

ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	AD CLOSE: DEC. 16 MATERIAL DUE: DEC. 23	AD CLOSE: FEB. 17 MATERIAL DUE: FEB. 24	AD CLOSE: APRIL, 20 MATERIAL DUE: APRIL 27	AD CLOSE: JUNE 22 MATERIAL DUE: JUNE 29	AD CLOSE: AUG. 17 MATERIAL DUE: AUG. 24	AD CLOSE: OCT. 5 MATERIAL DUE: OCT. 12
FEATURE 1	For the Home	Electronics / High-Tech	Cameras	Watches & Clocks	Recreation & Sporting Goods	Luggage & Leather Goods
FEATURE 2	Safety Programs	Leveraging Mobile & Social Media in Incentive Programs	Performance Improvement & Incremental Rewards	Annual Business Gifts Guide	Merchandise Trends	What's New In Wellness Incentives?
FEATURE 3	Problem-Solving When Your Program Isn't Working	Problem-Solving: Reducing Turnover, and Keeping Top Performers	Problem-Solving: Change Management, Mergers & Acquisitions – Incorporating Your Incentives	Problem-Solving: Boosting Sales Performance	Problem-Solving: Getting All Parties on Board for Your Incentive/Reward Program	Problem-Solving: Dealing with the Disengaged
FEATURE 4	Global Programs Roundtable	IMRA Roundtable and Special Directory Supplement	IGCC Roundtable and Special Directory Supplement	Recognition Roundtable	Engagement Roundtable	IMA Roundtable
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 • Gourmet Food 	<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 • Last-Minute Gifts
ADVERTISING BONUSES	Full-Color Product Showcase	Full-Color Web Site Showcase	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 Motivation Show (IT&ME) Chicago Oct. 23-25	

“A magazine has a unique relationship with its readers. The magazine and its content, including advertising, have credibility not available in any other form of advertising presentation.”