

# monitor

monitordaily.com

**A Newly Sized Magazine Featuring Powerful Print Advertising Tools PLUS the Most Visited Website and E-News Broadcast in the Equipment Finance Industry!**

## MONITOR

### WE'VE MADE SOME BIG CHANGES... WELCOME TO THE NEW MONITOR!

In 2010, *Monitor* introduces its advertisers and loyal readers to a newly sized magazine with more print advertising options than ever! This new magazine format is an important step for the *Monitor* as we continually strive to provide our advertisers with the most effective print advertising medium available, and it exemplifies our mission to remain the premier source of information to the equipment finance industry in print, digitally and online!

### RESIZED & FEATURING MORE ADVERTISING OPTIONS THAN EVER!

Published since 1974, *Monitor* is the most widely read and distributed independent trade publication exclusively focused on the equipment finance industry. *Monitor's* comprehensive coverage of industry-relevant topics, issues and news is the reason it is recognized by advertisers as the premier choice for reaching more targeted prospects and customers than any other trade publication.

Each issue of *Monitor* also features five exclusive departments:

**UP FRONT** — Top headlines, editorials and industry-related data

**PROFILE OF SUCCESS** — Profiles of industry executives and companies making headlines

**GREASING THE WHEEL** — Content specifically for the funding source and equipment leasing broker communities

**THE MONITOR 100 SERIES** — A new Q&A series with top executives from MONITOR 100 companies

**TIPPING THE SCALES** — Technical articles on legal aspects of the equipment finance industry including court rulings and case studies

## MONITOR'S SPECIAL FEATURE ISSUES & GUIDE

**MONITOR 100 ISSUE:** In June 2010, the *Monitor* will publish its 19th annual MONITOR 100 issue. This issue is recognized as the most respected independent ranking and analysis of the top 100 equipment finance companies in the U.S.

**BONUS DISTRIBUTION:** Our most distributed issue, the MONITOR 100 will be distributed at a multitude of industry conferences throughout 2010 and early 2011.

**ANNUAL CONFERENCE ISSUE:** This fall edition marks our 21st year publishing this widely anticipated and read issue providing a recap of the events affecting the year and content covering what the industry experts anticipate for the coming year.

**BONUS DISTRIBUTION:** ELFA's Annual Conference, NEFA's Annual Funding Symposium, NAELB's Eastern & Western Regional Conferences

**ANNUAL RESOURCE GUIDE:** Our fourth annual full-color print directory of product/service providers, funding sources, consultants and more is a unique print reference tool industry decision makers can turn to throughout the year. There's no better print directory of "players" in the industry!

**BONUS DISTRIBUTION:** 15+ industry conferences throughout 2011

## MONITORDAILY.COM

Launched in 1996, *monitordaily.com* provides the equipment finance industry with real-time industry-related news and information. *monitordaily.com* is one of the most visited websites serving the equipment finance industry with daily reach to the widest and most targeted audience of prospects and industry professionals nationally. More than 32,000 equipment leasing and finance professionals visit *monitordaily.com* each month making it the preferred choice for advertisers seeking to optimize their online advertising dollars.

### MONITORDAILY.COM ADVERTISING PRODUCTS

- Banner Ads
- Service Provider Directory Listings
- Funding Source Directory Listings
- Classified Employment Advertising

**More than 90% of *Monitor* readers influence purchasing and outsourcing decisions within their organizations.**

## MONITORDAILY.COM'S DAILY E-NEWS UPDATE

*monitordaily.com's* *Daily E-News Update* is the only independently published daily e-news broadcast serving the equipment finance industry. Broadcast daily to more than 8,000 professionals via e-mail, *monitordaily.com's* *Daily E-News Update* provides readers with the most comprehensive and current news unfolding in the industry that it serves.

**BECOMING AN E-NEWS SPONSOR IS AN IMPORTANT COMPONENT OF AN ADVERTISER'S PRINT AND ONLINE ADVERTISING STRATEGY, AND THE MOST EFFECTIVE WAY FOR ADVERTISERS TO REACH THEIR TARGETED PROSPECTS VIA E-MAIL ... EVERY DAY!**

## MONITOR IS ALSO DIGITAL!

**All *Monitor* print subscribers receive a copy of the *Monitor Digital* edition via e-mail with every issue.**

# demographics

Print, Online & E-News Broadcast –

Three unparalleled connections to the decision makers advertisers need to reach!

