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# Our Readers - Long Time Readers, Trust built up over years.



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## Methodology

Yale Robbins Publications Inc. Publisher of The Cooperator Newspapers and Websites commissioned Accelara Research to conduct an independent, survey based readership study. The Statistical Confidence Interval is 95%. Statistical Confidence is a function of sample size and the statistics given in this presentation are based on sample sizes large enough to meet the 95% confidence interval, and are from the most recent survey. The complete study is available from Yale Robbins Inc. and Accelara Research.

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# Our Readers - Long Time Readers, Trust built up over years.



The Cooperator is an important resource for its audience. Most readers discuss articles they've read and refer others to those articles, an indicator of the value placed on the unique information found in Cooperator papers.

**75% of the readers have been subscribers for longer than three years** and view keeping informed as a part of their job responsibilities reading or referring to each edition of the paper on average 3 times. On average they pass their issue along to 2 additional readers. Three in five clip and save specific articles and items of interest and half save the whole newspaper for future reference.

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# Our Readers

Targeted and powerful with the circulation to accomplish your objectives, the decision makers who you want to reach, **the largest HOA, Condo, Coop and Apt. resource in each given market**

Market	Total Circulation	Readership*
New York	20,000	60,000
New Jersey	8,600	25,800
Chicago	12,000	36,000
So. Florida	11,000	33,000
New England	7,600	22,800
Tampa	8,900	26,700

*\* includes passalong readership. Survey indicates on average each reader shares the paper with 2 other readers*



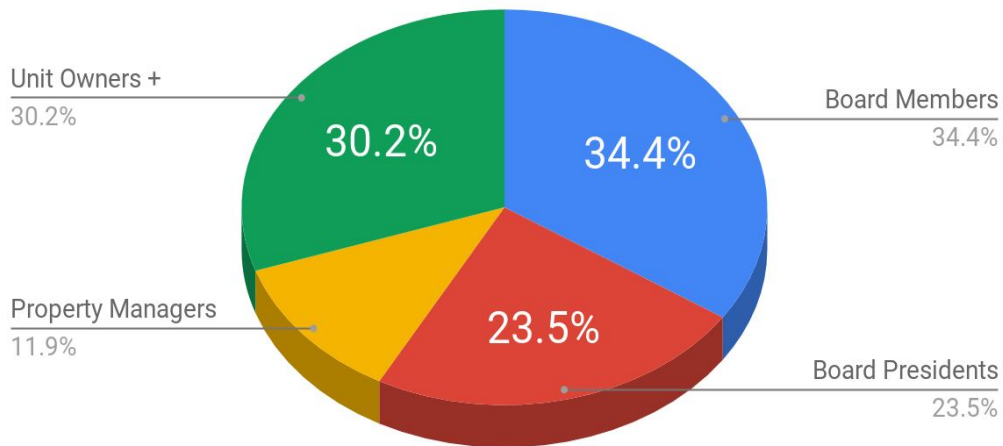
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# Decision Makers and Buyers

**Board Presidents  
Property Managers  
Board Members**

Our Readers play significant roles in the management of their associations and use the information in the Cooperator to accomplish their job, and solve their problems.

Readers



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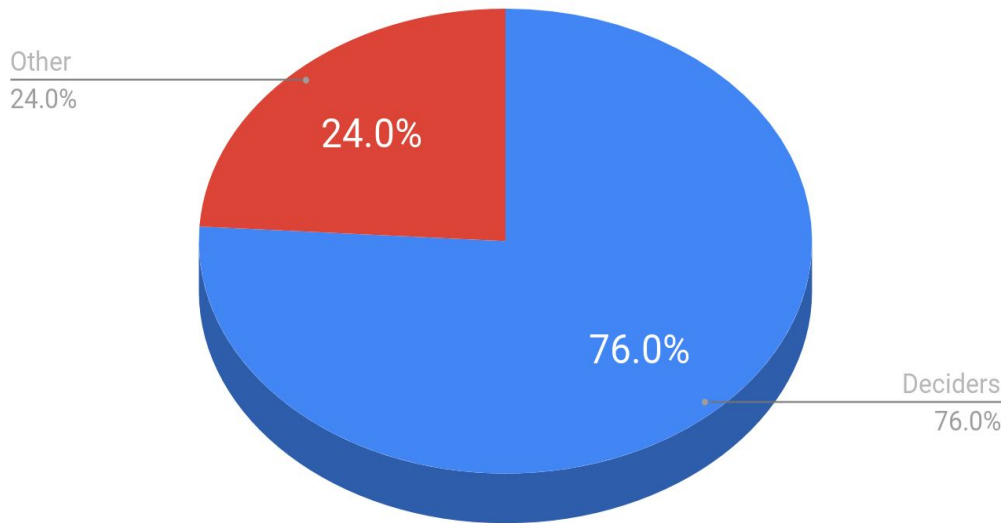
## Our Readers -

