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news release



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## PREMIUM INCENTIVE PRODUCTS Applies For BPA Worldwide Business Publication Membership

**Shelton, CT September 30, 2009** – *Premium Incentive Products* has applied for business publication membership in BPA Worldwide. The magazine is published by Hennessy Communications, LLC (Palatine, IL).

BPA Worldwide will track circulation for *Premium Incentive Products* based on business/distribution, demographics and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

“The strong growth of *Premium Incentive Products* has made it a perfect time to apply for membership with BPA Worldwide,” said President Paul Hennessy. “Our firm commitment to our recipients and advertisers will be enhanced by our future membership in BPA.”

“We are pleased that *Premium Incentive Products* has applied for membership in BPA Worldwide,” said BPA president and CEO Glenn Hansen. “We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication’s effectiveness in serving its market.”

**About BPA Worldwide** A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

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