



2009 Media Guide

Premium INCENTIVE PRODUCTS

PRODUCTS AND IDEAS THAT INSPIRE PERFORMANCE



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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 performs a vital role for the premium incentive industry, its advertisers and its readers.

We have established an editorial profile devoted to the use and application of incentive merchandise and gift cards: what's available, where to get it, how to use it and how to measure program results.

We put this editorial package together in a beautiful, larger-than-life presentation that demands immediate attention, readership and response for your advertising.

We built a circulation list of 40,000 qualified readers in partnership with leading brand manufacturers and incentive reps. Our circulation is made up of known buyers from their customer and prospect lists.

We have also raised the bar for advertising accountability and results. PIP is fast becoming known as the industry's performance magazine!

In the following pages, you'll find testimonials from leading incentive suppliers including some outstanding results. I'm happy to report that we have quickly earned a reputation for impressive reader response – measured by both sales lead quality and quantity.

As we look ahead to 2009, I ask you to consider joining our list of satisfied advertisers. We can work together to stimulate action and growth for your company and the premium incentive industry.

Cordially,



Paul Hennessy,
Publisher

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:

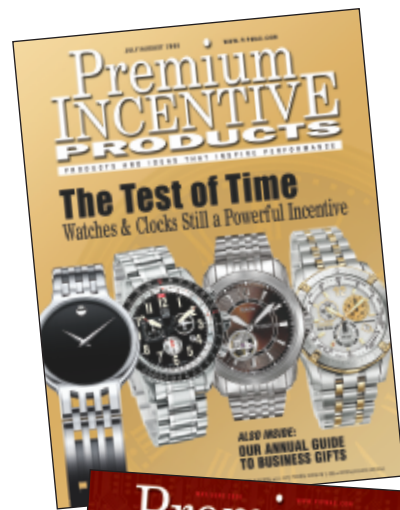
Targeted guest columns written by industry experts focus on the hows and whys of incentive program management, as well as the latest industry trends. Columnists will explore how to motivate employees, buyers and others, how to create excitement among distributors' or dealers' sales organizations with 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.

A Unique Audience of Proven Buyers

PREMIUM INCENTIVE PRODUCTS provides the most powerful audience of known premium buyers ever compiled – concentrating on the largest and most active users in the premium incentive industry.

PIP's circulation, built in true partnership with 20 leading brand manufacturers and premium incentive reps in our industry, is compiled from their proprietary customer and prospect lists, supplemented with names from leading database marketers.

The PIP circulation list is constantly refreshed with new customer and prospect names from additional manufacturers, distributors and reps, industry show attendees as well as list updates from original participants.

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*.



Business Services: 14,499

Financial, banking, consulting & insurance; Real Estate; Communications; Media & Publishing; and Transportation

Manufacturers: 6,921

Consumer & industrial product manufacturing companies; their divisions and subsidiaries; Agriculture, Forestry & Fishing; Mining & Construction

Wholesalers: 5,647

Wholesalers/distributors/jobbers (national and regional companies selling consumer and/or industrial products to retail, industrial, commercial, institutional and professional users)

Retailers: 3,668

National and regional chain store headquarters; Restaurants; Hospitality; Healthcare services

Incentive Resellers: 9,265

Incentive companies; premium distributors; advertising/sales promotion agencies; premium representatives; promotional product distributors; others allied to field

PREMIUM INCENTIVE PRODUCTS is devoted to circulation quality. Every recipient of PIP is a known and proven buyer of premium incentive products. Advertisers can count on unprecedented performance and reader response. If you are looking for substantial response from your ads, PIP will deliver!

What Industry Leaders Have to Say

PREMIUM INCENTIVE PRODUCTS has generated tremendous excitement throughout the premium incentive marketplace.

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 response has been phenomenal.

Response from Incentive Industry Leaders has also been impressive. Here are some of the comments we can share with you from leading industry suppliers such as: Canon, Tumi, Top Brands, Sony, Movado, Nikon, Waterford, Audiovox, Seiko, Rymax, Coleman, Maui Jim, High Plains Bison, Seiko, Marketing Motivators and others.

“It’s been many years since I’ve seen this kind of lead response. Really great!”

“Love the magazine! And fantastic response for us!”

“In the last edition I received 8 phone calls the day the mag went out to subscribers.”

“Your magazine looks great!!!!”

“You have knocked it out of the park! Great publication...attractive, informative, great content, you are giving the reader what they need...and want.”

“The publication looks great – articles are awesome...”

“Congrats...Great Job!!! I’m proud that we are in the first PIP.”

“Fantastic! Home Run! Magazine looks great and content is perfect...”

“Thanks for your...commitment to advance the professionalism of our marketplace...”

“Home run...home run...home run! PIP is unbelievable! What a great magazine.

“The MAGAZINE IS AWESOME...”

“Love your magazine! And I’m very pleased with the response.”

“Nice job!!! The mag really looks terrific! Congratulations!”

“Just closed a substantial order from a new customer who called us when they saw our ad in PIP”

You can count on PREMIUM INCENTIVE PRODUCTS for performance and sales leads from your advertising. If you are looking for substantial ad response, PIP will deliver!

