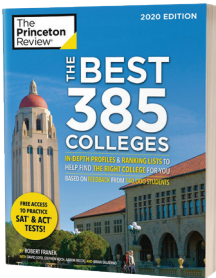


NEARLY **THREE-QUARTERS** OF ALL SELECTIVE COLLEGE GUIDES PURCHASED IN AMERICA ARE **FISKE GUIDES!**

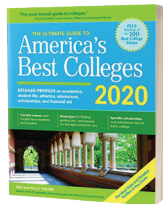
Market Share
2020 Selective* Guides

*Selective guides feature extended, subjective profiles of more than 300 competitive colleges and universities.

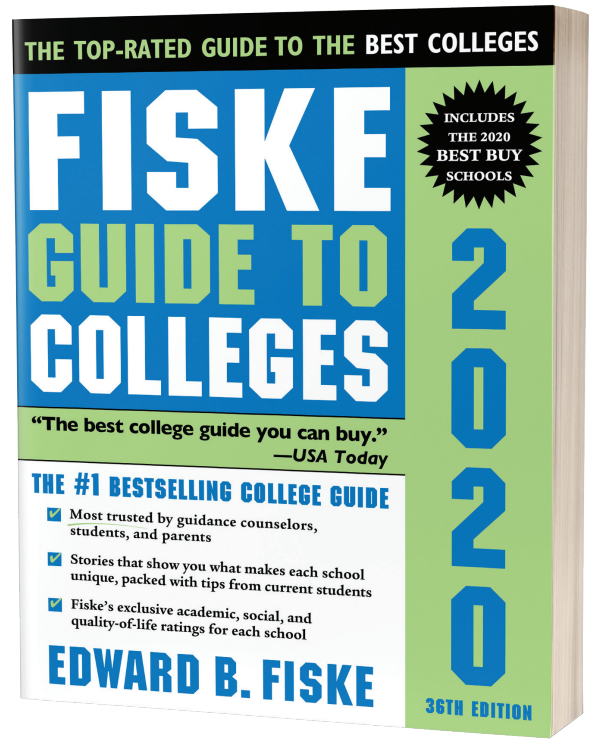
73%



25%



2%



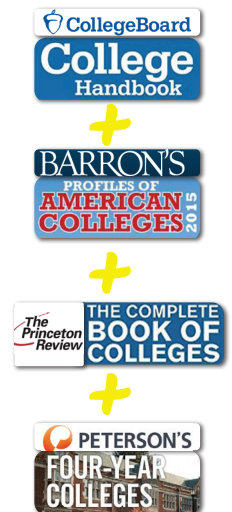
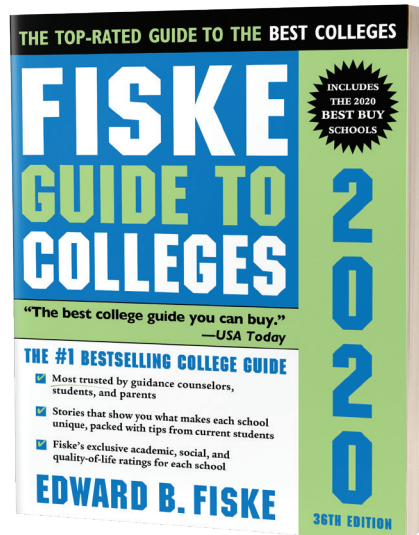
FISKE SELLS OVER **TWICE AS MANY** COPIES AS THE TOP 4 COMPREHENSIVE COLLEGE GUIDES **COMBINED!**

of Copies Sold – FISKE vs. Comprehensive* Guides

"I SEND KIDS TO FISKE before I send them anywhere else."

—Lynda Cummings, Director of College Counseling, Midland School, CA

*Comprehensive guides include all colleges and universities in the country and are data-focused, with little to no subjective information.



FOR NEARLY 40 YEARS—AND NOW MORE THAN EVER— THE FISKE GUIDE IS THE **MOST TRUSTED** COLLEGE GUIDE

✓ **Counselors** recommend *FISKE*



GA CollegeCounseling
@GAtCollege

Follow

That time Grinnage met Mr. Fiske @NACAC and turned back into her giddy NKOTB loving tween #nerdout #westillhearther



Counselor fan photo with Edward B. Fiske, tweeted from NACAC 2013

“I always tell my students to use Fiske to get a sense of actually being on campus.”

—Kara Molenhouse, College and Academic Counselor, Illinois Mathematics and Science Academy, IL

“An independent and thorough view of what the campuses are about.”

—Yitz Rosenblum, College Guidance Counselor, Yeshivah of Flatbush Joel Braverman High School, NY

“A ONE-STOP resource...My college resource ‘BIBLE’!”

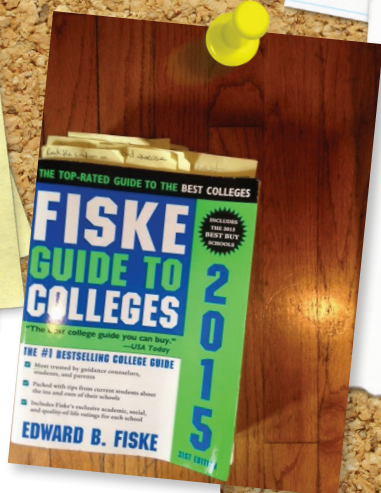
—Diane Overman, Independent Educational Consultant, Overman College Consulting, Houston, TX

✓ **Parents** rely on *FISKE*

“This is the **MOST VALUABLE TOOL** in our college search.”

—Customer review, via Etailer

Photo from NYT Motherlode blog post, March 23, 2015



✓ **And students** actually read *FISKE*

“Firmly and straightforwardly the best guide to U.S. colleges and universities. You may use other college guidebooks, but buy and start with this one. Simply tops!”

—Five-star customer review on Amazon