

# Premium INCENTIVE PRODUCTS

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Dear Advertiser:

*PREMIUM INCENTIVE PRODUCTS* performs a vital role for the premium incentive industry, its advertisers and its readers.

We have established an editorial profile devoted to the use and application of incentive merchandise and gift cards: what's available, where to get it, how to use it and how to measure program results.

We put this editorial package together in a beautiful, larger-than-life presentation that demands immediate attention, readership and response for your advertising.

We built a circulation list of 40,000 qualified readers in partnership with leading brand manufacturers and incentive reps. Our circulation is made up of known buyers from their customer and prospect lists.

We have also raised the bar for advertising accountability and results. PIP is fast becoming known as the industry's performance magazine!

In the following pages, you'll find testimonials from leading incentive suppliers including some outstanding results. I'm happy to report that we have quickly earned a reputation for impressive reader response – measured by both sales lead quality and quantity.

As we look ahead to 2009, I ask you to consider joining our list of satisfied advertisers. We can work together to stimulate action and growth for your company and the premium incentive industry.

Cordially,



Paul Hennessy,  
Publisher