

## P.I.P. WILL HELP YOU MEET AND EXCEED YOUR SALES GOALS

As smart marketers know, you sell “through” distributors and salespeople—not “to” distributors and salespeople. This means you must support their efforts with advertising to end users to stimulate product interest and response.

You need to let incentive buyers know you are prepared to serve their needs, and that you want their business. You can accomplish this goal by advertising in a magazine that provides the proper editorial appeal and support for your sales efforts.

*PREMIUM INCENTIVE PRODUCTS* is soon to become the dominant ad buy for merchandise manufacturers selling to the premium incentive marketplace.

We will earn that honor based on format, content, staff experience, market knowledge, credibility and performance!

### ***PREMIUM INCENTIVE PRODUCTS*** will help you sell **YOUR** products.

The best way to present your products to the premium incentive market is in a product-oriented magazine: *PREMIUM INCENTIVE PRODUCTS*. Our franchise supports your mission in the premium incentive marketplace. Product editorial attracts buyers.

*PREMIUM INCENTIVE PRODUCTS* provides a tool to help build sales in the premium incentive marketplace. The magazine is devoted to delivering information on the industry's top products and best practices to stimulate buying activity.

The premium incentive market is large and complex. Buyers in this \$30 billion market have many titles, wear many hats and are hard to identify. “Premium Incentive Buyer” is a function—not a job title. Those who purchase premiums and incentives might be the company president, vice president, vice president of sales, sales manager, ad manager, purchasing agent or account executive. Buying premium and incentive products is only one function among many in these complex job roles.

We know that premium and incentive product information attracts these buyers. *PREMIUM INCENTIVE PRODUCTS* can help you reach them and sell them.

**Premium  
INCENTIVE  
PRODUCTS**  
PRODUCTS AND IDEAS THAT INSPIRE PERFORMANCE

**Premier issue  
coming in January 2008**

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page4 LOW RATE STRUCTURE ENCOURAGES MULTI-AD ADVERTISING PROGRAMS