

Premium Incentive Products delivers the largest, most powerful audience of known premium buyers ever created!

PREMIUM INCENTIVE PRODUCTS' circulation was built in partnership with more than 20 leading brand manufacturers and premium incentive reps in our industry, compiled from their proprietary customer and prospect lists, then supplemented with the names of incentive buyers from leading database marketers.

This truly unique circulation-building technique was possible only because of the high esteem and respect leading industry professionals share for the concept and staff of **PREMIUM INCENTIVE PRODUCTS**.

PREMIUM INCENTIVE PRODUCTS is BPA-audited. While others in the field reduce their investment in quality print circulation, PIP is committed to offering the freshest and most highly qualified readers in our industry.

BPA auditing of trade magazines gives advertisers confidence:

- Auditing provides verified readership of subscribers.
- Auditing prevents you as an advertiser from making unverifiable advertising expenditures.
- If your ads reach the wrong target, thousands of potential customers may never see your ads.
- BPA quote: "Unaudited media are likely to claim circulation far in excess of their print run. This type of business practice by publishers was the driving force behind the formation of BPA."
- Currently audited media helps protect your professional reputation and marketing budget.

Remember, no BPA audit...no proof of circulation. Demand proof!

Our own analysis shows we reach 96% of Fortune 1000 companies!



"The more marketers advertise their Web site in magazines, the more direct traffic their sites get."

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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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 audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Premium INCENTIVE PRODUCTS

PRODUCTS AND IDEAS THAT INSPIRE PERFORMANCE

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Issues Per Year: 6



FIELD SERVED

PREMIUM INCENTIVE PRODUCTS serves the fields of manufacturing, dealer/distributor/wholesaler/manufacture's rep, retail, restaurants/hospitality, mail order, entertainment, TV/radio/movies, sports, healthcare, utilities/transportation, banks, finance, real estate, insurance, premium distributors and reps, incentive house, promotional products distributor, government/military/education, business services/legal, non-profit, construction, contractors, engineering, advertising & sales promotion agency, and other products/services

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in general/corporate management, sales/marketing, advertising/sales, HR, and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	803
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	67
Digital _____	-
All Other _____	380
TOTAL	1,250

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January/February _____	358	358	40,000
March/April _____	18,552	18,552	40,000
May/June _____	167	167	40,000
TOTAL	19,077	19,077	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is equal to the average of the other 2 issues reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	General/ Corporate Management	Sales/ Marketing	Advertising/ Sales Promotion	HR	Other Functions and functions not available
Manufacturing _____	15,133	37.9	6,925	7,543	364	109	192
Dealer/Distributor/Wholesaler/Mfg Rep _____	1,658	4.1	669	738	145	32	74
Retail/Restaurants/Hospitality/Mail Order _____	2,843	7.1	806	1,040	741	103	153
Banks/Finance/Real Estate/Insurance _____	5,568	14.0	2,746	2,540	106	54	122
Entertainment/TV/Radio/Movies/Sports _____	1,066	2.7	451	376	121	44	74
Healthcare _____	1,863	4.7	773	671	88	141	190
Government/Military/Education _____	1,059	2.6	447	229	81	75	227
Utilities/Transportation _____	476	1.2	193	173	67	15	28
Advertising/Sales Promotion Agencies _____	1,697	4.2	833	509	255	25	75
Business Services/Legal/Non-Profit _____	3,079	7.7	1,721	630	160	169	399
Construction/Contractors/Engineering _____	399	1.0	215	131	11	13	29
Premium Distributors/Rep/Incentive House _____	456	1.1	217	163	28	7	41
Promotional Products Distributor _____	1,851	4.6	906	683	173	16	73
Other _____	2,852	7.1	1,150	790	273	129	510
TOTAL QUALIFIED CIRCULATION	40,000	100.0	18,052	16,216	2,613	932	2,187
PERCENT	100.0		45.2	40.5	6.5	2.3	5.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	21,996	958	93	23,047	57.6
II. Request from recipient's company: _____	13	51	22	86	0.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	15,188	1,679	-	16,867	42.2
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	15,188	500	-	15,688	39.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	-	1,179	-	1,179	2.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,197	2,688	115	40,000	100.0
PERCENT	93.0	6.7	0.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	39,971	99.9
Individuals by name only _____	3	-
Titles or functions only _____	25	0.1
Company names only _____	1	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	192		Kentucky _____	449	
New Hampshire _____	205		Tennessee _____	727	
Vermont _____	79		Alabama _____	615	
Massachusetts _____	1,105		Mississippi _____	267	
Rhode Island _____	169		EAST SO. CENTRAL	2,058	5.1
Connecticut _____	708		Arkansas _____	354	
NEW ENGLAND	2,458	6.1	Louisiana _____	413	
New York _____	3,583		Oklahoma _____	409	
New Jersey _____	1,811		Texas _____	2,453	
Pennsylvania _____	2,110		WEST SO. CENTRAL	3,629	9.1
MIDDLE ATLANTIC	7,504	18.7	Montana _____	90	
Ohio _____	1,671		Idaho _____	140	
Indiana _____	920		Wyoming _____	41	
Illinois _____	2,760		Colorado _____	572	
Michigan _____	1,209		New Mexico _____	95	
Wisconsin _____	921		Arizona _____	594	
EAST NO. CENTRAL	7,481	18.7	Utah _____	232	
Minnesota _____	1,118		Nevada _____	232	
Iowa _____	560		MOUNTAIN	1,996	5.0
Missouri _____	970		Alaska _____	60	
North Dakota _____	119		Washington _____	518	
South Dakota _____	115		Oregon _____	465	
Nebraska _____	283		California _____	3,858	
Kansas _____	495		Hawaii _____	106	
WEST NO. CENTRAL	3,660	9.2	PACIFIC	5,007	12.5
Delaware _____	96		UNITED STATES	39,978	99.9
Maryland _____	617		U.S. Territories _____	22	
Washington, DC _____	332		Canada _____	-	
Virginia _____	653		Mexico _____	-	
West Virginia _____	105		Other International _____	-	
North Carolina _____	1,009		AP0/FPO _____	-	
South Carolina _____	387		TOTAL QUALIFIED CIRCULATION	40,000	100.0
Georgia _____	1,150				
Florida _____	1,836				
SOUTH ATLANTIC	6,185	15.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
6-Month Period Ended:	Audited Data	Circulation Claim
	September - December 2010	January - June 2011*
Total Audit Average Qualified: _____	40,000	40,000
Qualified Non-Paid: _____	40,000	40,000
Qualified Paid: _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

***NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 15,688 copies or 39.2%, including InfoUSA. Other sources include 2 sources of circulation for quantities of 34 copies or 0.1% to 1,145 copies or 2.9%.

REVISED STATEMENT:

This Revised June 2011 Circulation Statement dated August 3, 2011 replaces the previously released statement dated July 14, 2011. Due to a clerical error, the Paragraph 3b comments were not included in the Additional Data section. The correct terminology appears on page 4. Please destroy all originally released copies of this report.

We hereby make oath and testify that all data set forth in this statement are true.		
Paul Hennessy, Publisher	Date signed	July 14, 2011
Sharon Rynne, Assistant to Publisher	State	Illinois
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Cook
IMPORTANT NOTE:	Revised	August 8, 2011
This unaudited circulation statement has been checked against the previous audit report.	Type	PD
It will be included in the annual audit made by BPA Worldwide.	ID Number	P568P0J1