PIP Advertiser Support

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

Advertiser Showcase Bonuses

As an advertiser, your products or company are 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 answered and followed up promptly. *PREMIUM INCENTIVE PRODUCTS* provides fast turnaround so your leads are always fresh with our quick-response sales-lead system.

Our reader-service fax-back system stimulates more activity and eliminates mailing delays. We process leads on a weekly basis and e-mail them to you so you can respond quickly to begin the sales process. The e-mailed leads are provided three ways to facilitate the follow-up process: You are able to import the information into a database, view the information in an easy-to-read format and print labels.

Each lead is pre-qualified. In addition to normal contact information, you also receive the prospect's type of organization, job title, yearly premium incentive operating budget, phone number, fax number and e-mail address.

The end result: Pre-qualified sales leads generated from *PREMIUM INCENTIVE PRODUCTS* 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 Surveys 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.
- What they plan to purchase.
- 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 & 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!

2009 BUYING PLANS SURVEYS

JANUARY/FEBRUARY: GIFT CARDS

MARCH/APRIL: CAMERAS

MAY/JUNE: ELECTRONICS

JULY/AUGUST: BUSINESS GIFTS

SEPTEMBER/OCTOBER: INCENTIVE MERCHANDISE

NOVEMBER/DECEMBER: WATCHES AND CLOCKS

ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	AD CLOSE: DEC. 12 MATERIAL DUE: DEC. 19	AD CLOSE: FEB. 13 MATERIAL DUE: FEB. 20	AD CLOSE: MARCH 27 MATERIAL DUE: APRIL 3	AD CLOSE: JUNE 19 MATERIAL DUE: JUNE 26	AD CLOSE: AUG. 14 MATERIAL DUE: AUG. 21	AD CLOSE: OCT. 16 MATERIAL DUE: OCT. 23
STRATEGIZE	Ride the Waves of Change: Rewarding Through Good Times & Bad	Global Recognition: Incentives in a Changing World	From the Ground Up: Building a Culture of Recognition	Annual Business Gifts Guide	Full Engagement: How Rewards & Incentives Help Drive Success	Make Your Case: The Business Case for Effective Incentives
MERCHANDISE	Gourmet Food	Electronics / High-Tech	Cameras	Watches & Clocks	Recreation & Sporting Goods	Luggage & Leather Goods
RECOGNIZE	This Is Personal: Targeting Reward & Recognition to the Individual	Socially Responsible Incentives: From Greenness to Goodness	SPECIAL FEATURE: IGCC Close-Up	Generation Gaps: Focusing in on Reward Choices	Merchandise Trends	SPECIAL FEATURE: IMA Close-Up
PRODUCT SHOWCASES	<ul style="list-style-type: none"> • New Products • Gift Cards • Watches & Clocks 	<ul style="list-style-type: none"> • New Products • Recreation & Sporting Goods • Apparel 	<ul style="list-style-type: none"> • New Products • Writing Instruments & Desk Accessories • Luggage & Leather 	<ul style="list-style-type: none"> • New Products • For the Home • Fitness Equipment / Healthcare / Spa Products 	<ul style="list-style-type: none"> • New Products • Electronics / High-Tech • Dining / Food 	<ul style="list-style-type: none"> • New Products • Cameras • Eco-Friendly Goods
GUEST COLUMNS	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider • Pre-NY Show column 	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider • Pre-Chicago Show column 	<ul style="list-style-type: none"> • From the IMA • The Insider 	<ul style="list-style-type: none"> • From the IMA • The Insider
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			The New York Incentive Rewards & Recognition Expo May 12-13		The Motivation Show (IT&ME) Chicago September 29- Oct. 1	



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"	15-1/4"	Junior Spread	(Bleed)	15-1/2"	11"
	(Trim Size)	21-3/4"	15"		(Trim Size)	15-1/2"	10-3/4"
	(Live Area)	20-3/4"	14-1/4"		(Live Area)	15-1/2"	10"
Tabloid	(Bleed)	11-1/8"	15-1/4"	Junior	(Bleed)	8"	11"
	(Trim Size)	10-7/8"	15"		(Trim Size)	7-3/4"	10-3/4"
	(Live Area)	10"	14-1/4"		(Live Area)	7"	10"
2/3 Tabloid	(Vertical)	7"	14-1/4"	2/3 Junior	(Vertical)	4-1/2"	10"
	(Horizontal)	10"	10"	1/2 Junior	(Island)	4-1/2"	7-1/2"
1/2 Tabloid	(Vertical)	5-1/4"	14-1/4"	(Vertical)	3-3/8"	10"	
	(Horizontal)	10"	7-1/2"	(Horizontal)	7"	4-7/8"	
1/3 Tabloid	(Vertical)	3-3/8"	14-1/2"	1/3 Junior	(Vertical)	2-1/8"	10"
	(Horizontal)	10"	4-7/8"		(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 6.1, Acrobat Professional, Photoshop CS3, Illustrator CS3 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 ensure 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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FAX: 847-705-6878

E-MAIL: info@PipMag.com

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