



# Premium INCENTIVE PRODUCTS

PRODUCTS AND IDEAS THAT INSPIRE PERFORMANCE



BEST  
BUY

gift  
CARD

2010  
Mediate  
Gift

# Premium INCENTIVE PRODUCTS

800 E. Northwest Hwy., Suite 111, Palatine, IL 60074  
PHONE: 847-705-6867 FAX: 847-705-6878 E-MAIL: info@PipMag.com

Dear Advertiser:

*PREMIUM INCENTIVE PRODUCTS* is committed to helping drive sales for our industry and advertisers.

Successful companies know it is more important than ever to reward and recognize outstanding performance.

Our continued commitment to a beautiful presentation and rich editorial content is unmatched. The editorial profile is devoted to the benefits, use and application of incentive industry products and gift cards. It shows buyers what's available, where to get it, how to use it and how to measure results.

BPA Worldwide membership was applied for in September 2009. We built our circulation of 40,000 qualified readers in partnership with leading brand manufacturers' and incentive reps' customer lists.

For advertisers, PIP has raised the bar for a higher degree of advertising accountability and results. We have quickly become known as the industry's performance magazine: PIP generates outstanding advertising results—measured by sales, sales lead quality and quantity.

You can't afford to wait on the sidelines as the economy recovers in 2010. By then it might be too late! We will work closely with you now to develop an ad program based on value, lead generation and measurable return on your advertising investment.

Also, all of our issues are now available in digital editions online at [www.pipmag.com](http://www.pipmag.com).

As we look ahead to 2010, I ask for your advertising support. Together we can stimulate action and growth for your company and the incentive industry as a whole.

Cordially,



Paul Hennessy,  
Publisher

# 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!***

# 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.

# Premium Incentive Products Delivers Value: Value to Readers, Value to Advertisers, Value for the Industry!

- Devoted to circulation quality, every recipient is a known buyer.
- Advertisers can count on unprecedented performance.
- Designed to produce strong reader interest & sales lead response.
- Provides insightful solutions to creating, managing & measuring incentive programs.

PIP has raised the bar for advertising accountability and performance. With the most powerful audience of known premium buyers ever compiled and a jumbo format that commands attention, reader action and response has been phenomenal.

Feedback from advertisers, incentive industry leaders, has also been impressive.

## READERS VALUE PIP!

PIP provides answers to their most pressing questions about developing incentive programs through the use of incentive merchandise and gift cards:

- What's available?
- Where can we get it?
- How do we use it?
- How do we measure program results?

## ADVERTISERS VALUE PIP!

PIP's on-target editorial and exciting format produce exceptional readership and response.

***"Home Run! Magazine looks great and content is perfect..."***

Joe Zanone, *Movado Group Inc.*

***"You are really making a difference in this business. Canon is proud to be a part of it."***

Terry Markwart, Director, *Canon*

***"Love your magazine! Love the leading brands present in your pages. And, my phone is ringing off the hook!"***

Mike Landry, Director of Special Markets, *Tumi*

***"... it's been many years since I've seen this kind of lead response. Really great!"***

Norma Jean Knollenberg, President, *Top Brands*

***"The response from PIP readers has been amazing. While in my booth at the Chicago show, I received a call in response to my first ad placing a significant merchandise order ... the day the issue hit the street! Fantastic!"***

Warren Weaver, *Zane's Cycles/Trek*

In today's market there is a need for a higher degree of accountability. Companies need better goal setting and program impact measurement and the importance of ROI is more important than ever.

**IF YOU ARE LOOKING FOR SUBSTANTIAL IMPACT & RESPONSE FROM YOUR ADVERTISING PROGRAM... PIP WILL DELIVER!**



# PIP Supports Your Ad Program!

*We provide advertisers with a prime advertising vehicle designed to create strong reader interest and response to produce sales. PREMIUM INCENTIVE PRODUCTS also supports our advertisers' marketing efforts with comprehensive marketing programs. A key part of this concept is to deliver multiple points of contact and lead-generating tools.*

## Product, Literature and Web Site Showcase

As an advertiser in a Showcase issue, your products, literature or Web site is featured at no cost with full-color pictures, descriptive copy and contact information. In addition to a reader-service number, all Showcases include your phone number and Web site address. We encourage readers to contact you directly while their interest is at its peak. By advertising in the appropriate issues, you will earn bonus exposure. Readers respond to PIP Showcase information.

## Pre-Qualified Quick-Response Sales-Lead System

Studies of sales leads show a high degree of conversion to sales if leads are followed up promptly. Our fax-back reader-service system stimulates more activity and eliminates delays. We process leads weekly and e-mail them to you so you can respond quickly to begin the sales process. You are able to import the information into a database, view in an easy-to-read format and print labels.

Leads are pre-qualified. You receive the prospects' organization type, job title, yearly premium incentive budget, phone and fax numbers and e-mail address. The end result: PIP pre-qualified sales leads are in your hands sooner in an easy-to-use format so you have a better opportunity to turn each prospect into a customer!

