

**SURVEY**

**WHAT YOU THINK OF US**  
**Dear news2biz reader**

This page brings to you the results of the news2biz readership survey that we conducted in February. I want to thank everyone who gave their opinion. It means a lot to us. Here's why.

First, this survey made us certain that once we at news2biz win our subscribers over, they stay with us. Almost all our readers – most of whom are top managers in their companies and all of whom are busy people – read every issue or most issues. This is loyalty.

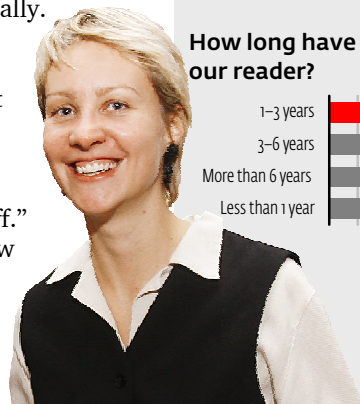
Second, we can be proud of the high marks that our publications earned. Our readers consider our reports relevant, trustworthy and well-written.

And here's the trick: hearing that from our readers makes us committed to doing even better. One of the news2biz editors told me of his surprise at how much the readership survey meant to him personally.

"I felt elated," he said about the recognition that the 20 pages of words he sends out to cyberspace are appreciated by real people.

"Realising that makes you want to give them good stuff."

Please always let us know if we can improve.



**Kertu Ruus**  
Editor-in-chief

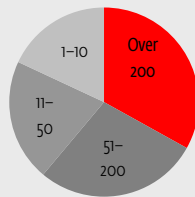
**Our reader**

% of answers

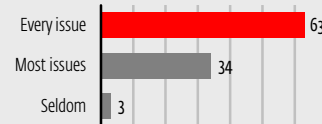
**What is your position?**



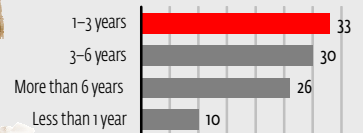
**How many employees work in your company?**



**How often do you read news2biz?**



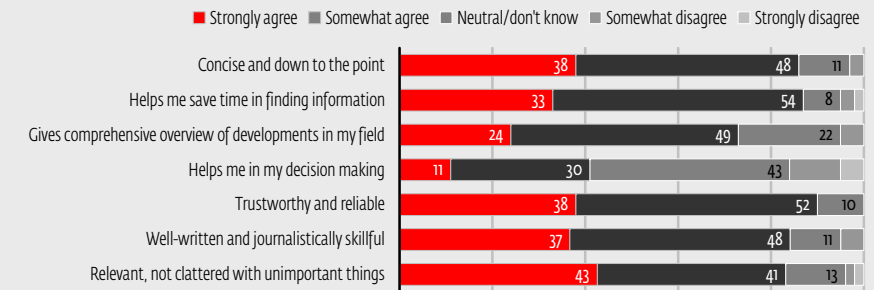
**How long have you been our reader?**



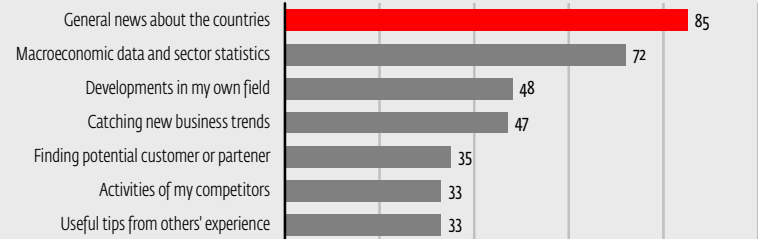
**Reader's opinion about our newsletter**

% of answers

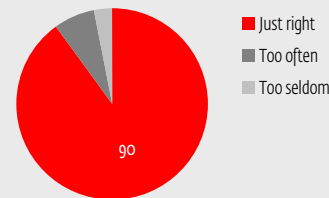
**How would you characterize news2biz?**



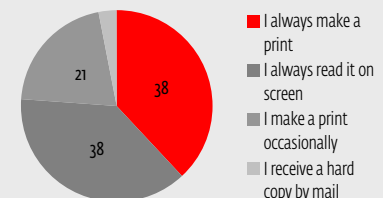
**What do you find most interesting in news2biz?**



**news2biz business reports are published every two weeks. Is that...?**



**Do you print out your copy or read it on your computer screen?**



Thank you for answering to our questions!