



READERSHIP STUDY

Value of Circulation— Our circulation of 15,000 reaches the senior decision-makers in mortgage servicing.

**Servicing Management readers
...are experienced professionals**

9 out of 10 readers have been employed in the mortgage industry for more than 10 years.

...Read it more

Pass-along readership is 3.4 readers per copy. This means the total readership is over 51,000.

...Read it often

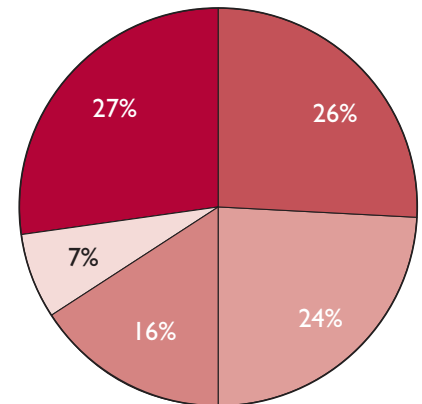
94% of readers read at least 3 out of every 4 SM issues.

...Save issues for future reference

75% of readers save their copies for future reference.

www.sm-online.com

Readers by Type of Firm



26% Mortgage Bankers
24% Savings Institutions
16% Commercial Banks
7% Credit Unions
27% Other

SM readers are personally involved with the following functions when it comes to performing, purchasing or outsourcing:

51% Default Management

50% Foreclosure/Bankruptcy/Eviction

47% Vendor Selection

46% Loss Mitigation/Borrower Contact

46% Taxes/Escrow

42% Flood/Hazard Compliance/Lender-Placed Insurance

38% Payment Processing/EBPP/Remittance

38% Systems and Software

37% Valuations: BPOs, Appraisals, AVMs

34% Due Diligence

34% REO Management/Disposition

32% Title: Assignment/Release/Reconveyance



www.sm-online.com

Value of Editorial

SM is the publication readers rely on most for servicing information.

Which publication do you rely on most for servicing information?

Servicing Management	84%
Mortgage Servicing News	12%
National Mortgage News	2%
Mortgage Banking.....	1%
Other	1%

SM provides the most objective editorial coverage.

Which publication is the most objective in its editorial content?

Servicing Management	74%
Mortgage Banking.....	13%
National Mortgage News	7%
Mortgage Servicing News.....	5%
Other	1%

SM is the the best resource for finding new services and vendors.

Which publication is the best resource for finding new services and/or vendors?

Servicing Management	82%
Mortgage Banking.....	5%
Mortgage Servicing News.....	5%
National Mortgage News	2%
Other	6%

SM provides the best exclusive coverage of the mortgage servicing industry.

Which publication has the best exclusive coverage of the mortgage servicing industry?

Servicing Management	73%
Mortgage Servicing News.....	14%
Mortgage Banking.....	8%
National Mortgage News	5%
Other	0%

Value of Advertising

According to our readers, *Servicing Management* plays a crucial role in communicating information about products and services for their businesses. More than any other media source, our readers rely on *Servicing Management* to develop, influence and support purchase decisions.

Actions our readers took based on ads seen in *Servicing Management*:

78% of readers referred an ad/article to someone else in the company

72% of readers discussed an ad/article with someone else in the company

26% of readers contacted an advertiser

23% of readers recommended the purchase of a product or service, or purchased a product or service