

# SUBROGATOR MAGAZINE DATA

## THE SUBROGATOR IS:

- Mailed to all NASP members. NASP continues to grow to nearly 2,300 members in its eighth 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 tradeshow 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	ISSUE THEME	APPROXIMATE ISSUE MAIL DATE
Winter 2009	November 10, 2008	Medical And Workers' Compensation Issues	Early February 2009
Spring/Summer 2009	April 15, 2009	Technology And Subrogation	Late June, 2009
Fall 2009	June 29, 2009	Evidence And The Adjuster And Pre-Conference Issue	Mid September, 2009