

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!

