

Premium INCENTIVE PRODUCTS

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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.

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