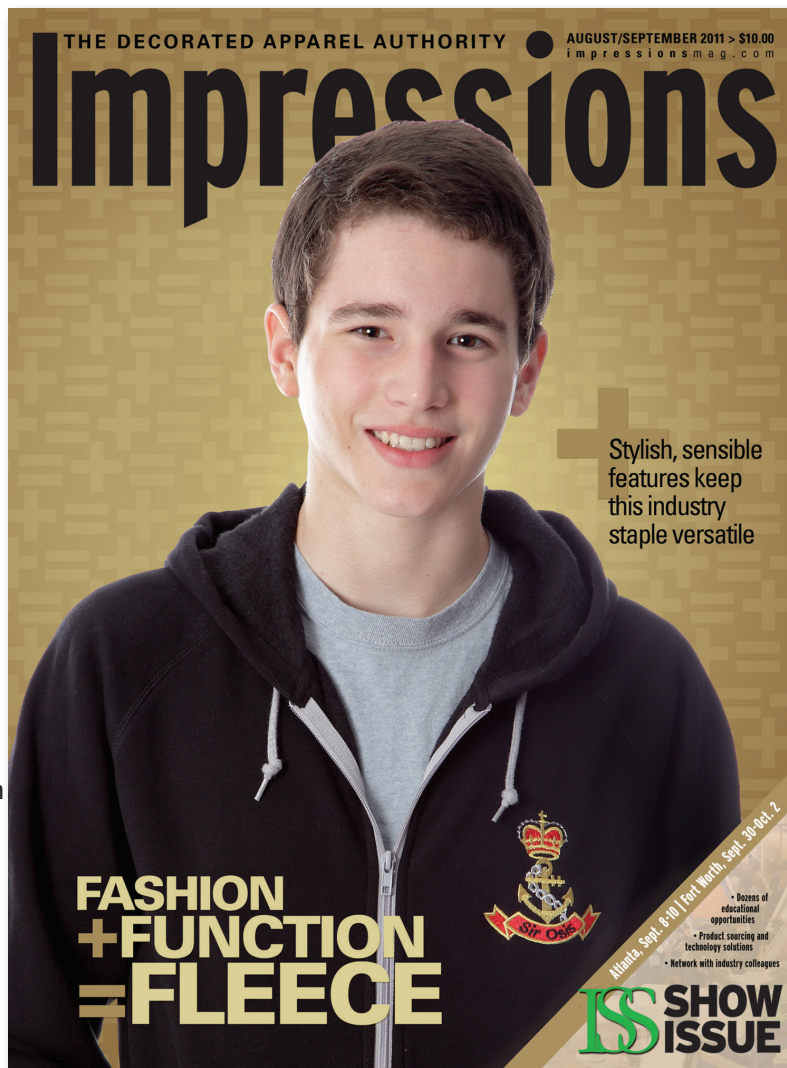


“We asked – Readers answered”

Longevity – **50%** of subscribers report reading Impressions for 6 years or longer

Resource: Respondents identify trade publication and trade shows as their #1 and #2 preferred channels respectively for receiving industry information

Leading Industry publication – **76%** pick Impressions as their preferred publication with the next closest publication coming in at **16.6%**



Involved – **75%** of Impressions audience regularly attends the Imprinted Sportswear Shows in their region

Responsive: As a result of reading Impressions,

- 80%** visited advertisers' web sites
- 68%** used Impressions to shop for products and services
- 56%** purchased or recommended an advertised product

Buying Power – **96.2%** of respondents recommend, specify or approve the purchase of goods and services.

63% expect purchases to increase in the next 12 months

Source: 2011 Impressions Reader Survey

To learn more about connecting with Impressions active, involved and buying readers – textile screen printers, embroiderers, promotional product distributors, digital decorators and retailers, please contact:

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