

THE RESULTS ARE IN!

We recently surveyed *Surety Bond Quarterly* readers to get their feedback on the magazine. Here's what we found out:

Surety Bond Quarterly Magazine is the Voice and Go-To Resource for Surety Industry Professionals

95% of readers consider *Surety Bond Quarterly* magazine to be the voice of the surety industry.

Over 70% of respondents spend 30 minutes to over an hour reading *Surety Bond Quarterly* magazine.

Over 70% of respondents go back and reference articles in *Surety Bond Quarterly* magazine.

Over 70% of respondents share *Surety Bond Quarterly* magazine with others to read.

Over 60% respondents keep *Surety Bond Quarterly* magazine on-hand for easy reference.

More than half of respondents share their copy of *Surety Bond Quarterly* magazine with more than six people.

Advertising Effectiveness

Nearly 95% of respondents have taken action in response to an advertisement featured in *Surety Bond Quarterly* magazine, such as contacting the company for more information, discussing an ad with others, and referring an ad to someone else in their company.

More than half of respondents purchase services and products somewhat or more frequently from NASBP's advertisers.

**Results from 2023 NASBP Readership Survey conducted by Naylor Association Solutions.*



Reader Demographics

Nearly 95% of respondents say they are a part of the purchasing process at their organization.

Over 75% of respondents say they spend more than \$100,000 on services and products every year.



What Our Readers Are Saying:

“The *Surety Bond Quarterly* magazine has helped me grow in my career. Not only do I gain knowledge from it, but I also love the highlights on others in the industry.”

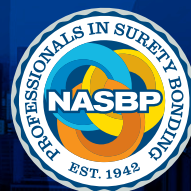
- **Brianna Stephenson**, *Surety Bond Specialist & Marketing Manager, Parrot Surety Services*

“SBQ helps show me a broader view of the surety industry than what my typical day at work shows me.”

- **Cassidy Kelly**, *Account Manager, Marsh McLennan Agency*

“For someone who is new to surety, the *Quarterly* is a great way to familiarize myself with the big names across the industry.”

- **Zach Weger**, *Contract Underwriter, Old Republic Surety*



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