

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**

More than 90% of readers consider *Surety Bond Quarterly* magazine to be the voice of the surety industry.

63% of respondents spend 30 minutes to over an hour reading *Surety Bond Quarterly* magazine.

2 out of 3 respondents keep *Surety Bond Quarterly* magazine on-hand for easy reference.

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

Nearly 3 out of 4 respondents pay special attention to *Surety Bond Quarterly* magazine because it is the official publication of NASBP.

Advertising Effectiveness



Nearly 70% of respondents discussed an ad with someone else that was in the *Surety Bond Quarterly* magazine.

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

Reader Demographics



Nearly 4 out of 5 respondents say they participate in the purchasing process at their organization.

More than 40% of respondents say they spend over \$100,000 on services and products every year.

What Our Readers Are Saying



“The *Surety Bond Quarterly* is a great way to stay connected to industry trends on a national level in addition to what we hear locally. This magazine helps us better serve our clients because we are in the forefront of the latest updates. To me, the magazine is an integral support to my day-to-day function as a leader.”

– **Katie Kleinschmidt**
USI Insurance Services

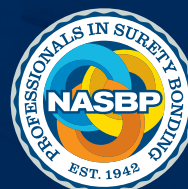
“*Surety Bond Quarterly* magazine is a helpful instrument in keeping up with surety issues across the country. I find it a valuable resource and a go-to for information when I need it.”

– **Dulce Huggins**
Flood & Peterson

“*Surety Bond Quarterly* magazine does a great job of providing education and insights on the most relevant surety topics of the quarter, making it a great way to keep up-to-date with what's happening in the industry.”

– **Kimberly Rike**
Liberty Mutual Surety

*Results from 2021 NASBP Readership Survey conducted by Naylor Association Solutions.



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