

Premium Incentive Products presents targeted editorial

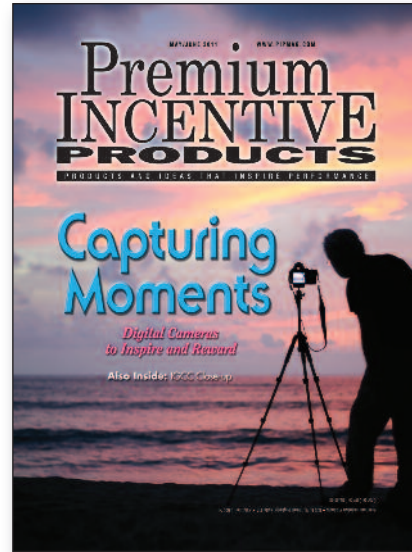
“It is a challenge to reach top decision-makers and influence them to buy your products or services. But, they all have one thing in common – they have a need to continually educate themselves so they can do their job better.”

Each issue of **PREMIUM INCENTIVE PRODUCTS** is devoted exclusively to the incentive market and nothing else. Every article, every read-me-now feature, every word is devoted to our market – cover to cover! And that produces outstanding sales leads and sales results for our advertisers!

PIP is the product-oriented publication featuring rich, on-target editorial that appeals to premium and incentive buyers: high-tech products, watches and clocks, cameras, electronics, gift cards, recreation and sporting goods, luggage, crystal, gourmet food and more. Guest columns written by industry experts focus on industry and product trends, motivation techniques and creating excitement.

PIP provides answers to our readers’ most pressing questions about developing incentive programs through the use of incentive merchandise and gift cards. What’s available? Where can I get it? How can I use it? How do I measure program results?

PIP addresses both the science and art of incentives while giving buyers answers to their information needs and how best to develop effective incentive programs using products to motivate.



“Over the years, every executive reader survey shows B-to-B magazines as the top source for branding information and purchasing decisions.”