

A Unique Audience of Proven Buyers

PREMIUM INCENTIVE PRODUCTS provides the most powerful audience of known premium buyers ever compiled – concentrating on the largest and most active users in the premium incentive industry.

PIP's circulation, built in true partnership with 20 leading brand manufacturers and premium incentive reps in our industry, is compiled from their proprietary customer and prospect lists, supplemented with names from leading database marketers.

The PIP circulation list is constantly refreshed with new customer and prospect names from additional manufacturers, distributors and reps, industry show attendees as well as list updates from original participants.

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



Business Services: 14,499

Financial, banking, consulting & insurance; Real Estate; Communications; Media & Publishing; and Transportation

Manufacturers: 6,921

Consumer & industrial product manufacturing companies; their divisions and subsidiaries; Agriculture, Forestry & Fishing; Mining & Construction

Wholesalers: 5,647

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

Retailers: 3,668

National and regional chain store headquarters; Restaurants; Hospitality; Healthcare services

Incentive Resellers: 9,265

Incentive companies; premium distributors; advertising/sales promotion agencies; premium representatives; promotional product distributors; others allied to field

PREMIUM INCENTIVE PRODUCTS is devoted to circulation quality. Every recipient of PIP is a known and proven buyer of premium incentive products. Advertisers can count on unprecedented performance and reader response. If you are looking for substantial response from your ads, PIP will deliver!