

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 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 _____	49
Rotated or Occasional _____	128
*Allocated for Trade Shows and Conventions _____	384
Digital _____	-
All Other _____	1,280
TOTAL	1,841

*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,559	24.5	2,764	9.0	4,795	15.5
*Sponsored Individually Addressed_	23,357	75.4	-	-	23,357	75.4
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	44	0.1	9	-	35	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,960	100.0	2,773	9.0	28,187	91.0

*See Paragraph 8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	553	4,040	3,073	28,573	31,646
February _____	699	1,643	2,974	29,616	32,590
March _____	2,601	212	1,087	29,114	30,201
April _____	1,494	1,505	1,196	29,016	30,212
May _____	680	1,051	1,839	28,744	30,583
June _____	313	257	6,470	24,057	30,527
TOTAL	6,340	8,708			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 1.5% or 452 copies below 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) _____	30,583	100.0	1,839	28,744
TOTAL QUALIFIED CIRCULATION	30,583	100.0	1,839	28,744
PERCENT	100.0		6.0	94.0

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 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request: _____	2,723	1,556	1,056	608	4,727	5,335	17.5
II. Request from recipient's company: _____	81	96	46	138	85	223	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): _____	18,482	6,538	4	1,093	23,931	25,024	81.8
*Association rosters and directories _____	254	-	-	254	-	254	0.8
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	18,228	6,538	4	839	23,931	24,770	81.0
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,287	8,190	1,106	1,839	28,744	30,583	100.0
PERCENT	69.6	26.8	3.6	6.0	94.0	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	1,384	26,280	27,664	90.5
Individuals by name only _____	416	1,473	1,889	6.2
Titles or functions only _____	24	11	35	0.1
Company names only _____	7	946	953	3.1
Multi-Copy Same Addressee copies _____	8	34	42	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,839	28,744	30,583	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	1	277	278	
030-038 New Hampshire _____	7	298	305	
050-059 Vermont _____	1	75	76	
010-027 Massachusetts _____	59	673	732	
028-029 Rhode Island _____	8	80	88	
060-069 Connecticut _____	20	227	247	
NEW ENGLAND	96	1,630	1,726	5.7
100-149 New York _____	46	773	819	
070-089 New Jersey _____	44	865	909	
150-196 Pennsylvania _____	163	1,474	1,637	
MIDDLE ATLANTIC	253	3,112	3,365	11.0
430-459 Ohio _____	59	961	1,020	
460-479 Indiana _____	36	600	636	
600-629 Illinois _____	65	2,845	2,910	
480-499 Michigan _____	34	685	719	
530-549 Wisconsin _____	27	1,090	1,117	
EAST NO. CENTRAL	221	6,181	6,402	21.0
550-567 Minnesota _____	46	428	474	
500-528 Iowa _____	49	444	493	
630-658 Missouri _____	74	824	898	
580-588 North Dakota _____	7	162	169	
570-577 South Dakota _____	5	121	126	
680-693 Nebraska _____	47	619	666	
660-679 Kansas _____	185	596	781	
WEST NO. CENTRAL	413	3,194	3,607	11.8
197-199 Delaware _____	1	79	80	
206-219 Maryland _____	36	352	388	
200-205 Washington, DC _____	2	13	15	
220-246 Virginia _____	34	516	550	
247-268 West Virginia _____	9	113	122	
270-289 North Carolina _____	44	925	969	
290-299 South Carolina _____	51	514	565	
300-319 Georgia _____	35	805	840	
320-349 Florida _____	82	1,907	1,989	
SOUTH ATLANTIC	294	5,224	5,518	18.0
400-427 Kentucky _____	9	128	137	
370-385 Tennessee _____	21	607	628	
350-369 Alabama _____	17	148	165	
386-397 Mississippi _____	7	348	355	
EAST SO. CENTRAL	54	1,231	1,285	4.2
716-729 Arkansas _____	6	300	306	
700-714 Louisiana _____	14	228	242	
730-749 Oklahoma _____	5	273	278	
750-799 Texas _____	246	1,994	2,240	
WEST SO. CENTRAL	271	2,795	3,066	10.0
590-599 Montana _____	2	143	145	
832-838 Idaho _____	9	221	230	
820-831 Wyoming _____	-	113	113	
800-816 Colorado _____	18	591	609	
870-884 New Mexico _____	5	115	120	
850-865 Arizona _____	26	498	524	
840-847 Utah _____	7	204	211	
889-898 Nevada _____	7	182	189	
MOUNTAIN	74	2,067	2,141	7.0
995-999 Alaska _____	-	30	30	
980-994 Washington _____	14	269	283	
970-979 Oregon _____	12	155	167	
900-961 California _____	134	2,783	2,917	
967-968 Hawaii _____	2	69	71	
PACIFIC	162	3,306	3,468	11.3
UNITED STATES	1,838	28,740	30,578	100.0
969 & 004-009 U.S. Territories _____	1	3	4	
Canada _____	-	-	-	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	1	1	
TOTAL QUALIFIED CIRCULATION	1,839	28,744	30,583	100.0

