

# *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](http://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.”*