

TARGETED CONTENT TO MEET PREMIUM INCENTIVE BUYERS' NEEDS

PREMIUM INCENTIVE PRODUCTS' purpose is to help build sales in the premium incentive marketplace. We are a product-oriented magazine providing premium incentive buyers with answers to their most pressing questions:

- How do I use products to motivate?
- What are the hows and whys of incentive program management?
- How can I effectively use suppliers' and premium reps' services and facilities?
- What products are available now?
- Where can I get them?
- What programs and products have proven effective for other incentive programs?
- Which products will best motivate employees, buyers and others?
- Which products will create excitement in my distribution channels and sales organization?
- And finally—what's the best way to set up a successful program, and how do I measure the results?

P.I.P. editorial highlights available products and product ideas that stimulate the market and buying activity. The right product, presented to a potential buyer, can generate an incentive program that might never have been launched.

TARGETED EDITORIAL

New products, new program ideas for existing products, and industry trends and best practices will be prominently featured in every issue:

Editorial Features: Staff-directed feature articles are focused on available premium and incentive products and best-practice incentive programs. Articles include product features and reports, buying tips, profiles of successful programs, program management, how to effectively use premium rep services and facilities, and methods for measuring results from incentive programs.

Expert-Written Guest Columns: Columns written by industry experts focus on how-to topics and industry trends. Columnists will explore how to motivate employees, buyers and others, how to create excitement among distributors' or dealers' sales organizations with the use of premium and incentive products and programs, and more.

Product and Literature Showcases: Each issue will highlight the latest and greatest premium incentive products, as well as provide smart methods for getting the most out of an incentive program.