

2012 MEDIA GUIDE



Premium
**INCENTIVE
PRODUCTS**

PRODUCTS AND IDEAS THAT INSPIRE PERFORMANCE

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

A Message to Advertisers:

I'm happy to report the 2011 ad count for **PREMIUM INCENTIVE PRODUCTS** has again increased. Our September/October issue set another record, and PIP is the clear advertising leader among magazines serving the incentive market. There are many reasons for this, including:

- Advertising works in PIP! We produce more sales leads and more sales. Virtually every advertiser who has tested PIP continues to advertise with us!
- Our circulation is made up of the greatest list of known buyers ever assembled in the history of the incentive market. PIP reaches 40,000 BUYERS, and we are BPA-audited.
- Every article, every feature, every word is written to, for and about the incentive market. Nothing else!
- PIP is simply the most beautiful and elegant publication in this industry. Your company deserves to be a part of **PREMIUM INCENTIVE PRODUCTS'** dramatic presentation in 2012!

If I can be of help to you for planning your advertising investment in PIP, please call me at (847) 705-6868.

Best regards,



Paul Hennessy,
Publisher

"Magazines are the anchors of all B-to-B media. They go straight to the corner office, are the brands executives trust and the springboard to buyer action."

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**.

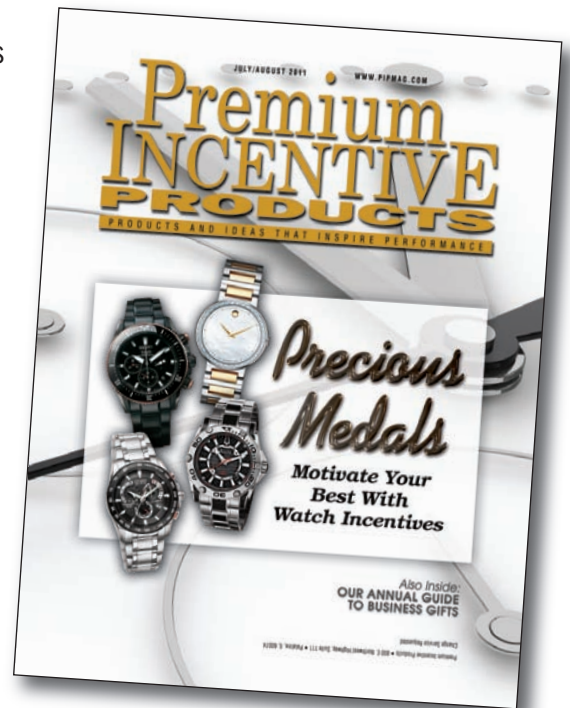
PREMIUM INCENTIVE PRODUCTS is BPA-audited. While others in the field reduce their investment in quality print circulation, PIP is committed to offering the freshest and most highly qualified readers in our industry.

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."

Premium Incentive Products presents targeted editorial

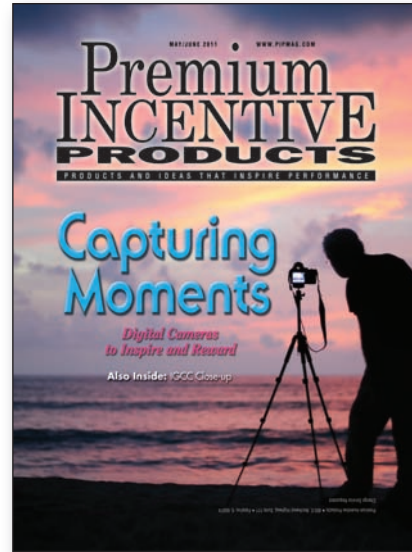
“It is a challenge to reach top decision-makers and influence them to buy your products or services. But, they all have one thing in common – they have a need to continually educate themselves so they can do their job better.”

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.”

Premium Incentive Products delivers value to our readers, to our industry and to our advertisers!

- PIP reaches the highest quality audience in the market.
- Advertisers can count on unprecedented performance.
- PIP is designed to stimulate strong reader interest and sales lead response.
- Our editors provide insightful solutions to create, manage and measure incentive programs.

PREMIUM INCENTIVE PRODUCTS has raised the bar for advertising and performance. With the most powerful audience of known premium buyers ever created, and an attractive jumbo format that commands attention, reader action and response is phenomenal. Feedback from advertisers and other incentive industry leaders is also impressive.

