

10 GREAT REASONS WHY AMERICAN PUBLISHERS IS YOUR BEST MAGAZINE FUNDRAISING CHOICE!

- 1. MAGAZINE FUNDRAISING WITH AP MEANS MORE MONEY, LESS WORK...**
A **FUN**draising program that offers great value **AND** encourages reading!
- 2. MAGAZINES ENCOURAGE READING!** People already love to buy & read magazines.
 - >> Nearly **8 in 10 U.S. HOUSEHOLDS PURCHASE** or **RENEW MAGAZINES** each year
 - >> There are **MORE THAN 285 MILLION** magazines in total circulation
 - >> On average, each **U.S. HOUSEHOLD** subscribes to **MORE THAN 2.5 MAGAZINES**
 - >> There were **123 NEW MAGAZINE LAUNCHES** in the **FIRST HALF** of 2014
- 3. Magazine fundraisers yield the HIGHEST PROFITS!**
- 4. Magazines make the perfect fundraiser...**
EASY, GREAT VALUE, SAFE & PROFITABLE!
- 5. MAGAZINES** offer sustainable profits year after year because not only can supporters order **NEW** subscriptions for themselves and their family **OR** order them as a **GIFT**, but they can **ALSO RENEW** their current subscriptions.
- 6. A WIDE SELECTION - AP** has more than 900 offers, including combos, gift cards, digital subscriptions and more!
Magazine prices are up to 90% off the cover price.
- 7. APMAGS.COM** makes **ONLINE ORDERING** convenient, fast and secure.
- 8. EXTRAORDINARY SERVICE - AMERICAN PUBLISHERS** uses cutting edge technology to quickly & accurately process all orders.
- 9. AMERICAN PUBLISHERS** is represented by more than 200 **EXPERIENCED FUNDRAISING PROFESSIONALS** across the country.
- 10. AMERICAN PUBLISHERS** is owned by M2 Media Group, a leader in technology and innovation within the magazine industry. M2 Media Group and American Publishers are able to leverage their multiple magazine subscription channels and technology platforms to improve effectiveness and profitability for their **FUNDRAISING PARTNERS**.

How does your current program
STACK UP?



American Publishers
Our Focus is Fundraising

1.800.284.9711 • APMAGS.COM

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