

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Insurance Publications Inc.
PO Box 11310
Overland Park, KS 66207
Tel. No.: (913) 383-9191
Fax No.: (913) 383-1247
www.brokerworldmag.com

Official Publication of: None
Established: 1980
Issues per Year: 12

FIELD SERVED

BROKER WORLD serves the life and health insurance industry (profession).

DEFINITION OF RECIPIENT QUALIFICATION

Life and health insurance agents and brokers; financial planners; brokerage general agents and wholesalers; insurance company personnel; insurance associations and organizations related to the life and health insurance industry and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	68
Rotated or Occasional _____	139
*Allocated for Trade Shows and Conventions _____	272
Digital _____	-
All Other _____	1,167
TOTAL	1,646

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,476	27.8	3,648	12.0	4,828	15.8
*Sponsored Individually Addressed_	22,004	72.1	-	-	22,004	72.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	42	0.1	11	-	31	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,522	100.0	3,659	12.0	26,863	88.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	2,984	2,981	2,524	28,027	30,551
February _____	403	367	2,613	27,902	30,515
March _____	241	165	2,692	27,747	30,439
April _____	473	576	4,745	25,797	30,542
May _____	815	820	4,614	25,933	30,547
June _____	293	284	4,764	25,774	30,538
TOTAL	5,209	5,193			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.1% or 30 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Life and health insurance industry professionals (Note 1) _____	30,547	100.0	4,614	25,933
TOTAL QUALIFIED CIRCULATION	30,547	100.0	4,614	25,933
PERCENT	100.0		15.1	84.9

Note 1: Includes life agent or broker, health agent or broker, broker general agent or wholesaler, financial planner, insurance company personnel and others allied to the field including sponsored copies

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: _____	3,036	1,474	979	713	4,776	5,489	18.0
II. Request from recipient's company: _____	63	103	60	126	100	226	0.7
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	1	-	-	-	1	1	-
V. TOTAL - Sources other than above (listed alphabetically): _____	19,326	5,158	347	3,775	21,056	24,831	81.3
*Association rosters and directories _____	172	167	-	339	-	339	1.2
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	19,154	4,991	347	3,436	21,056	24,492	80.1
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,426	6,735	1,386	4,614	25,933	30,547	100.0
PERCENT	73.4	22.1	4.5	15.1	84.9	100.0	

*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 _____	4,237	24,286	28,523	93.4
Individuals by name only _____	321	1,412	1,733	5.7
Titles or functions only _____	20	9	29	0.1
Company names only _____	25	197	222	0.7
Multi-Copy Same Addressee copies _____	11	29	40	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,614	25,933	30,547	100.0

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

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	20	298	318	
New Hampshire _____	28	305	333	
Vermont _____	6	86	92	
Massachusetts _____	152	596	748	
Rhode Island _____	13	85	98	
Connecticut _____	47	230	277	
NEW ENGLAND	266	1,600	1,866	6.1
New York _____	86	981	1,067	
New Jersey _____	165	911	1,076	
Pennsylvania _____	427	1,360	1,787	
MIDDLE ATLANTIC	678	3,252	3,930	12.9
Ohio _____	106	975	1,081	
Indiana _____	69	518	587	
Illinois _____	310	2,637	2,947	
Michigan _____	107	631	738	
Wisconsin _____	69	891	960	
EAST NO. CENTRAL	661	5,652	6,313	20.7
Minnesota _____	110	640	750	
Iowa _____	76	391	467	
Missouri _____	77	563	640	
North Dakota _____	29	135	164	
South Dakota _____	18	100	118	
Nebraska _____	46	471	517	
Kansas _____	100	410	510	
WEST NO. CENTRAL	456	2,710	3,166	10.4
Delaware _____	9	50	59	
Maryland _____	51	551	602	
Washington, DC _____	3	22	25	
Virginia _____	51	581	632	
West Virginia _____	6	104	110	
North Carolina _____	97	922	1,019	
South Carolina _____	46	502	548	
Georgia _____	75	593	668	
Florida _____	531	1,565	2,096	
SOUTH ATLANTIC	869	4,890	5,759	18.9