## Bonus Sales Leads

Advertisers get more leads from every issue. Reader-service reply cards highlight selected product categories to encourage readers to request information for items they plan to purchase in the coming 12 months. As an advertiser in the issue, you receive all leads from the category that relates to your business activity.

## Buying Plans Survey tell you where the market is headed – before the buying begins.

PIP surveys readers to determine their purchasing plans for the coming year. A specific product category is targeted each issue. Survey questions are printed on the reader-service reply card, sometimes supplemented by a separate questionnaire and mailing to pre-selected readers. *We ask readers:* • Whether they plan to buy in the next 12 months. • When they plan to purchase. • How much money they have budgeted.

As a qualified advertiser, you receive the complete printed survey results in a handy market intelligence report. The report contains: name, company, address, phone and fax number, e-mail address, plus survey-question answers—including buying plans and budget.

*The survey names alone can be worth more than the ad cost!*

## 2010 Buying Plans Survey

**JANUARY/FEBRUARY:** GIFT CARDS

**MARCH/APRIL:** CAMERAS

**MAY/JUNE:** ELECTRONICS

**JULY/AUGUST:** BUSINESS GIFTS

**SEPTEMBER/OCTOBER:** INCENTIVE MERCHANDISE

**NOVEMBER/DECEMBER:** WATCHES AND CLOCKS

## Digital Editions

Each issue of PIP is published as a digital edition. All editions will be archived digitally at the PIP Web site, [www.pipmag.com](http://www.pipmag.com), with direct links to advertisers' Web sites.

Our digital editions feature page-turning automation that is dynamic and accessible with interactive content—including Web links to your site. Each issue contains advanced and dynamic features, including: table of contents, zoom, send to a friend, download and print options. Your ads benefit from increased reach and exposure. And it's beautiful!

## Web Site Activity and Advertising

Both full and side Banner Ads are available for advertisers at [www.pipmag.com](http://www.pipmag.com).



ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	<b>AD CLOSE:</b> DEC. 11 <b>MATERIAL DUE:</b> DEC. 18	<b>AD CLOSE:</b> FEB. 12 <b>MATERIAL DUE:</b> FEB. 19	<b>AD CLOSE:</b> MARCH 26 <b>MATERIAL DUE:</b> APRIL 2	<b>AD CLOSE:</b> JUNE 18 <b>MATERIAL DUE:</b> JUNE 25	<b>AD CLOSE:</b> AUG. 20 <b>MATERIAL DUE:</b> AUG. 27	<b>AD CLOSE:</b> OCT. 1 <b>MATERIAL DUE:</b> OCT. 8
FEATURE 1	<b>Rising Tides:</b> Are You Prepared?	Managing Change with Motivation, Rewards & Incentives	<b>Engagement Primer:</b> What Is It, and Why Does It Matter?	Annual Business Gifts Guide	Merchandise Trends	<b>People Power:</b> The Value of Peak Performance
FEATURE 2	Gourmet Food	Electronics / High-Tech	Cameras	Watches & Clocks	Recreation & Sporting Goods	Luggage & Leather Goods
FEATURE 3	Motivate with Travel & Merchandise	IMRA Close-Up and Directory	Prove Your Program's Effectiveness	Building Your Brand Through Engagement	<b>What Motivates:</b> Incentives as Part of the Total Rewards Package	IMA Close-Up
FEATURE 4	<b>Managing Your Story:</b> How Your Programs Impact the Public View of Your Company	Green Guide	IGCC Close-Up	Safety Incentives	<b>Partners In Design:</b> Building Your Incentive & Reward Team	Wellness Incentives
PRODUCT SHOWCASES	<ul style="list-style-type: none"> <li>• New Products</li> <li>• Gift Cards</li> <li>• Watches &amp; Clocks</li> </ul>	<ul style="list-style-type: none"> <li>• New Products</li> <li>• Recreation &amp; Sporting Goods</li> <li>• Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• New Products</li> <li>• Writing Instruments &amp; Desk Accessories</li> <li>• Luggage &amp; Leather</li> </ul>	<ul style="list-style-type: none"> <li>• New Products</li> <li>• For the Home</li> <li>• Fitness Equipment / Healthcare / Spa Products</li> </ul>	<ul style="list-style-type: none"> <li>• New Products</li> <li>• Electronics / High-Tech</li> <li>• Dining / Food</li> </ul>	<ul style="list-style-type: none"> <li>• New Products</li> <li>• Cameras</li> <li>• Eco-Friendly Goods</li> </ul>
ADVERTISING BONUSES	Full-Color Product Showcase	Full-Color Web Site Showcase	All advertisers will receive a supplier showcase in the "IGCC Close-Up" section	Full-Color Product Showcase	Trade Show in Print Showcase	All advertisers will receive a supplier showcase in the "IMA Close-Up" section
BUYING PLANS SURVEYS	Gift Cards	Cameras	Electronics	Business Gifts	Incentive Merchandise	Watches
BONUS DISTRIBUTION			<b>The New York Incentive, Rewards &amp; Recognition Expo:</b> TBD		<b>The Motivation Show (IT&amp;ME)</b> Chicago Oct. 12-14	

# Low Cost-Efficient Rates

Our cost-efficient rate structure, with no increase for 2010, allows you to run an advertising campaign for less than the cost of one or two ads in some competing magazines.

