMARY

Channels	Contacts	Period
Insurance Business Qualified Nonpaid Circulation	12,750	6 months ended June 30, 2024
Website Page Impressions Unique Browsers	154,235 33,779	6 months ended June 30, 2024
Events/Webinars Event Registrants Webinar Attendees	6,500 4,900	6 months ended June 30, 2024
E-Newsletters Average Net Distribution Per Issue	22,687	6 months ended June 30, 2024
Pass-Along Total Recipients	29,325	2024 Subscriber Study
Social Media Facebook Likes LinkedIn Followers Twitter Followers	812 1,040 2,003	As of June 30, 2024

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



6 months ended June 30, 2024

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		12,605
Qualified Nonpaid Individual - Digital		3247
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	Total Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	12,537		12,537	149	86
Feb	12,607	246	12,725	490	678
Mar	12,581	310	12,762	134	171
Apr	12,584	314	12,772	123	133
May	12,685	9,410	12,870	33	131
Jun	12,636	9,203	12,833	100	63

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Insurance Brokers/Agencies	6,829	53.2	6,753	4,803
2.	Insurance Company Officers and Departments	2,495	19.4	2,468	1,860
3.	Claims Manager/Claims Adjuster - Company and Independent	693	5.4	669	591
4.	Corporate Insurance Risk Managers and Buyers	1,702	13.3	1,700	1,237
5.	Industry Related Recipients:				
	(a) Consulting Actuaries	14	0.1	14	3
	(b) Engineering and Inspection Services	15	0.1	14	7
	(c) Government agencies, including Rating Bureaus and State Insurance Departments	49	0.4	49	23
	(d) Schools	68	0.5	68	51
	(e) Professional Associations	77	0.6	76	52
	(f) Financial and Banking Officials	28	0.2	28	13
	(g) Libraries	26	0.2	26	
	(h) Accountants	28	0.2	12	4
	(i) Appraisers	41	0.3	40	37
	(j) Restoration Services	123	1.0	91	71
	(k) Rehabilitation Facilities/Case Management Consultants	44	0.3	42	32
	(l) Collision Repair/Bodyshops	103	0.8	103	88
6.	Others Allied to the Field	498	3.9	483	280
	Total Qualified Circulation	12,833	100.0	12,636	9,203

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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