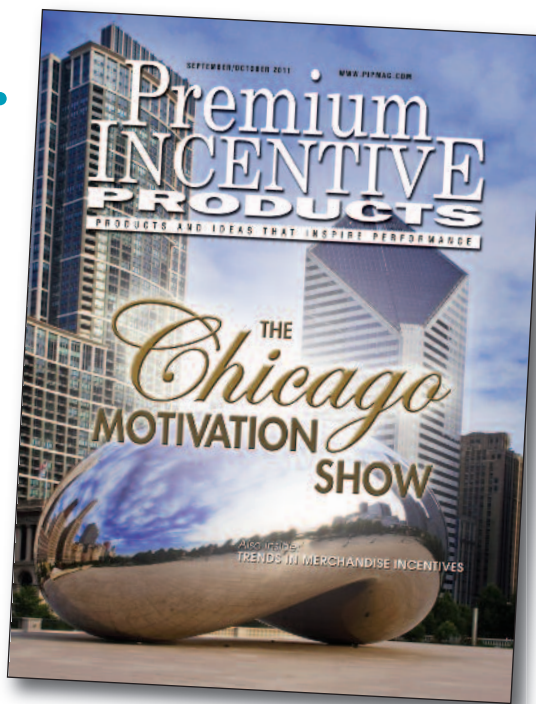


Premium Incentive Products supports your ad program



PIP produces strong reader interest and response leading to sales. **PREMIUM INCENTIVE PRODUCTS** supports your marketing efforts with comprehensive marketing programs.

PIP will stimulate action and growth for your company's sales for a wide range of programs: employee recognition, sales incentives, dealer and distributor incentive programs, consumer offers, safety awards, customer service and loyalty programs, corporate branding and promotion programs of all types.

Showcase Bonus

Advertise and your products, literature or Web site is featured at no cost with full-color pictures, descriptive copy and contact information including 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.

Pre-Qualified Quick-Response Sales Leads

PIP leads are pre-qualified. We'll provide the prospect's organization type, job title, yearly premium incentive budget, phone, fax and e-mail address. Studies show a high degree of conversion to sales if leads are followed up promptly. We process and e-mail leads weekly so you can begin the sales process. Leads are in your hands sooner in an easy-to-use format giving you a better opportunity to turn prospects into customers. You can import the information into a database, view the information in a spreadsheet format and print labels.

Bonus Sales Leads

Get more leads from every issue. Reader response cards highlight product categories to encourage readers to request information for products they plan to purchase in the coming 12 months. When you advertise, you receive all leads from the category that relates to your business.

Buying Plans Surveys to tell you where the market is headed – before the buying begins.

We ask readers if and when they plan to buy and the amount budgeted. You receive complete survey results in a report containing name, title, company, address, phone, fax, e-mail, plus survey responses to buying plans and budgets. The survey names alone can be worth more than the ad cost!

If you want substantial results from your ads, count on **PREMIUM INCENTIVE PRODUCTS** to deliver!

“As business costs escalate and budgets decline, the value of magazines is increasing. The cost to reach a qualified prospect is lower in B-to-B magazines than any other medium, making them natural vehicles for generating a significant rise in marketing performance.”