

Those who control premium incentive spending need info about the latest products & ideas to design effective programs that will deliver results.

PIP will stimulate action and growth for your company's sales!

PIP is dedicated to building programs and sales in the premium incentive marketplace. Our magazine is devoted to delivering information on the industry's products to stimulate buying activity.

The Premium and Incentive Market is large and complex with recent volume estimated at \$46 billion.

Premiums and incentives are used in any or all of the following:

- Employee recognition programs
- Sales incentive programs
- Dealer and distributor programs
- Consumer offer programs
- Safety award programs
- Customer service and loyalty programs
- Corporate branding programs

We know premium incentive product information attracts buyers for these programs. And that's how PREMIUM INCENTIVE PRODUCTS can help you reach them and sell them.

TARGETED EDITORIAL

Each issue is devoted exclusively to the Incentive Market—and nothing else. Every article, every feature, every word is devoted to our market! Cover-to-cover. And that's why we produce outstanding sales leads and sales results for our advertisers!

PIP is a product-oriented publication featuring rich, on-target editorial. Each issue highlights top incentive products in select categories, including high-tech products, watches and clocks, cameras, electronics, gift cards, recreation and sporting goods, luggage, crystal and more.

PIP addresses both the science and the art of incentives while providing buyers with answers to their most pressing information needs related to developing incentive programs and using products to motivate:

- *Important buying tips.*
- *The how's and why's of program management.*
- *Effectively using suppliers' and premium reps' services and facilities.*
- *What products are available now, and where can I get them?*
- *Programs and products that have proven effective for other premium incentive programs.*
- *Products that will best motivate employees, buyers, consumers and others.*
- *Products that will create excitement in my distribution channels and sales organization.*
- *And finally—what's the best way to set up a successful program and measure the results?*



Larger-Than-Life Editorial Format

New products, new program ideas for existing products, industry trends and best practices are prominently featured and beautifully presented. Every issue instructs our readers on the ins and outs of creating, managing and measuring their incentive programs.



Feature Editorial:

Every issue features staff-directed stories covering the latest, most innovative premium incentive products and solutions for encouraging top performance and rewarding employees, sales staff, channel partners and others through 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:

Targeted guest columns written by industry experts focus on the how's and why's of incentive program management, as well as the latest 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 presents the latest and greatest premium incentive products, as well as providing smart methods for getting the most out of their incentive program.

Read-Me-Now Format

PREMIUM INCENTIVE PRODUCTS' jumbo size and attractive and colorful format demands immediate readership from its audience of 40,000 known buyers! Your advertising benefits from the extra attention and excitement each issue creates.



EXPERIENCED PUBLISHING STAFF

Headed by Paul Hennessy, Publisher & President, the *PREMIUM INCENTIVE PRODUCTS* staff boasts nearly 100 years of premium incentive industry experience.

Prior to publishing the first issue of PIP in January 2008, Paul had more than 25 years of experience with industry magazines, including over 12 years as Associate Publisher of Potentials Magazine. Well known throughout the industry, Paul is active with industry organizations and is a charter member of the Incentive Marketing Association (IMA). He has conducted annual New Entrant Seminars at the Incentive Manufacturers & Representatives Alliance (IMRA) Conference, and has been a guest speaker at industry events and manufacturers' national sales meetings.

Other industry veterans include Chris Belbin, VP; Emily Tipping, Editorial Director; Catherine Eberlein Pfister, Contributing Editor; Rick Dandes and Brian Summerfield, Contributing Writers; Tony Ficke, Creative Director; Robert G. Braschel, Director of Web Technology; and Sharon Rynne, Assistant to the Publisher. All seasoned professionals—between them they have won numerous industry awards and accolades.