

## UNIQUE CIRCULATION OF PROVEN BUYERS

*PREMIUM INCENTIVE PRODUCTS* serves an audience of 40,000 proven premium and incentive buyers—concentrating on the largest and most active users in the industry. *P.I.P.*'s circulation has been compiled from thousands of current customers and prospects from leading brand manufacturers in our industry, thousands more customer and prospect names from leading premium incentive reps, and names from leading database marketers. All of these important buyers will receive and be invited to subscribe to *PREMIUM INCENTIVE PRODUCTS*.

This unique circulation-building technique was possible only because of the high esteem and regard leading industry professionals have for the concept and staff of *PREMIUM INCENTIVE PRODUCTS*.



**MANUFACTURERS:**

Consumer and industrial product manufacturing companies, their divisions and subsidiaries.

**WHOLESALEERS:**

Wholesalers, distributors, jobbers (national and regional companies selling consumer and/or industrial products to retail, industrial, commercial, institutional and professional users).

**RETAILERS:**

National and regional chain store headquarters, restaurants, hospitality, healthcare services.

**BUSINESS SERVICES:**

Financial, banking, consulting, insurance, real estate, communications, media, publishing and transportation.

**NATIONAL AND REGIONAL COMPANIES:**

Selling consumer and/or industrial products to retail, industrial, commercial, institutional and professional users.

*PREMIUM INCENTIVE PRODUCTS* is devoted to circulation quality. Every recipient of *P.I.P.* is a known and proven buyer of premium incentive products. Our circulation will be submitted for a BPA audit at the earliest possible date under BPA rules for qualification.