

# Insurance Business

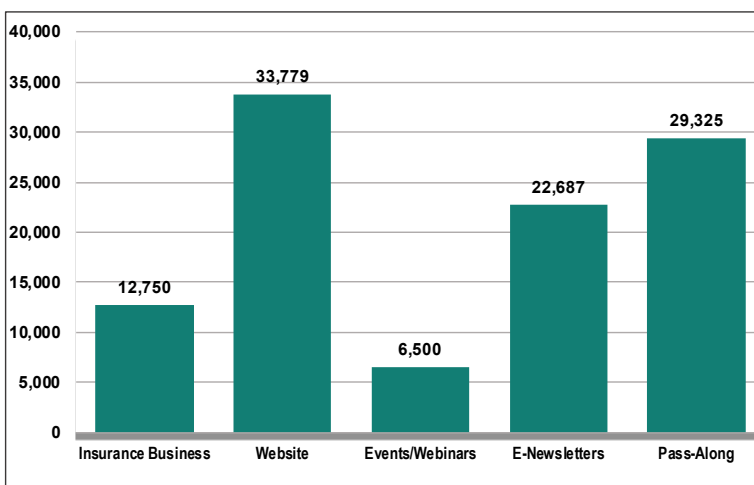
## CONSOLIDATED MEDIA REPORT

**B2B Media**

6 months ended June 30, 2024

**TOTAL GROSS CONTACTS**

**105,041**



### EXECUTIVE SUMMARY

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

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



# Insurance Business

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		3,247
<b>Total Qualified Nonpaid Individual</b>		<b>12,750</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>12,750</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		867
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>867</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		540
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>540</b>
<b>Total Average Nonqualified Circulation</b>		<b>1,407</b>

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

All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

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	20
	(i) Appraisers	41	0.3	40	38
	(j) Restoration Services	123	1.0	91	103
	(k) Rehabilitation Facilities/Case Management Consultants	44	0.3	42	34
	(l) Collision Repair/Bodyshops	103	0.8	103	88
6.	Others Allied to the Field	498	3.9	483	280
	<b>Total Qualified Circulation</b>	<b>12,833</b>	<b>100.0</b>	<b>12,636</b>	<b>9,203</b>

SOURCE ANALYSIS							
			Qualified Within				
Source	Print	Digital	1 Year	2 Years	3 Years	Total	%
Total Direct request from recipient	10,832	8,190	9,244	1,141	512	10,897	84.9
Total Direct request from recipient's company							
Total Communication other than request	11	5		9	2	11	0.1
Membership Benefit							
Business Directories	1,121	602	1,124	67	13	1,204	9.4
Lists	620	311	412	180	28	620	4.8
Acquired Circulation							
Other Sources	52	95	101			101	0.8
Total Qualified Circulation	12,636	9,203	10,881	1,397	555	12,833	100.0
Percent	98.5	71.7	84.8	10.9	43	100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	%
Individual by name and title and/or occupation	11,673	8,970	11,838	92.3
Individual by name only	666	233	698	5.4
Title or occupation only	55		55	0.4
Company name only	242		242	1.9
Multi-Copy Same Addressee				
Total Qualified Subscriptions	12,636	9,203	12,833	100.0

GEOGRAPHIC ANALYSIS			
State/Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	98	39	98
Arizona	192	99	194
Arkansas	55	19	55
California	1,648	1,591	1,658
Colorado	127	65	130
Connecticut	148	85	150
Delaware	20	10	22
District Of Columbia	1,131	1,029	1,131
Florida	524	456	533
Georgia	157	73	160
Idaho	78	9	80
Illinois	498	352	514
Indiana	132	35	133
Iowa	115	41	121
Kansas	41	29	41
Kentucky	44	33	46
Louisiana	55	34	61
Maine	45	18	48
Maryland	96	43	96
Massachusetts	1,157	1,116	1,158
Michigan	178	72	179
Minnesota	138	85	162
Mississippi	93	19	98
Missouri	124	62	126
Montana	32	10	32
Nebraska	34	32	48
Nevada	69	19	76
New Hampshire	91	21	91
New Jersey	476	378	485
New Mexico	106	19	106
New York	1,775	1,612	1,781
North Carolina	132	63	137
North Dakota	72	16	81
Ohio	201	123	204
Oklahoma	43	15	43
Oregon	81	19	81
Pennsylvania	255	168	259
Rhode Island	104	22	109
South Carolina	115	33	115
South Dakota	88	8	88
Tennessee	75	39	78
Texas	300	179	305
Utah	154	65	154
Vermont	20	12	20
Virginia	118	78	124
Washington	125	88	141
West Virginia	100	8	100
Wisconsin	77	53	77
Wyoming	39	4	39
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>11,576</b>	<b>8,498</b>	<b>11,768</b>
Alaska	94	10	99
Hawaii	93	6	93
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>187</b>	<b>16</b>	<b>192</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>11,763</b>	<b>8,514</b>	<b>11,960</b>
Poss. & Other Areas	232	219	232
<b>U.S. &amp; POSS., etc.</b>	<b>11,995</b>	<b>8,733</b>	<b>12,192</b>
Canada	590	470	590
International	29		29
Military or Civilian Personnel Overseas	22		22
<b>Total International</b>	<b>641</b>	<b>470</b>	<b>641</b>
E-Mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>12,636</b>	<b>9,203</b>	<b>12,833</b>

CHANNEL PROFILES		
Website - www.insurancebusiness.com		
Month	Page Impressions	Unique Browsers
Jan	154,500	34,568
Feb	153,987	33,125
Mar	153,867	33,078
Apr	154,298	34,430
May	155,100	35,424
Jun	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
Jan	8	22,356	178,848
Feb	8	21,865	174,920
Mar	8	23,671	189,368
Apr	8	23,123	184,984
May	8	22,456	179,648
Jun	8	22,653	181,224

Pass-Along			
Name	Readers per Copy	Total Pass-Along Recipients	Total Circulation & Pass-Along
2024 Subscriber Study	4.1	29,325	42,075

Social Media	
Channel	Total as of June 30, 2024
Facebook Likes	812
LinkedIn Followers	1,040
X Followers	2,003

**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%.

**Totals:** All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

**Analyzed Issue:** The information in Business/Occupational Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2024 issue.

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

**Website Data Source:** Google Analytics

**Website Domains:** Domains included in website traffic [www.insurancebusiness.net](http://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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