

# RESULTS ARE IN!

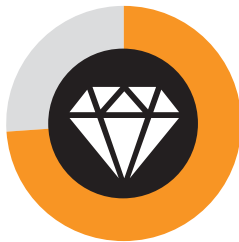
We asked readers of *The Edge* magazine to tell us how we're doing. The responses we received will help our team dive deep to continue providing you with valuable content year round.

## Here are some highlights:



**63%**

of readers read *The Edge* for 15 minutes or more



**73%**

of readers rated the quality of the content as High or Very High



**90%**

said content was relevant to their job



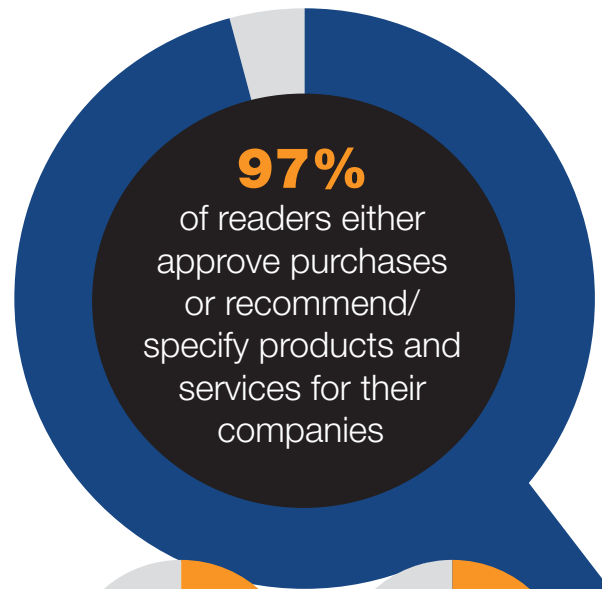
**77%**

say they value *The Edge* as part of their membership



**73%**

of readers pass their copy along to at least one other person



## WHAT READERS ARE SAYING

I always look forward to the arrival of *The Edge*, and usually give it a thorough read. As an owner operator of a pool service business I find the articles informative and helpful with daily operations.

*The Edge* keeps me updated on NESPA region news and offers great technical articles as well.

It will help you stay on the cutting edge and answer questions you may have.

*The Edge* is a valuable tool in your box of tricks to keep the client satisfied.



**MAKE A SPLASH WITH  
AN AD IN THIS VALUABLE  
MEMBER RESOURCE!**



**NAYLOR** ➤  
ASSOCIATION SOLUTIONS