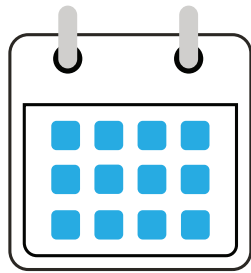


of consumers own promotional Calendars

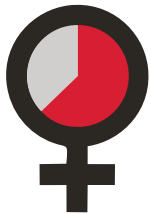
52%

of promo calendars are kept **1 year or more**

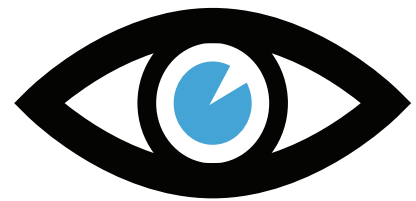
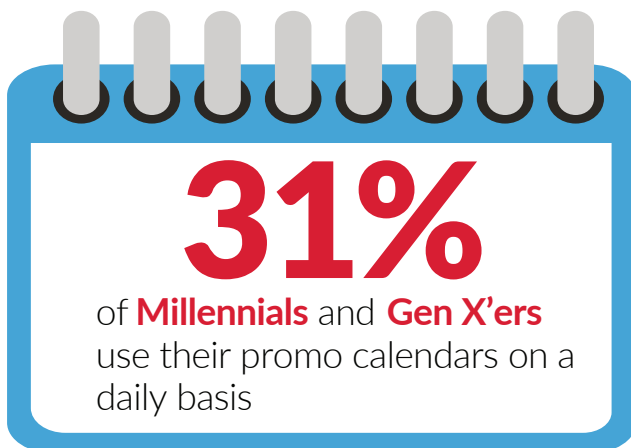
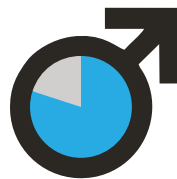


A promo calendar that costs \$3 will have a CPI of only

3/10
of a cent per impression!



More **women (37%)** than **men (20%)** consult their promo calendars on a daily basis



850

Number of **impressions** **Promotional calendars** generate over their lifetime