

CALENDARS BY THE NUMBERS



We have the answer to your question! What's the question you ask? The question is: Which promotional product item will have great recall, get a reaction and is available at a low cost per impression? The promotional product calendar - that's what! Our calendars are produced on quality paper with beautiful images. The calendars and planners are useful and functional. The promotional product calendar has been a mainstay even with all the new technology and apps.

What is the average cost per impression?

Answer: 61% of households and 52% of businesses will use their calendar 2 - 10 times a day. The average cost for a promotional calendar is about \$3.00 each. This is less than a penny a day or about 1/4 of a cent cost per impression.

Do people really use calendars?

Answer: 98% of all homes and 100% of all businesses use at least one calendar in their home or work area, with the average household having four and business people having an average of 2-1/2 in their immediate work area.

Do people really do business with the advertiser who supplied them with the calendar?

Answer: 75% of home calendar users and 80% of businesses will buy products or services with the advertiser who supplied the calendar to them.

Will people purchase a calendar if they don't receive one?

Answer: 67% of home calendar users and 44% of business calendar users will buy a calendar if they didn't receive one.

Will people really remember the ad?

Answer: 77% of home calendar users and 84% of all business calendar users can recall the advertising message on their calendar. The recipient will have a more favorable impression of the advertising 50% of the time for household users and 60% of businesses.

Do people give referrals for the calendar advertisers?

Answer: Yes. Because of the high recall percentage of the calendar ad, the recipient will refer a friend, relative or co-worker to the advertiser. About 45% of household users and 50% of businesses referred someone.