

# CREDIT UNION TIMES READERS ARE DECISION MAKERS

*Credit Union Times boasts a 95% paid circulation made up of more than 9,000 credit union leaders. Subscribers keep coming back. The annual renewal rate is 85%. C-Level leaders dominate the subscriber base.*

## Subscribers by Position

Chief Executive Officer .....	36%
Director/Volunteer .....	24%
President .....	11%
Vice President .....	10%
Senior Vice President/Executive Vice President .....	7%
Operations Professional .....	6%
Chief Financial Officer .....	3%
Chief Operating Officer .....	2%
Branch Manager .....	2%

*Seasoned credit union leaders rely on Credit Union Times.*

## Subscribers by Years in Industry

More than 10 years .....	80%
8-10 years .....	8%
3-5 years .....	5%
6-7 years .....	4%
1-2 years .....	3%

*Being seen in Credit Union Times gets credit unions interested. The rest is up to you.*

## Actions Taken by Subscribers After Seeing an Ad/Reading article

Researched a product .....	69%
Contacted another credit union about a product .....	39%
Researched an advertiser .....	35%
Contacted an advertiser .....	24%
Contacted another credit union about an advertiser .....	19%

*Credit Union Times' subscribers typically pass on their copy to almost three people in their office.*

## Pass Along Rates of Subscribers

More than five .....	26%
Two .....	17%
Three .....	10%
One .....	6%
Four .....	4%

Mean = 2.7 people      Median = Two

Source: Statistics based on 2007 readership study

*"Credit Union Times provides me with the most effective, unbiased and timely information available on or about credit unions. Bethpage's board and staff rely on the industry information that the Times provides to get input into our strategic and operations decisions."*



*Kirk Kordeleski  
CEO  
Bethpage Federal Credit Union*

*Credit Union Times readers are making buying decisions. There is no better publication to ensure your products and services are being seen by the people who have authority to influence purchasing.*

## Purchasing Authority of Subscribers

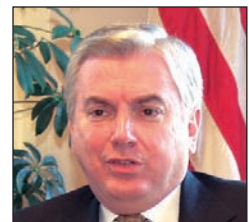
Approve/Authorize Purchase .....	67%
Determine Need for Product/Service .....	6%
Recommend Products/Services/Vendors .....	6%

*Credit Union Times' readers overwhelmingly choose Credit Union Times as their primary credit union publication.*

## If Readers Could Choose to Receive Only One Credit Union Publication

Credit Union Times .....	84%
Credit Union Magazine .....	7%
Credit Union Management .....	5%
Credit Union Journal .....	3%

*"There has never been a more dynamic time in the credit union movement. The buzzword, without a doubt, is change. For credit union leaders, staying on top of the changes is crucial. Personally, I find Credit Union Times a must read to keep with the pace in these exciting times."*



*Dennis Dollar  
Principal Partner  
Dollar Associates, LLC.*