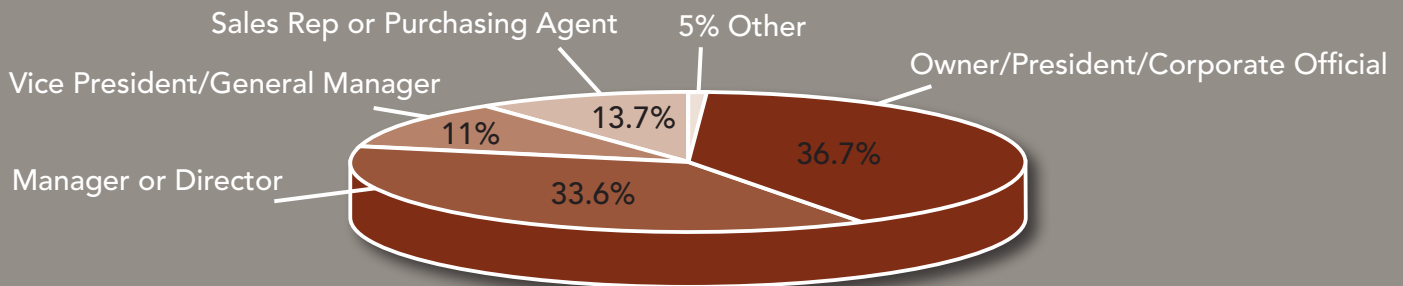


# THE *RER* SUBSCRIBER

## WHO SUBSCRIBES TO *RER*<sup>1</sup>



## *RER* IS THE PREFERRED PUBLICATION<sup>2</sup>

- > Rated #1: Rental industry professionals rated *Rental Equipment Register* #1 for coverage in every subject category surveyed from product information to industry news.
- > Most Useful: One-third of rental professionals rated *RER* as the magazine most useful to them in operating their business.
- > Exclusive Readership: More than a third of *RER* subscribers do not subscribe to *Rental Management* and more than 40% do not subscribe to *Rental Product News*.

## *RER* REACHES THE RIGHT PEOPLE

- > More Reach: 21,237<sup>1</sup> subscribers receive *RER* every month. Each issue is seen by an average of 2.6 people — for total reach of more than 50,000<sup>2</sup>.
- > Subscribers who buy: 92% of *RER* subscribers make decisions about equipment purchases.<sup>2</sup>
- > Decision-Makers: 90.4% of *RER* subscribers are in executive and management positions.<sup>1</sup>
- > Loyal Subscribers: The average *RER* subscriber has been reading the magazine for 10 years and spends an average of 39 minutes reading each issue.<sup>2</sup>

## REACH INDEPENDENT RENTAL CENTERS<sup>2</sup>

- > Despite publicity about large rental chains, 75% of rental professionals surveyed work for independent rental firms.
- > 78% of the people who work for a chain, franchise or co-op are at a location that makes independent brand purchase decisions on equipment and supplies.

<sup>1</sup> June 2011 BPA Worldwide Circulation Statement.  
<sup>2</sup> 2007 *RER* Reader Profile.

**“*RER* provides more news on the overall basics of the rental industry, more up-to-date news as it happens than other publications, news on the independent owners as well as the big boys.”**

— Owner/President,  
General Rental Center