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 \$3.40		
5. PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
12 Issues for \$3.00 _____	9,377	84.9
12 Issues for \$4.00 _____	576	5.2
All Others _____	1,095	9.9
Total	11,048	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	11,048	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	11,048	100.0

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	28,216	28,300	28,316	28,605	28,379	30,960
Qualified Non-Paid: _____	9,357	5,059	7,184	4,722	5,310	2,773
Qualified Paid: _____	18,859	23,241	21,132	23,883	23,069	28,187
Post Expire Copies included in Total Qualified Circulation:	7.6%	3.0%	3.0%	2.6%	3.3%	18.0%
Average Annual Order Price: _____	\$3.76	\$3.23	\$3.77	\$3.21	\$3.52	\$3.40

*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA:

TRADE SHOWS & INDUSTRY MEETINGS:

65 copies of the February 2010 issue were distributed at America's Long Term Care Insurance Experts meeting in Grapevine, TX, February 3-5.
 65 copies of the February 2010 issue were distributed at The Marketing Alliance Annual Meeting in Tampa, FL, February 21-24.
 65 copies of the February 2010 issue were distributed at the BRAMCO meeting in Sarasota, FL, February 28-March 4.
 260 copies of the February 2010 issue were distributed at the iPipeline/AgencyWorks User Group meeting in Las Vegas, NV, March 1-5.
 800 copies of the March 2010 issue were distributed at the Intercompany Long Term Care Insurance (ILTCI) Conference in New Orleans, LA, March 14-17.
 125 copies of the April 2010 issue were distributed at the Insurance Designers Spring Meeting in Hollywood, FL, April 18-21.
 50 copies of the April 2010 issue were distributed at the National Brokerage Agencies (NBA) meeting in Orlando, FL, April 21-24.
 150 copies of the May 2010 issue were distributed at the National Association of Independent Life Brokerage Agencies (NAILBA) Agency Management Institute in Lombard, IL, May 13-14.
 726 copies of the June 2010 issue were distributed at the National Association of Health Underwriters (NAHU) Annual Convention & Exhibition in Chicago, IL, June 27-30.

PARAGRAPH 1:

Qualified sponsored subscriptions averaging 23,357 copies were sold to qualified recipients (Broker General Agents and Wholesalers) in quantities of 1 to 4,964 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:

Association rosters and directories include 1 source of circulation for a quantity of 254 copies or 0.8%
 Other Sources include 2 sources of circulation:

- 1) Quantity of 23,931 copies or 78.3% sold to brokerage general agents and/or wholesalers for their independent life/health insurance producers. These QUALIFIED PAID SPONSORED copies are INDIVIDUALLY ADDRESSED;
- 2) Quantity of 839 copies or 2.7% sold to brokerage general agents and/or wholesalers for their independent life/health insurance producers. These QUALIFIED NON-PAID, yet-to-be renewed, SPONSORED copies are INDIVIDUALLY ADDRESSED.

Paragraphs 3c, 5, 6, and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 14, 2010
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 14, 2010
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	B160POJO