## 4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Tabloid	11,995	11,395	10,795	10,195	9,595
2/3 Tabloid	9,895	9,385	8,875	8,365	7,855
1/2 Tabloid	8,095	7,695	7,295	6,895	6,495
1/3 Tabloid	6,445	6,085	5,725	5,365	5,005
Junior	8,495	8,045	7,595	7,145	6,695
2/3 Junior	6,445	6,110	5,775	5,440	5,105
1/2 Junior	5,320	5,050	4,780	4,510	4,240
1/3 Junior	3,895	3,705	3,515	3,325	3,135
1/4 Junior	3,295	3,145	2,995	2,845	2,695
Tabloid Spread	22,790	21,590	19,390	19,190	17,990
Junior Spread	15,840	14,940	14,040	13,140	12,240



## MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH	AD SIZE	WIDTH	DEPTH
Tabloid Spread (Bleed)	22-1/4"	14-1/4"	Junior Spread (Bleed)	15-1/2"	11"
Tabloid Spread (Trim Size)	21-3/4"	14"	Tabloid Spread (Trim Size)	15-1/2"	10-3/4"
Tabloid Spread (Live Area)	20-3/4"	13-1/4"	Tabloid Spread (Live Area)	15-1/2"	10"
Tabloid (Bleed)	11-1/8"	14-1/4"	Junior (Bleed)	8"	11"
Tabloid (Trim Size)	10-7/8"	14"	Tabloid (Trim Size)	7-3/4"	10-3/4"
Tabloid (Live Area)	10"	13-1/4"	Tabloid (Live Area)	7"	10"
2/3 Tabloid (Vertical)	7"	13-1/4"	2/3 Junior (Vertical)	4-1/2"	10"
2/3 Tabloid (Horizontal)	10"	10"	1/2 Junior (Island)	4-1/2"	7-1/2"
1/2 Tabloid (Vertical)	5-1/4"	13-1/4"	1/2 Junior (Vertical)	3-3/8"	10"
1/2 Tabloid (Horizontal)	10"	7-1/2"	1/2 Junior (Horizontal)	7"	4-7/8"
1/3 Tabloid (Vertical)	3-3/8"	13-1/2"	1/3 Junior (Vertical)	2-1/8"	10"
1/3 Tabloid (Horizontal)	10"	4-7/8"	1/3 Junior (Horizontal)	4-1/2"	4-7/8"
			1/4 Junior (Vertical)	3-3/8"	4-7/8"

**COLOR RATE EXCEPTIONS:** Black & White ads-Deduct \$1,100 per ad; Standard 2-Color ads-Deduct \$600; Matched Color ads-Deduct \$300.

**COVERS & SPECIAL POSITIONS:** Covers and special positions are available on a non-cancelable basis at an extra charge of 10% on space and color.

**INSERTS AND GATEFOLDS:** Contact publisher for rates and information.

**GENERAL RATE POLICY:** All advertising subject to Publisher's approval. If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.

**AGENCY COMMISSION:** 15% to recognized agencies on space and color charges if paid within 30 days from invoice.

**PAYMENT TERMS:** Net 30 days. Late payments may be subject to 1% interest per month, loss of agency commission and collection fees.  
*Cancellations not accepted after published deadline.*

## PRINT SPECIFICATIONS:

**PROGRAMS FORMATS:** QuarkXPress 8.0, Acrobat Professional, Photoshop CS3, Illustrator 10 and PageMaker 7.0.

Please supply JPEG, EPS, TIFF or PDF files in either Mac (preferably) or PC platforms. All ad artwork and/or editorial images should be high-resolution, 300 dpi files and should be converted from RGB to CMYK prior to sending to properly display the correct print colors.

**TO ENSURE TRUE AND CORRECT COLOR WHEN PRINTING, PLEASE SUPPLY A COLOR PROOF OR PDF WITH YOUR AD MATERIAL.**

Please check with the publisher for complete specifications and production charges.

## PLEASE MAIL AD MATERIALS TO:

Premium Incentive Products, 800 E. Northwest Hwy., Suite 111, Palatine, IL 60074 PHONE: 847-705-6867

# Premium INCENTIVE PRODUCTS

**HENNESSY COMMUNICATIONS, INC.**

**800 E. Northwest Hwy, Suite 111, Palatine, IL 60074**

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