

PIP Delivers the Most Powerful Audience of Known Premium Buyers Ever Compiled!

Premium buyers have a variety of titles, wear many hats and are hard to identify!

Presidents, Vice Presidents, Marketing Managers, Sales Managers, HR Directors, Account Executives and many more.

PREMIUM INCENTIVE PRODUCTS provides the most powerful audience of known premium & incentive buyers ever compiled!

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

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*.

The PIP circulation list, on an ongoing basis, is continually refreshed with customer and prospect names from additional manufacturers, distributors and reps, industry show attendees, as well as list updates from our original participants.



PIP CIRCULATION BREAKDOWN

BPA Worldwide membership applied for September 2009. 40,000 Total.
All are known and proven buyers of premium incentive products.
Also, we cover over 95% of Fortune 1000 companies!

Manufacturers: 7,421

Consumer & industrial product manufacturing companies, their divisions and subsidiaries; agriculture, forestry & fishing; mining & construction

Business Services: 14,499

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

Wholesalers: 5,747

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

Retailers: 3,568

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

Incentive Resellers: 8,765

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

If you want substantial results from your ads, PIP will deliver!