

SUBROGATOR MAGAZINE DATA

THE SUBROGATOR IS:

- Mailed to all NASP members. NASP has over 1,900 members this year.
- Available at all NASP Chapter meetings nationwide. That's more than 34 meetings with an average attendance of 44 individuals, 50% of which are non-members!
- Distributed to all prospective members during the issue's release.
- Distributed at all tradeshows attended by NASP (PLRB, RIMS, NAMIC, etc.).

NASP MEMBER READERSHIP DATA:

46% of NASP members spend a minimum of two and up to five hours reading each issue of the Subrogator that they receive.*

24% of NASP members indicated that they have contacted a service provider after seeing their ad in the Subrogator.*

69% of NASP members share their issue of the Subrogator with other associates. Of those members who share their issue,

> 46.2% share with 1-2 associates

> 26.5% share with 3-5 associates

> 6.7% share with 5-7 associates

> 20.6% share with 7+ associates!*

> 88% of NASP members keep their copies of the Subrogator for future reference.*

*SOURCE: NASP 2006 MEMBERSHIP SURVEY

SUBROGATOR ISSUE DEADLINES & THEMES

ISSUE	ADVERTISING ORDER FORM & ARTWORK SUBMITTAL DEADLINE	ARTICLE SUBMISSION DEADLINE	APPROXIMATE ISSUE MAIL DATE	ISSUE THEME
Winter 2010	November 20, 2009	November 13, 2009	Early February 2010	Impediments to Subrogation: Anti-Subrogation Legislation and Difficult Economic Times
Spring/Summer 2010	April 9, 2010	April 2, 2010	Mid June 2010	Subrogation Arising Out of Mass Tort Claims and Catastrophic Losses
Fall 2010	July 7, 2010	July 2, 2010	Mid September 2010	Subrogation Management: Claims, Vendors, People