

Office Technology

The Magazine of the Business Technology Association

www.officetechnologymag.com

The core of Office Technology's readership is the membership of the Business Technology Association (BTA), which is primarily comprised of independent office technology dealers in all 50 U.S. states and eight foreign countries. The magazine is read by owners and senior management. The balance of the readership is primarily comprised of non-member office technology dealership principals.

"Office Technology is by far the best publication in our industry and virtually the only one I read. Most of the others don't have the same 'curb appeal' or content ..."

*Mike McCurdy
Integrated Technologies Inc.
Twin Falls, Idaho*

76%

of readers pass their copy of Office Technology on to fellow employees or save the magazine for reference.

"My personal opinion is that Office Technology is very valuable to help us keep up with current technology and what is happening in the industry."

*Jeanne Conlon
Office Specialists Inc.
Galesburg, Illinois*

"We love it. We use material out of the magazine frequently for company discussions."

*Jay Fletcher
Rumble's Office City
Thomasville, Georgia*

58%

of readers pass their copy on, indicating it is read by two to three additional employees.

"The magazine is always providing current information that is helpful in all aspects of the business."

*Cathy Dimon
Northern Business Systems
Fairbanks, Alaska*

"I read [Office Technology] cover to cover each month and distribute it to the team."

*Joe Reeves
Smile Business Products
Sacramento, California*

42%

of readers pass their copy on, indicating it is read by four or more additional employees.

"Office Technology is excellent; probably the best magazine in the industry."

*Vick Meredith
BizDoc Inc.
San Antonio, Texas*



Business Technology Association

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