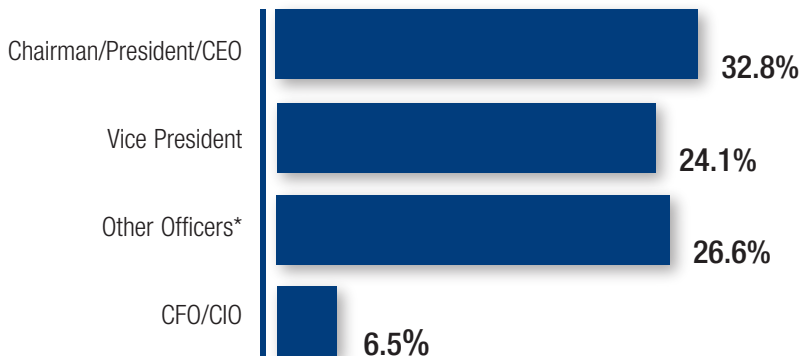


# About Our Insurance Executive Subscribers

90.0% of our insurance executive subscribers are assistant vice presidents or higher.



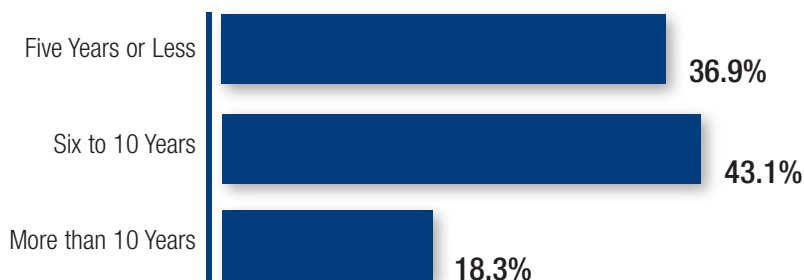
They typically control general annual expense budgets (excluding salaries) of more than \$910,000. The average is \$5.4 million.

## Our average insurance executive subscriber:

- Passes *Best's Review* on to 2.1 additional readers
- Has read 3.4 of the past four issues of *Best's Review*
- Has been an insurance professional for 28.1 years
- Works at a company with a typical direct premiums written (DPW) volume of \$107.4 million\*\*; the average DPW is \$435.8 million
- Typically has over 350 agents and brokers generating business for his or her company

85.5% of our insurance executive subscribers take action after reading *Best's Review*, including contacting advertisers and purchasing or recommending the purchase of an advertised product or service.

61.4% of our insurance executive subscribers have been with *Best's Review* for more than five years.



All statistics are from a Reader Profile Study of home office executives conducted by Harvey Research, Inc., July 2009.

\*Includes Assistant Vice Presidents, Senior Vice Presidents and Executive Vice Presidents.

\*\*Excludes those with direct premium volume of \$5 billion or more.