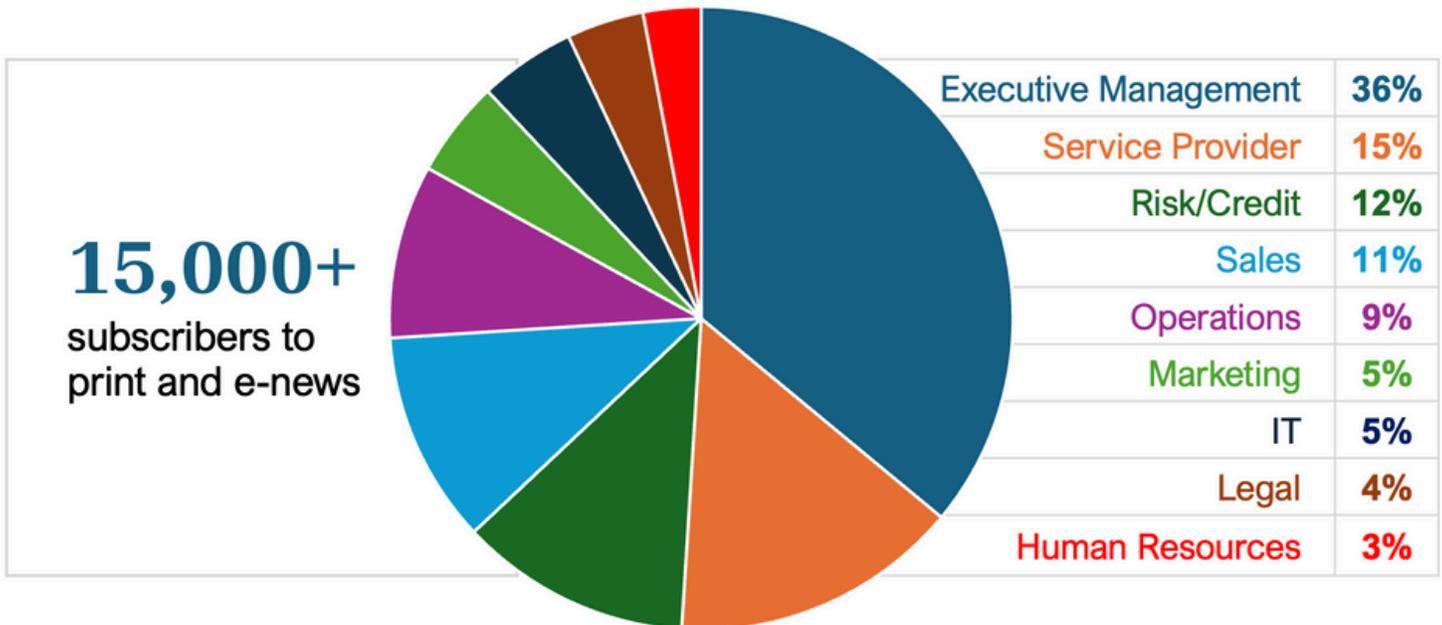


# Decision Makers Depend on Monitor

Monitor's audience is comprised of over 15,000 loyal equipment finance industry executives, institutional capital providers, next generation leaders, third-party originators, advisors, service providers and more. Our solutions are delivered through a variety of platforms but assemble to deliver a single powerful value element:

**We're the daily driver of better business decision making in the commercial equipment finance industry.**

## Audience Breakdown



## Segments



**83%**  
of industry senior  
executives are  
subscribed to  
Monitor publications

**71%**  
of industry senior  
executives interact with  
Monitor publications at  
least 3x per week

**64%**  
of our subscriber list  
has been subscribed  
for over 10 years