### Authorize, Influence and Place Orders

Targeted, Powerful, Decision  
Makers, Involved in the  
Buying Process our readers  
authorize, participate,  
influence and place orders

Our readers are highly  
involved in the buying  
decisions of their  
associations. They authorize,  
participate, influence and  
place orders.

Decision Makers



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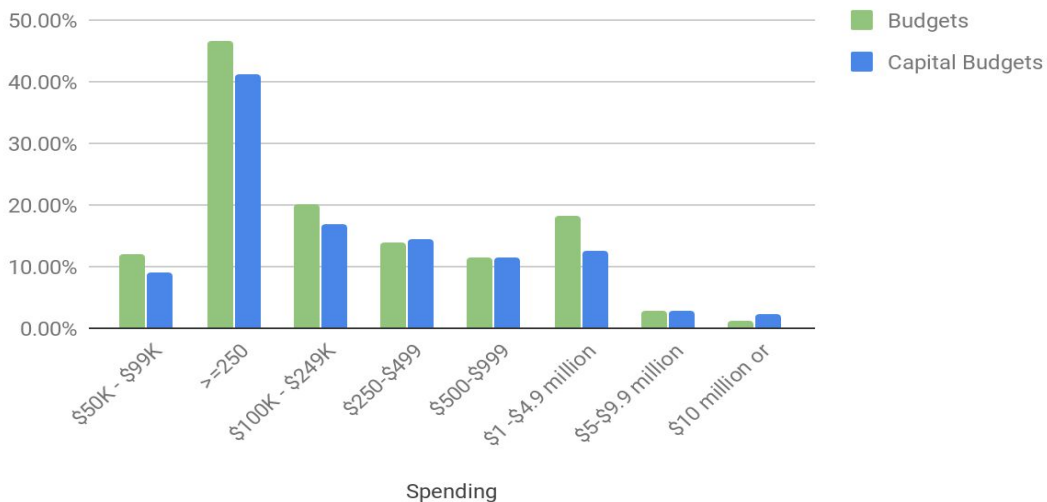
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## Purchasing Power

47% of our readers have  
Annual Operating Budgets of  
\$250k to \$10 mil

42% of our readers have  
Capital Improvement Budgets  
of \$250k to \$10 mil

Budgets and Capital Budgets



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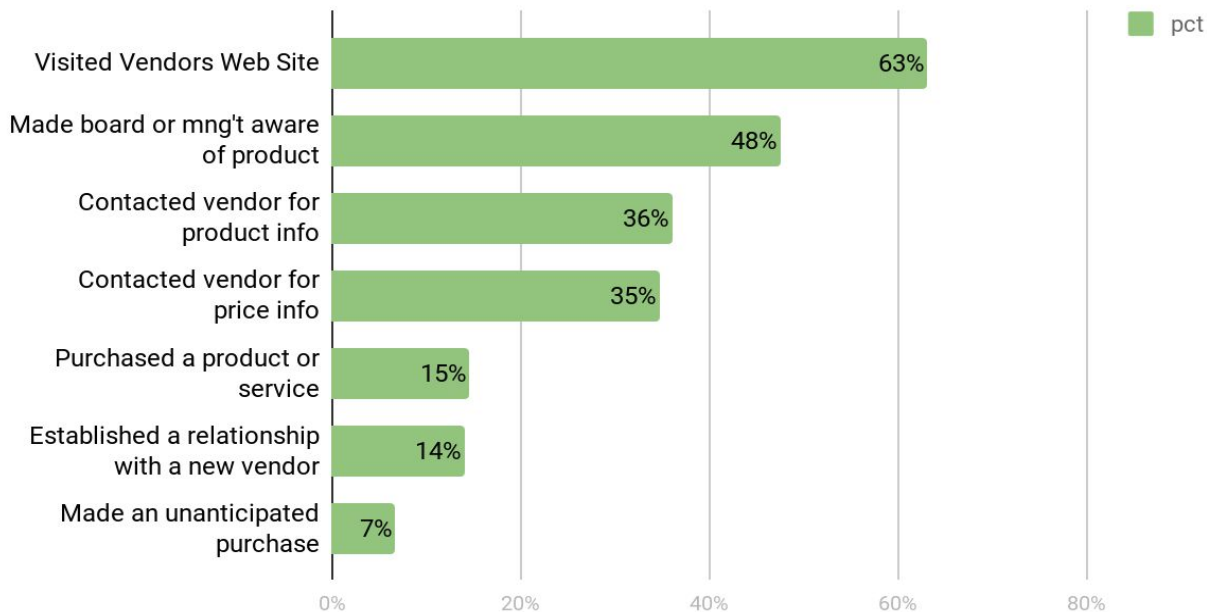
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## Action from Advertising

