

# 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.<sup>1</sup>



### 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.<sup>2</sup>



### 3)



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

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.<sup>2</sup>

### 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.<sup>2</sup>



### 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.”<sup>2</sup>**

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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