

THE #1 NAME IN THE RENTAL MARKET

TOP REASONS WHY RER IS YOUR BEST CHOICE

RER IS THE VOICE OF THE INDUSTRY

RER has been the acknowledged source of information on the rental industry since 1957. Editor Michael Roth is an expert in the industry and has authored hundreds of feature articles, visited hundreds of rental centers and manufacturers, and written thousands of news stories. He leads an award-winning editorial team that delivers hard-hitting industry news — from fast-breaking stories about major players to new product launches and marketing strategies.

INTEGRATED & INNOVATIVE MARKETING SOLUTIONS

RER provides totally integrated marketing programs giving marketers access to rental professionals wherever they search for suppliers or business information. RER magazine, its website, the RER Reports and RER Product Wire E-newsletters, online and print Buyer's and Rate Guides, Industry Calendar of Events, focused Supplements and Special Reports all serve the information needs of rental professionals in different ways and give marketers innovative ways to reach their audience.

AWARD-WINNING EDITORIAL



ASBPE Gold Award for Editorial Excellence for an Individual Profile
The American Society of Business Publication Editors' award honors work and commitment to excellence by business-to-business editors and graphic designers.



Three-time winner of the Maggie Award
Presented by the Western Publications Association to honor editorial, design and promotion excellence.



Jesse H. Neal Certificate of Merit
Instituted by American Business Media to recognize and reward editorial excellence in independent business publications.

"You have the premiere magazine in the industry..."

...Michael Roth, for example, has tremendous credibility within the industry, and is very enjoyable to read. The topics and features you focus on tend to be of universal interest, and relevant to today's business."

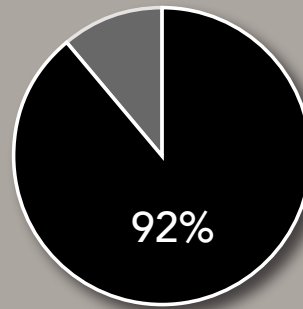
— Dealer/Distributor



Michael Roth, Editor

CIRCULATION WITH BUYING POWER

RER reaches 21,237¹ subscribers. This circulation is comprised of individuals responsible for the greatest amount of business potential in each important market segment — providing advertisers with the largest and most valuable audience.



92% of RER subscribers make decisions about equipment purchases²

89.2% PERSONAL DIRECT REQUEST CIRCULATION

89.2% of RER subscribers have requested to receive the publication.¹ 75.7%¹ of these subscribers are qualified within one year — providing advertisers with an up-to-date audience that wants to receive the magazine.

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

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rental equipment register