When you advertise in **PIP** you can expect response from:

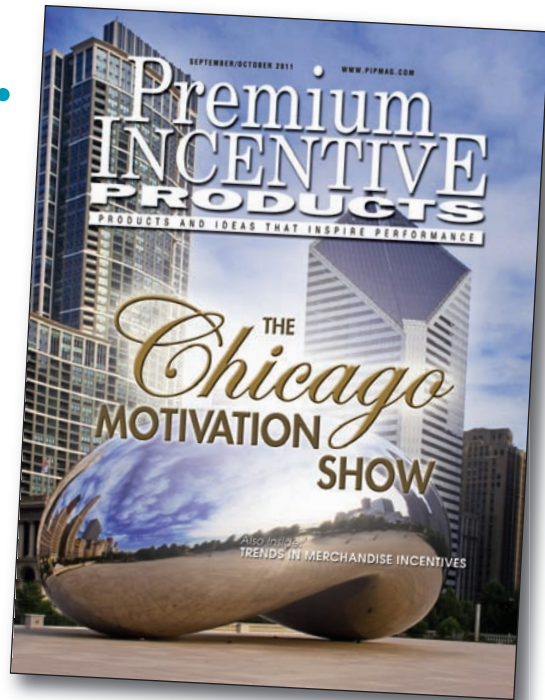
- Our reader service sales lead system.
- Substantial telephone and other direct contact.
- Editorial coverage.
- Internet response from www.pipmag.com. Our digital issues are online and your ad will be there all year. Plus, you will be listed as a Featured Supplier all year. We provide metrics reports on activity, and our site currently has more than 15,000 visitors per month.

In today's market, there is a need for a high degree of accountability. Companies need better goal setting and program impact measurement. ROI is more important than ever. **IF YOU ARE LOOKING FOR IMPACT AND RESPONSE FROM YOUR ADVERTISING PROGRAM...TRUST *PREMIUM INCENTIVE PRODUCTS* TO DELIVER!**



“Magazines and your ad message are literally invited into the reader’s office. Then they find the content so compelling that ads are read no matter where they are placed within the book.”

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.”

Low Cost-Efficient Rates

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"	14-1/4"	Junior Spread	(Bleed)	15-1/2"	11"
	(Trim Size)	21-3/4"	14"		(Trim Size)	15-1/2"	10-3/4"
	(Live Area)	20-3/4"	13-1/4"		(Live Area)	15-1/2"	10"
Tabloid	(Bleed)	11-1/8"	14-1/4"	Junior	(Bleed)	8"	11"
	(Trim Size)	10-7/8"	14"		(Trim Size)	7-3/4"	10-3/4"
	(Live Area)	10"	13-1/4"		(Live Area)	7"	10"
2/3 Tabloid	(Vertical)	7"	13-1/4"	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"	13-1/4"	(Vertical)	3-3/8"	10"	
	(Horizontal)	10"	7-1/2"	(Horizontal)	7"	4-7/8"	
1/3 Tabloid	(Vertical)	3-3/8"	13-1/2"	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 8.0, Acrobat Professional, Photoshop and Illustrator. (If using InDesign or other programs, a high resolution, CMYK printing pdf must be furnished). Please supply JPEG, EPS, TIFF or PDF files in either Mac (preferably) or PC platforms. **All ad artwork and/or editorial images must be high-resolution, 300 dpi files and should be converted from RGB to CMYK prior to sending to ensure correct print colors. PLEASE SUPPLY A COLOR PROOF OR PDF WITH YOUR AD MATERIAL.**

