

CREDIT UNION MANAGEMENT™ ADVERTISING

Realize Your Organization's Potential with CUES Advertising

Smart marketers know it takes repeated impressions to turn prospects into buyers. Smarter marketers know CUES has both the decision makers you want to reach and the multiple touch point options to reach them. The place to start is print advertising in *Credit Union Management*, our award-winning magazine that is consistently named the top membership benefit for CUES members.

Consider:

- ▶ Consumers give focused attention to magazine content, with less multitasking
- ▶ Tangible print ads have a shelf life of months or even years
- ▶ Businesses convey a sense of legitimacy and credibility through print advertising

You'll receive maximum exposure for your investment, reaching 30,883 progressive decision makers monthly:¹

- ▶ 14% of *Management* subscribers hold the title of president or CEO¹
- ▶ 58% are executives at the credit union¹
- ▶ 89% work for credit unions with \$100 million in assets or more¹
- ▶ 38% of subscribers have assets of \$1 billion plus¹

After reviewing the enclosed materials, reserve your ad space today by contacting Cathy Woods at 602.863.2212 or email cathy.woods@mediawestintl.com. Here's to outstanding success in 2018!

Warm Regards,



Karin Sand, CIE
VP/Strategic Partnerships and Solutions

¹ Total readership includes 10,848 print subscribers with a pass-along rate of 1.5 readers per issue, plus additional dedicated digital subscribers. CUES demographic statistics are from July 2016-June 2017.