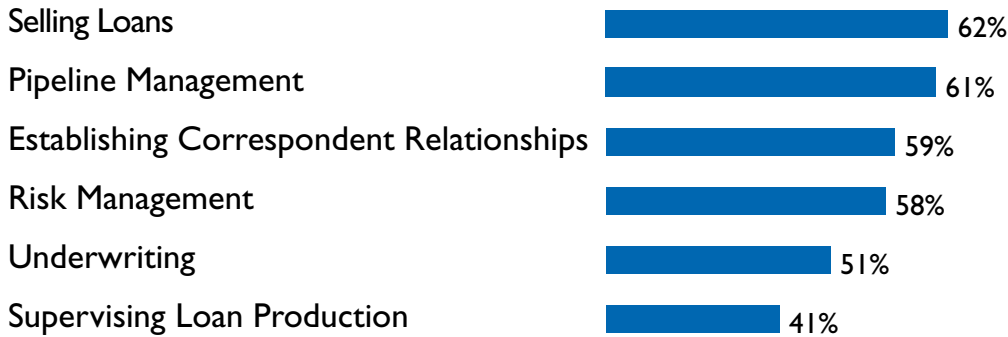


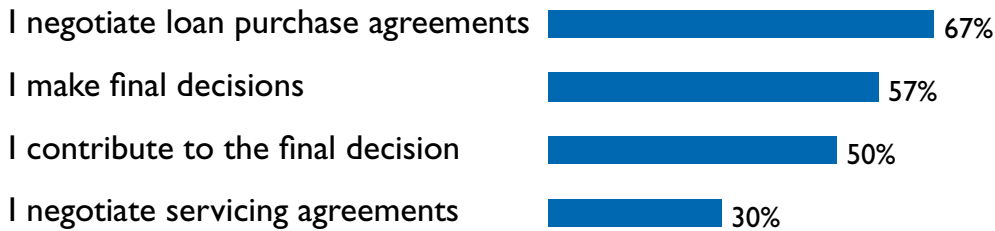
## READERSHIP STUDY

*Value of Circulation* — Our circulation of 15,000 reaches senior decision-makers in mortgage production.

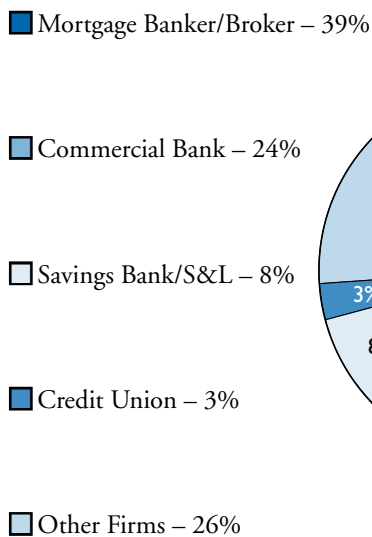
### SME's readership's areas of responsibility



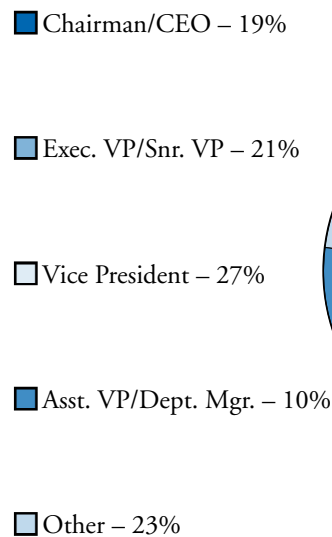
### Reader Involvement in Secondary Marketing Functions



### Readers by Type of Firm



### Job Title



www.sme-online.com

**In what type of secondary marketing relationship is your bank currently involved?**

*78% say best execution*

*48% say mandatory delivery*

**Approximate Dollar Volume of SME Readers' Mortgage Production**

- Less than \$100M – 40%
- \$100M - \$1B – 30%
- More than \$1B – 30%

Source: 2008 Readership Study

## READERSHIP STUDY

### *Value of Advertising/Editorial*

According to our readers, *Secondary Marketing Executive* plays a crucial role in communicating information about products and services for their businesses. Our readers rely on *Secondary Marketing Executive* more than on any other media source to develop, influence and support purchase decisions.

Advertising frequently – and capitalizing on the synergistic effect of print, e-marketing and trade shows – generates more awareness, interest and impact, which leads to profits from your marketing investment.



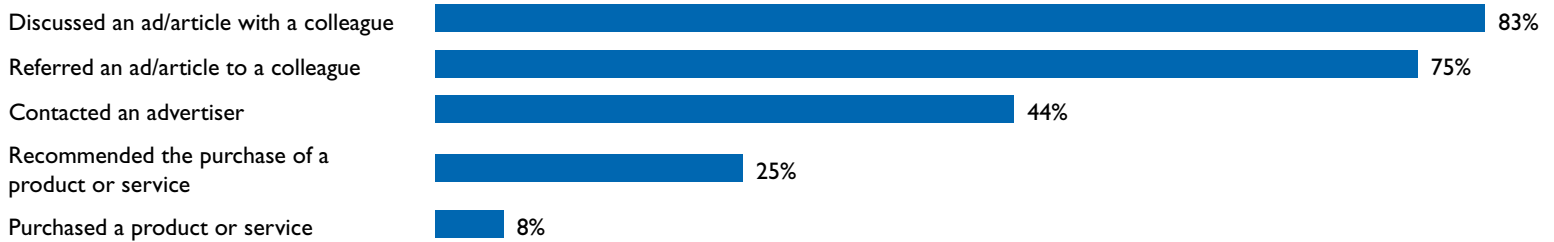
[www.sme-online.com](http://www.sme-online.com)

**SME readers are involved  
with the magazine...**

*75% of SME readers read all 4  
of the last 4 issues.*

*64% of SME readers save their  
issue for future reference.*

### Readers act on information seen in *Secondary Marketing Executive*



### SME is the reader's first choice for industry information

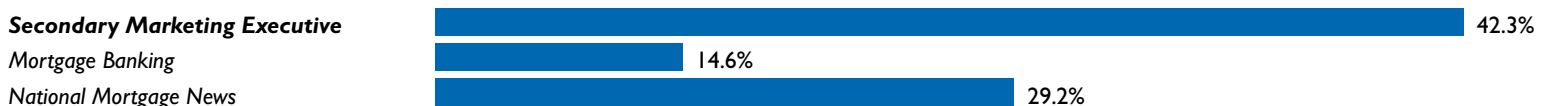
#### Which magazine do you rely on most for secondary market information?



#### Which magazine is most often saved as a reference tool?



#### Which magazine would you choose if you could receive only one?



Source: 2008 Readership Study