

# Bring your audience to life with research that defines who they are.



## Reader and Subscriber Profile Research

Selling the value of the market your product represents is job #1! You have to demonstrate to advertisers what's in it for them. In other words, if they run ads with you, who will they reach and how does your market match up with their needs?

When you're out there making calls, you need to do is connect with your customer in a tangible, meaningful way, illustrating how your audience is right for their products or services. You need to bring your audience to life with current and credible reader profile data.

- ✓ Provide proof with your study's data that documents how your audience is right for advertisers.
- ✓ Opportunities for exciting, important executive presentations.
- ✓ Talk about your audience as a whole and break out key segments with cross tabulation data.
- ✓ Show clients and prospects you care about their success by investing in quality research.

Please contact the Readex Sales team for more information about how Profile Research might work for you and your organization:

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