### Actions Taken after reading paper



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# The Best Option and Perhaps the Only Real Option

No where else can you find such a highly motivated group of prospective qualified buyers.

Unique and hard to reach, the boards and property managers have massive purchasing power and spend Billions year after year in each market, use a trusted resource to reach and sell to them in a targeted and cost effective manner.



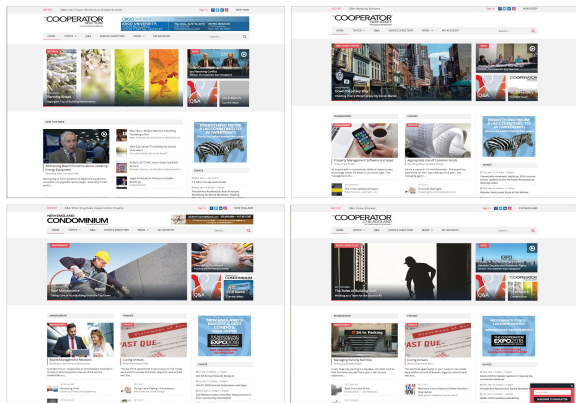
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# Our Readers on the web are actively engaged with our website's content



The Cooperator's websites are important resources for its audience. Most readers discuss articles they've read and refer others to those articles creating bookmarks for themselves, forwarding links to colleagues and posting to LinkedIn, Facebook and Pinterest.

Nearly 100% of our readers take some further action after reading our articles including sharing articles and making buying related decisions.

Managing your own and others' home and money is serious business, and our website readers use The Cooperator information, articles and ads to solve their business problems and source their solutions.

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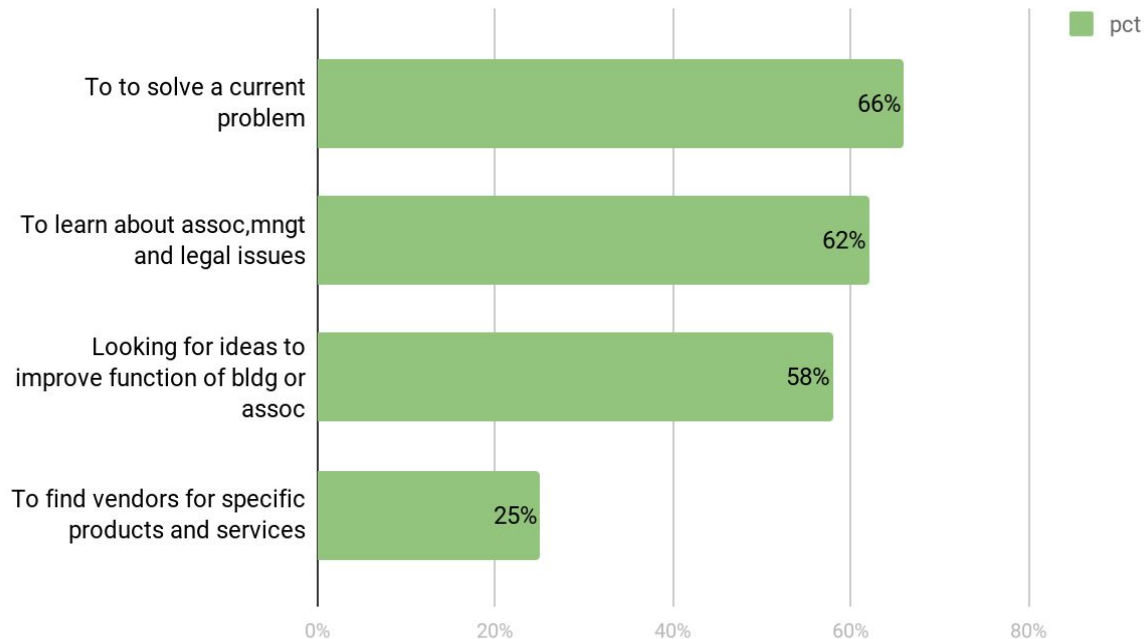
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## Why they visit

