

QUALITY CIRCULATION

WHY IS *RER* #1? JUST ASK OUR SUBSCRIBERS!

"I use *RER* to stay on top of current events, get ideas from others within the industry, and familiarize myself with different types of equipment."

— Manager, General Rental Center

"*RER* is a good source for information. Keeps you up to speed on the new equipment for rental yards. It shows the way rentals are headed in the future. It also shows what works."

— Director, General Rental Center

"To keep up with industry news – to glean ideas from other rental operations – to note the rental climate in other areas of the country – to get revenue-producing ideas for a sometimes difficult economy."

— Director, Dealer/Distributor

"This magazine is a quick reference for what's hot and what is going on within the rental industry."

— Sales Rep/Purchasing Agent, General Rental Center

AUDITED BY BPA WORLDWIDE

RER is audited yearly by BPA, one of the leading independent audit organizations. BPA verifies that all information on the *RER* statement is correct. Advertisers know whom they are reaching with *RER*.

CONSTANT CIRCULATION ACTIVITY

Additions/removals on the BPA statement reflect constant maintenance and updating of the subscriber base. *RER* brings advertisers the most accurate names and addresses of interested and qualified subscribers.

RER HAS 89.2% DIRECT REQUEST CIRCULATION

¹ June 2011 BPA Worldwide Circulation Statement.
² 2007 *RER* Reader Profile.

21,2237 – *RER*'S TOTAL QUALIFIED CIRCULATION¹

RER now reaches 21,237¹ subscribers in the rental equipment industry. Your message reaches General Rental Centers, Dealer/Distributors and Retail Stores.

RER HAS A ONE-YEAR RENEWAL RATE OF 75.7%¹

The majority of our subscribers have qualified to receive our magazine within the last year. Your message will reach subscribers who want to receive the magazine year after year.

INDEPENDENT VOICE

RER is not an association publication but an independent voice — presenting subscribers with unbiased reporting on news of their industry.

RER DELIVERS QUALITY SUBSCRIBERS

When comparing circulation, quality is as important as quantity. 92% of *RER* subscribers made decisions about equipment purchases².

RER REACHES MORE GENERAL RENTAL CENTERS AS A NUMBER AND PERCENTAGE OF SUBSCRIBERS (14,521/68.4%).

RER HAS THE HIGHEST ONE-YEAR DIRECT REQUEST AT 13,756 SUBSCRIBERS.