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Kentucky _____	13	343	356	
Tennessee _____	75	491	566	
Alabama _____	30	158	188	
Mississippi _____	11	329	340	
EAST SO. CENTRAL	129	1,321	1,450	4.7
Arkansas _____	29	188	217	
Louisiana _____	39	200	239	
Oklahoma _____	19	137	156	
Texas _____	463	1,322	1,785	
WEST SO. CENTRAL	550	1,847	2,397	7.8
Montana _____	8	36	44	
Idaho _____	28	95	123	
Wyoming _____	-	22	22	
Colorado _____	56	522	578	
New Mexico _____	14	61	75	
Arizona _____	79	465	544	
Utah _____	23	254	277	
Nevada _____	17	100	117	
MOUNTAIN	225	1,555	1,780	5.8
Alaska _____	-	15	15	
Washington _____	31	344	375	
Oregon _____	19	156	175	
California _____	724	2,521	3,245	
Hawaii _____	6	65	71	
PACIFIC	780	3,101	3,881	12.7
UNITED STATES	4,614	25,928	30,542	100.0
U.S. Territories _____	-	5	5	
Canada _____	-	-	-	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	4,614	25,933	30,547	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	28,316	28,605	28,379	30,960	30,505	30,522
Qualified Non-Paid: ___	7,184	4,722	5,310	2,773	6,458	3,659
Qualified Paid: _____	21,132	23,883	23,069	28,187	24,047	26,863
Post Expire Copies included in Total Qualified Circulation: _	3.0%	2.6%	3.3%	18.0%	2.3%	6.5 %
Average Annual Order Price: _____	\$3.77	\$3.21	\$3.52	\$3.40	\$3.44	\$3.36

*NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 issues for \$3.36		
PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
12 Issues for \$3.00 _____	9,568	84.0
12 Issues for \$4.00 _____	927	8.1
All Others _____	903	7.9
Total	11,398	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	11,398	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	11,398	100.0

ADDITIONAL DATA:

TRADE SHOWS & INDUSTRY MEETINGS

60 copies of the February 2011 issue were distributed at The Marketing Alliance annual meeting in Tampa, FL, February 27-March 2, 2011.
 700 copies of the March 2011 issue were distributed at the Eleventh Annual Intercompany Long Term Care Insurance (LTCI) Conference in Atlanta, GA, March 6-9, 2011.
 75 copies of the May 2011 issue were distributed at the National Association of Independent Life Brokerage Agencies (NAILBA) Executive Forum in Aventura, FL, May 18-20, 2011.
 800 copies of the June 2011 issue were distributed at the National Association of Health Underwriters (NAHU) Annual Convention in San Antonio, TX, June 26-29, 2011.

PARAGRAPH 1:

Qualified sponsored subscriptions averaging 22,004 copies were sold to qualified recipients (Brokerage General Agents and Wholesalers) in quantities of 1 to 4,701 and purchased at \$3.00 to \$4.00 each. These copies are individually addressed to qualified recipients—their independent life/health insurance producers.

PARAGRAPH 3b:

Other Sources include 2 sources of circulation:

- Quantity of 21,056 copies or 68.9% sold to brokerage general agents and/or wholesalers for their independent life/health insurance producers. These QUALIFIED PAID SPONSORED copies are INDIVIDUALLY ADDRESSED;
- Quantity of 3,436 copies or 11.2% sold to brokerage general agents and/or wholesalers for their independent life/health insurance producers. These QUALIFIED NON-PAID, yet-to-be-renewed, PREVIOUSLY SPONSORED copies are INDIVIDUALLY ADDRESSED.

Association Rosters & Directories include 2 sources of circulation:

- NAILBA Membership List for a quantity of 172 copies or 0.6%
- Broker World Marketing Group Membership Lists for a quantity of 167 copies or 0.6%

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 13, 2011
Patricia L. Godfrey, Director of Circulation	State	Kansas
Stephen P. Howard, Publisher	County	Johnson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 13, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	B160P0J1