

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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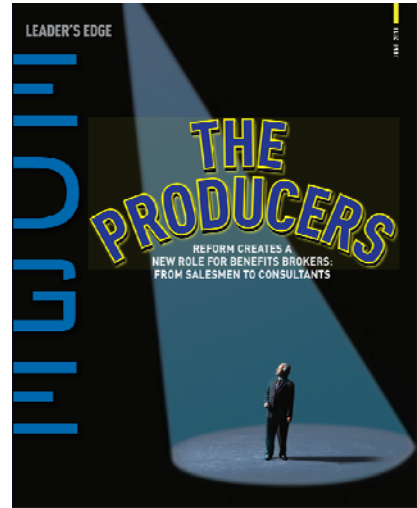
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## LEADER'S EDGE

The Council of Insurance Agents & Brokers  
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Official Publication of: Productivity Plus, Inc., a subsidiary of The Council of Insurance Agents & Brokers  
Established: 2004  
Issues Per Year: 10



### FIELD SERVED

LEADER'S EDGE serves Insurance Agencies, Brokerage Firms and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include commercial insurance brokers, producers, brokerage firm principals and executives as well as and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	33
Advertiser and Agency _____	90
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	242
Digital _____	-
All Other _____	2,606
<b>TOTAL</b>	<b>2,971</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,491	34.1	4,491	34.1	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
*Membership Benefit _____	8,688	65.9	-	-	8,688	65.9
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,179</b>	<b>100.0</b>	<b>4,491</b>	<b>34.1</b>	<b>8,688</b>	<b>65.9</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	4,580	8,710	13,290
March _____	4,377	8,744	13,121
April _____	4,463	8,765	13,228
May _____	4,632	8,536	13,168
June _____	4,403	8,685	13,088

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is 0.1% or 14 copies below the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Commercial insurance brokers, producers, brokerage firm principals and executives as well as and other titled and non-titled personnel _____	13,168	100.0	4,632	8,536
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,168</b>	<b>100.0</b>	<b>4,632</b>	<b>8,536</b>
<b>PERCENT</b>	<b>100.0</b>		<b>35.2</b>	<b>64.8</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	<b>8,536</b>	-	-	-	<b>8,536</b>	<b>8,536</b>	<b>64.8</b>
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>4,632</b>	-	-	<b>4,632</b>	-	<b>4,632</b>	<b>35.2</b>
Business Directories _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	4,632	-	-	4,632	-	4,632	35.2
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,168</b>	-	-	<b>4,632</b>	<b>8,536</b>	<b>13,168</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>35.2</b>	<b>64.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	4,505	7,264	11,769	89.4
Individuals by name only _____	127	1,272	1,399	10.6
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,632</b>	<b>8,536</b>	<b>13,168</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	52	48	100	
New Hampshire _____	15	14	29	
Vermont _____	-	5	5	
Massachusetts _____	290	146	436	
Rhode Island _____	72	11	83	
Connecticut _____	517	100	617	
<b>NEW ENGLAND</b>	<b>946</b>	<b>324</b>	<b>1,270</b>	<b>9.7</b>
New York _____	501	461	962	
New Jersey _____	388	207	595	
Pennsylvania _____	258	390	648	
<b>MIDDLE ATLANTIC</b>	<b>1,147</b>	<b>1,058</b>	<b>2,205</b>	<b>16.7</b>
Ohio _____	264	502	766	
Indiana _____	125	65	190	
Illinois _____	372	744	1,116	
Michigan _____	15	130	145	
Wisconsin _____	10	143	153	
<b>EAST NO. CENTRAL</b>	<b>786</b>	<b>1,584</b>	<b>2,370</b>	<b>18.0</b>
Minnesota _____	85	121	206	
Iowa _____	2	39	41	
Missouri _____	17	213	230	
North Dakota _____	-	5	5	
South Dakota _____	-	10	10	
Nebraska _____	29	52	81	
Kansas _____	11	93	104	
<b>WEST NO. CENTRAL</b>	<b>144</b>	<b>533</b>	<b>677</b>	<b>5.1</b>
Delaware _____	1	2	3	
Maryland _____	23	248	271	
Washington, DC _____	19	23	42	
Virginia _____	163	228	391	
West Virginia _____	-	52	52	
North Carolina _____	38	204	242	
South Carolina _____	15	35	50	
Georgia _____	238	331	569	
Florida _____	42	382	424	
<b>SOUTH ATLANTIC</b>	<b>539</b>	<b>1,505</b>	<b>2,044</b>	<b>15.5</b>

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Kentucky _____	128	111	239	
Tennessee _____	70	257	327	
Alabama _____	-	130	130	
Mississippi _____	-	64	64	
<b>EAST SO. CENTRAL</b>	<b>198</b>	<b>562</b>	<b>760</b>	<b>5.8</b>
Arkansas _____	7	85	92	
Louisiana _____	-	132	132	
Oklahoma _____	-	57	57	
Texas _____	121	623	744	
<b>WEST SO. CENTRAL</b>	<b>128</b>	<b>897</b>	<b>1,025</b>	<b>7.8</b>
Montana _____	-	5	5	
Idaho _____	-	17	17	
Wyoming _____	-	2	2	
Colorado _____	30	187	217	
New Mexico _____	1	14	15	
Arizona _____	42	188	230	
Utah _____	-	96	96	
Nevada _____	-	36	36	
<b>MOUNTAIN</b>	<b>73</b>	<b>545</b>	<b>618</b>	<b>4.7</b>
Alaska _____	-	6	6	
Washington _____	59	153	212	
Oregon _____	25	49	74	
California _____	464	1,000	1,464	
Hawaii _____	-	5	5	
<b>PACIFIC</b>	<b>548</b>	<b>1,213</b>	<b>1,761</b>	<b>13.4</b>
<b>UNITED STATES</b>	<b>4,509</b>	<b>8,221</b>	<b>12,730</b>	<b>96.7</b>
U.S. Territories _____	-	1	1	
Canada _____	4	48	52	
Mexico _____	-	14	14	
Other International _____	119	252	371	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,632</b>	<b>8,536</b>	<b>13,168</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
6-Month Period Ended:	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	12,399	11,741	12,283	11,705	13,467	13,179
Qualified Non-Paid: ___	1,869	1,799	1,836	1,643	2,982	4,491
Qualified Paid: _____	10,530	9,942	10,447	10,062	10,485	8,688
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00

\* **NOTE: All data through June 2011 is audited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC= None Claimed

#### ADDITIONAL DATA

##### PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 8,688 copies were sold to qualified recipients at the following subscription price: \$9.00.

##### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 4,632 copies or 35.2%, including The Council of Insurance Company Executives.

**The figures reported herein are correct based on the June 2011 circulation audit.**

We have audited this Circulation Statement of LEADER'S EDGE. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of LEADER'S EDGE for the period reported.

BPA Worldwide  
Shelton, CT  
January 3, 2012

TYPE: A  
ID Number: L156P011