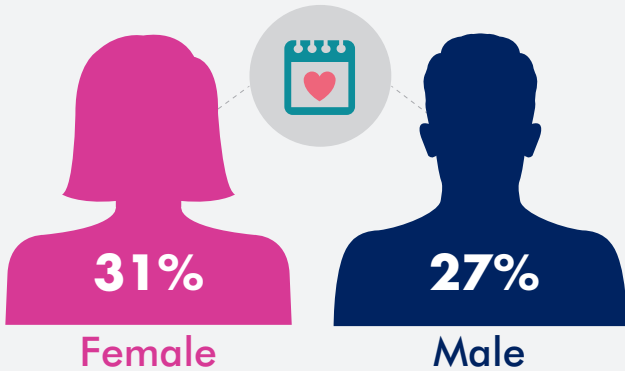


PRODUCT SPOTLIGHT: CALENDARS



It's a Great Lakes Thing

More than 4 in 10 consumers in Ohio and Michigan report owning branded calendars.



Women in the U.S. are slightly more likely to own a logoed calendars.

On Display

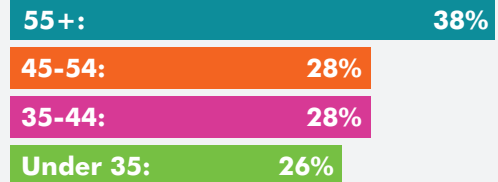
Promotional calendars are great branding tools.



76% of consumers who own calendars say they display them prominently in their homes or offices.



Older and Wiser



Older Americans are more likely to own promotional calendars.

A Year's Worth of Branding

On average, consumers report keeping promotional calendars for about 12 months.



Consumers in rural America are most likely to own a promo calendar.

