

BEST'S REVIEW®

Best's Review takes a hard look at emerging insurance issues and trends from every angle, and evaluates their effect on different segments of the industry. It's the type of critical insight and analysis the decision makers rely on us for—and what our audience needs to stay competitive in a dynamic environment.

Best's Review Readers:

98% have taken one or more of the following actions:¹

- Purchased/recommended purchase of advertised product/service
- Visited advertiser website
- Contacted an advertiser
- Requested additional advertiser information
- Discussed ad with others
- Quoted material in a memo, report or speech
- Discussed article with others
- Shared article via social media/email

Among home office executives:

80% influence the purchase of information technology (hardware, software applications, etc).¹

61% have involvement or input in the decision-making process for the purchase of reinsurance for their organization.¹

60% indicated that the *Best's Review* website has the greatest value to them as an insurance professional.

#1 Our readers rate *Best's Review* as the insurance industry's most valued magazine and website.¹

49% work for an insurance agency/brokerage.²

37% work for an insurance/reinsurance company.²

77% say *Best's Review* provides information they can't get elsewhere.¹

89% would recommend *Best's Review* to a colleague.¹

Among agents, brokers and producers:

76% describe their agency or organization as Insurance Agency: Independent.¹

84% are involved in determining the insurance companies their agency or organization will do business with.¹

¹ Statistics are from an Audience Study of *Best's Review*, conducted by Harvey Research Inc., August 2021.

² Publisher's data, November 2021 Qualified Circulation.