Dear first name,

One of the teams I’m most proud of at PMMI Media Group is our **audience development department**. As a media company, the freshness and accuracy of our database is fundamental to the value we offer advertisers.

**When a shift towards remote work first surfaced**, we immediately reached out to subscribers, to learn if they wanted to update their print magazine mailing address. We knew that an average of 20% (across all our magazines) were already receiving their publications at residential addresses. Readers who had recently switched locations responded to our outreach, and we’re updating records as requests come in.

**Though conditions may change, a recent *Packaging World*** [**survey**](https://www.packworld.com/covid-19/article/21125332/covid19-survey-early-results-reflect-current-resolve-future-uncertainty) **of CPG companies** found that 62% of respondents are still reporting to their office or plant. 19% are either in the process of refitting or retooling, or considering doing so, in support of production to help governmental and health organizations with respirators, masks, or other critical healthcare materials needed to suppress the spread of COVID-19. 45% report disruptions to their supply chain. We believe this research tells us many subscribers delivery addresses are unchanged, as a vast majority perform essential tasks.

I’d be happy to answer any audience questions you may have in greater detail. You can also view current metrics via our audience dashboard, [Zigma](https://zigma.pmmi.org/).

First name, we’re in a period of changing business conditions. There is no better time to stay in front of your customers! We’re here to help.

Stay well!