

# Products and Ideas That Inspire Performance

*PREMIUM INCENTIVE PRODUCTS'* purpose is to build 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. Volume is estimated at \$46 billion.**

Premiums and incentives are frequently used in the following types of programs:

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

Buyers have a wide variety of titles, wear many hats and are hard to identify. From company presidents to sales managers, HR directors and account executives, those who control premium incentive spending need information about the latest available products and ideas to design effective programs that deliver results.

We know premium incentive product information attracts these buyers. That's how *PREMIUM INCENTIVE PRODUCTS* can help you reach them and sell them.

## TARGETED EDITORIAL

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

We provide buyers with answers to their most pressing questions about developing incentive programs and using products to motivate:

- What are important buying tips?
- What are the how's and why's of program management?
- How can I effectively use suppliers' and premium reps' services and facilities?
- What products are available now, and where can I get them?
- What programs and products have proven effective for other premium incentive programs?
- Which products will best motivate employees, buyers, consumers and others?
- Which products will create excitement in my distribution channels and sales organization?
- And finally – what's the best way to set up a successful program, and how do I measure the results?

*PIP answers all of these questions and more!*

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



**Editorial Features:**

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 hows and whys 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 your incentive program.

**Read-Me-Now Format**

*PREMIUM INCENTIVE PRODUCTS'* jumbo size, attractive and colorful format demands readership from its audience of 40,000 known buyers! Your advertising benefits from the extra attention and excitement each issue creates. Your products and message are prominently displayed in our larger format for maximum visibility and impact: one of the reasons you will be pleased with your ad's results and reader response from PIP!



**PIP REFLECTS VALUE:  
VALUE TO THE READER, VALUE TO THE ADVERTISERS,  
VALUE FOR THE INDUSTRY**

**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 launching PIP in January 2008, Paul had over 25 years of experience with industry magazines, including more than 12 years as Associate Publisher of Potentials Magazine. Well known throughout the industry, Paul has been 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, V.P.; Emily Tipping, Editorial Director; Catherine Eberlein Pfister, Contributing Editor; William Flanagan, Contributing Editor; Tony Ficke, Creative Director; and Sharon Rynne, Assistant to the Publisher. All seasoned professionals; between them they have won numerous awards and accolades.