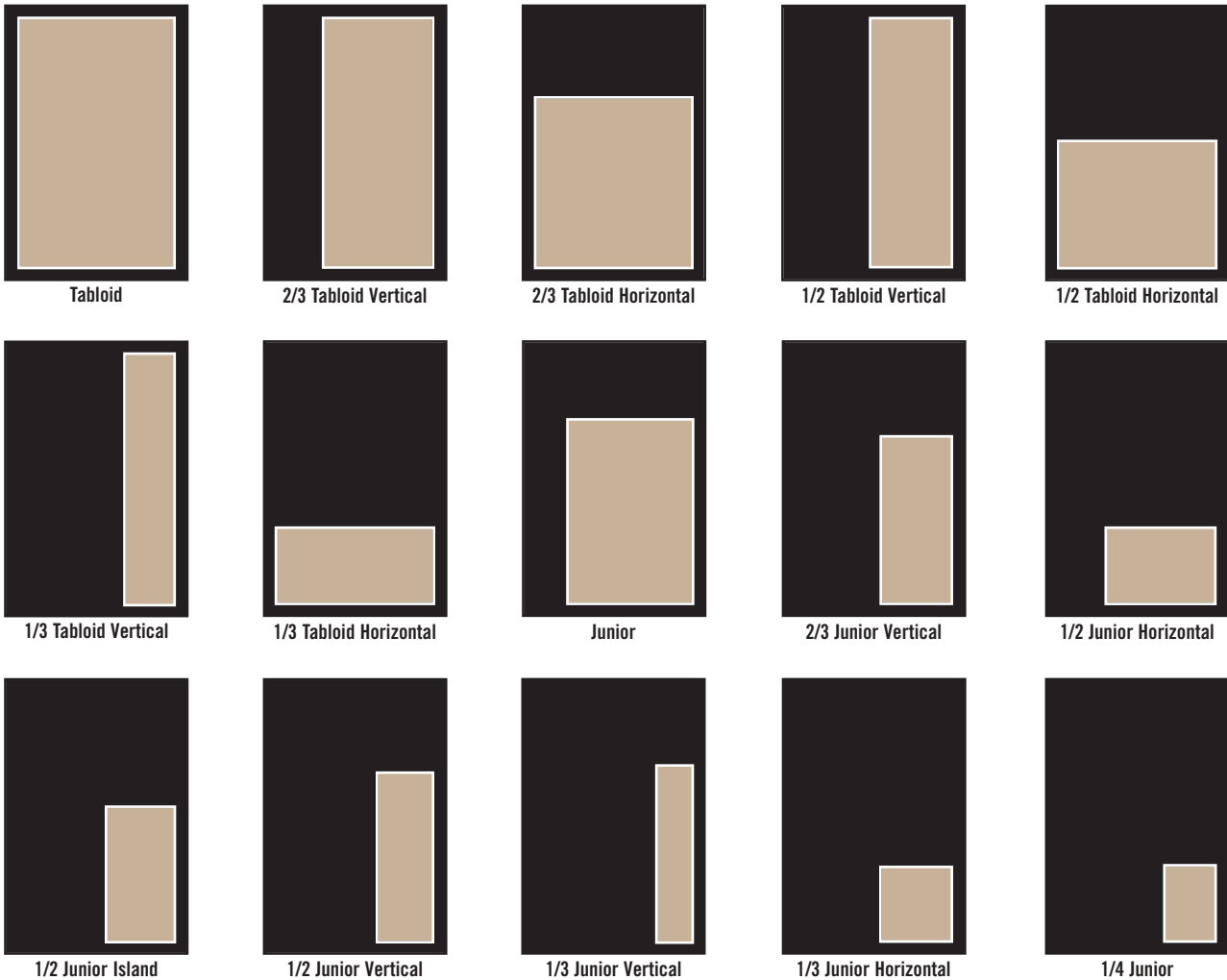
Please check with the publisher for complete specifications, production charges and uploading information.

PLEASE NOTE - ALL CRITICAL LIVE MATERIAL (HEADLINES, LOGOS, TYPE, PHOTOS, ILLUSTRATIONS, ETC.) NEEDS TO BE AT LEAST 1/2" IN FROM THE TRIM LINES ON ALL 4 SIDES OF BLEED ADS.

PLEASE MAIL AD MATERIALS TO:

Premium Incentive Products, 800 E. Northwest Hwy., Suite 111, Palatine, IL 60074 PHONE: 847-705-6867

Mechanical Guidelines



PLEASE NOTE - ALL CRITICAL LIVE MATERIAL (HEADLINES, LOGOS, TYPE, PHOTOS, ILLUSTRATIONS, ETC.) NEEDS TO BE AT LEAST 1/2" IN FROM THE TRIM LINES ON ALL 4 SIDES OF BLEED ADS.

Web Site Activity and Advertising

Both full and side Banner Ads are available for advertisers at www.pipmag.com.

Digital Editions

Each issue of PIP is published as a digital edition. All editions are archived at our PIP Web site: www.pipmag.com. Our digital editions feature page-turning automation that is dynamic and accessible with interactive content—including Web links to your site. Each issue contains advanced and dynamic features, including: table of contents, zoom, send to a friend, download and print options. Your ads benefit from increased reach and exposure.



“Top decision-makers read trade magazines to stay on top of new developments and find solutions to their problems. What’s more, they act on what they learn. From finding out more about products and services, to making business purchases – 85% of executives act upon information they read in B-to-B magazines!”

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.”

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HENNESSY COMMUNICATIONS, LLC
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