

Magazine Cover Wrap™ Research Summary

Recipients found valuable	98.2%
Shared with others	68.6%
Obtained valuable information	59%
Obtained new information	28.4%
Rated Program	
Very good	16-26%
Good	36-48%
Fair	10-25%
Poor	7-12%
Created cross-selling leads	19-33%
Improved Customer retention	From 80% to 95%

Summary of qualitative and quantitative survey results from three separate Magazine Cover Wrap programs. Data on file with C2 Subscription Services.