## MONITOR

**PRINT/DIGITAL CIRCULATION:** 6,500

**FREQUENCY:** 8 issues annually PLUS Annual Resource Guide

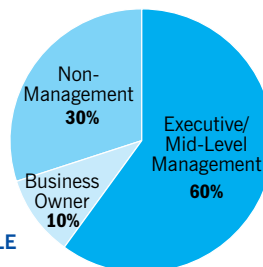
*Monitor* is published 8 times annually and is the print publication of choice attracting more advertisers than any other publication in the equipment finance industry. The *Monitor's* combined print and digital circulation is 6,500 subscribers. Our audience encompasses a diverse community of lessors, lenders, brokers, asset managers, legal and accounting firms, service/product providers, consultants and other professionals associated with the equipment finance industry. Access to this targeted audience provides advertisers a competitive advantage as a result of *Monitor's* unparalleled access to more equipment finance professionals in both small and large leasing companies, nationally.

A recent survey\* of *Monitor* readers revealed the following:

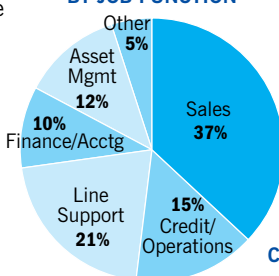
- **80%** of *Monitor* readers hold **VICE PRESIDENT OR HIGHER** positions.
- **92%** of *Monitor* readers **INFLUENCE PURCHASING AND OUTSOURCING DECISIONS** within their organizations.
- **88%** of *Monitor* readers have **DISCUSSED, REFERRED OR INQUIRED** about a company after reading an ad in the *Monitor*.
- **73%** of *Monitor* readers have actually **CONTACTED AN ADVERTISER** after reading an ad in the *Monitor*.
- **93%** of readers polled rank their **OVERALL SATISFACTION** with the *Monitor* as **"HIGH."**

\*Readers survey conducted July 2009.

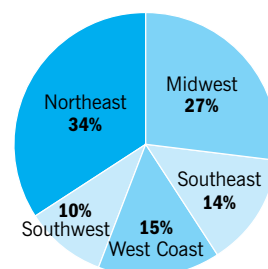
MONITOR READER PROFILE



MONITOR READER PROFILE BY JOB FUNCTION



MONITOR CIRCULATION CONCENTRATION BY REGION



## INDUSTRY-WIDE BONUS DISTRIBUTION

Each year, *Monitor* issues are distributed at more than 15 industry conferences and seminars across the country, expanding advertisers' reach even further!

**CONTACT JERRY PARROTTO AT 800.708.9373 X153 FOR THE MOST CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.**

## MONITORDAILY.COM

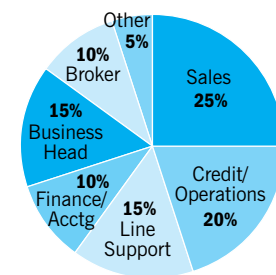
Launched in 1996, *monitordaily.com* consistently reaches more than 32,000 members of the equipment finance community each month. Our banner, online directories and classified employment advertising products provide *monitordaily.com* advertisers with the unique advantage of reaching the largest audience of prospects and professionals in the equipment finance industry.

Recent WebTrends® analysis demonstrated average monthly traffic to *monitordaily.com* as: 32,000 unique visitors, 125,000 visits and 270,000 page views. Our Funding Source and Leasing Services Directories average 85,000 and 60,000 page views, respectively, over one-year contracts.

## MONITORDAILY.COM'S DAILY E-NEWS UPDATE

This daily e-news broadcast is delivered via e-mail to more than 8,000 registered subscribers every day. A unique advertising product, *Daily E-News Update* sponsorships provide advertisers the ability to reach subscribing equipment finance professionals daily with a company message, logo and a hotlink to their company's website.

MONITORDAILY.COM VISITORS BY JOB FUNCTION



## REACH THE COMMERCIAL FINANCE INDUSTRY!

**CROSS-SELLING OPPORTUNITIES** — Discounts are available for advertisers looking to reach prospects in the ABL, factoring and turnaround management communities with our trade publication affiliate, *ABF Journal* and its companion website, *abfjournal.com*.