

WHY CALENDARS

TOP 7 REASONS TO BUY CALENDARS

1) Displayed

76% of consumers who own calendars say they display them prominently in their homes or offices.¹



2) Viewed Daily

A Year's Worth of Branding

On average, consumers report displaying their calendar for a full 12 months. Viewing the calendar 5 to 10 times per day they can recall the advertiser's name on their calendar.²



3)



In TOTAL 53% have a more favorable opinion of the advertiser when the promotional product is made in the USA.¹

All HotLine products are made in the USA.

4) Great Gifts



82%

of recipients enjoy getting a calendar as a gift. 60% report they would purchase one if they were not given one.²

5) Cost Effective



Advertising spread over 365 days...that's less than a penny a day!

6) Used

50%

of cell phone users have NEVER used the calendar function on their cell phone.²



7) Appreciated

75%

of calendar recipients do business with the company they received a calendar from, and plan to continue to do business with them.

“In an ever increasing technological age, its important to know that the PRINTED ADVERTISING CALENDAR is still very relevant, very wanted.”²

Source: 1 - Advertising Specialty Institute (ASI): 2016 ASI Ad Impression Study. • 2 - Promotional Products Association International (PPAI): The Influence of Promotional Products on Consumer Behavior Study.



AMERICA'S FINEST CALENDARS

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asi/61960 • PPAI 111015 • SAGE 50186