Our readers use our websites to dig deeper into areas of concern, **to solve their current problems and to source solutions.**

Advertising with regularity on our sites will build your brand's recognition making you a familiar, favored option when a need arises and frequently results in direct inquiries for products and services

### Reasons for visiting website



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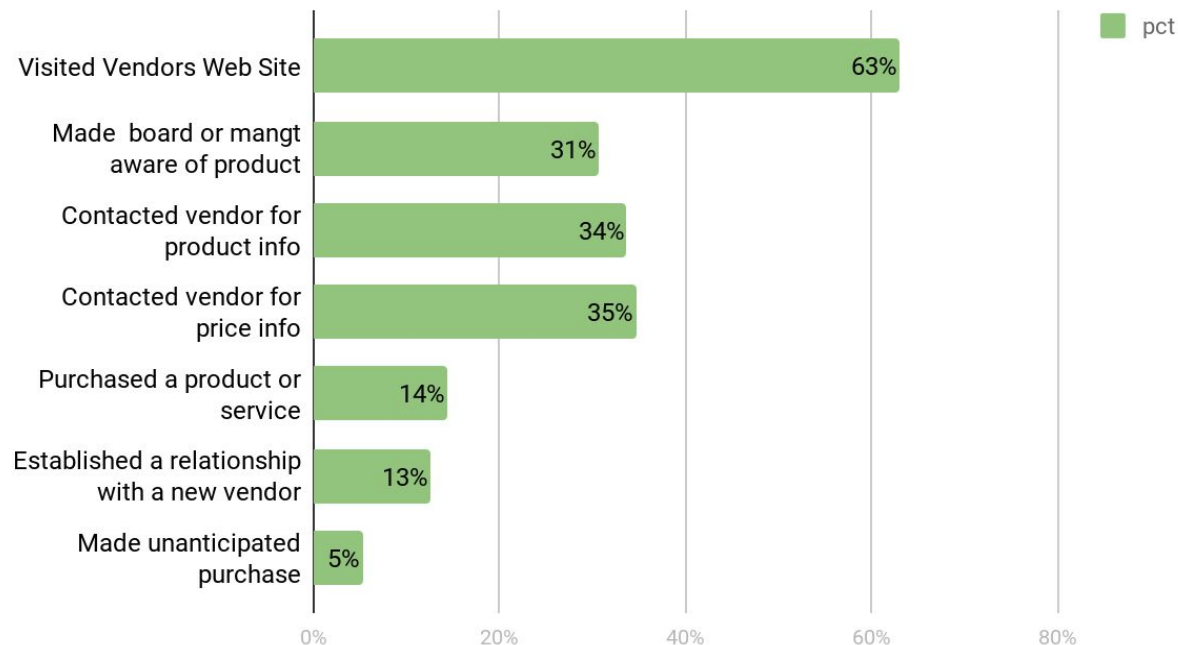
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## Action from Advertising

**Seven in ten readers take product-related actions after visiting our websites over 69% sought information about a product or service and over 23% made a purchase**

### Actions taken after visiting website

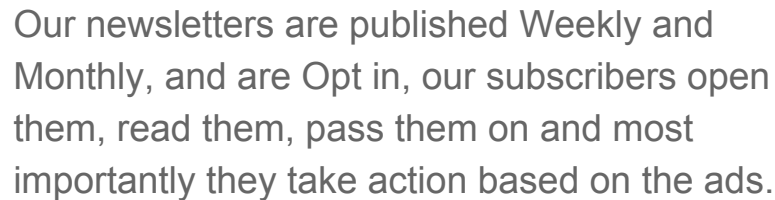


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93% of the subscribers stated they find the content valuable. Month in month out, they take the time to read it, to do their jobs and solve their problems.

**77% take the next step with vendors, 11% purchase and 5% purchase from a New Vendor**

The newsletter is used to source vendors, both recurring and new, and is an excellent way to test and refine advertising messages.

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