

...LOOK AT THE CIRCULATION!

84% of American companies use non-cash incentives. But the real key is finding the right people to talk to.

Our circulation was originally built in partnership with more than 20 leading brand manufacturers and reps in our industry. They gave us their customer lists! We supplemented with names of other known buyers, converted to subscription/request circulation, then BPA audited.

We have invested hundreds of thousands of dollars on our circulation to offer the most qualified, documented and responsive audience in our industry.

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

Because we are BPA audited, unlike most of our competitors, we don't tell our advertisers: "Just trust us." **PIP** is committed to delivering the most highly qualified readers in our market, and supplying *proof that readers ask for PIP!*



PREMIUM INCENTIVE PRODUCTS DELIVERS 40,000 CIRCULATION, INCLUDING 90% OF FORTUNE 500 COMPANIES. IT IS THE LARGEST, MOST POWERFUL BPA-AUDITED SUBSCRIBER AUDIENCE OF PREMIUM INCENTIVE BUYERS EVER CREATED!



BPA auditing of trade magazines gives advertisers confidence:

- *Auditing provides proof of circulation numbers.*
- *Auditing provides proof that people asked for PIP and are qualified to receive it.*
- *Auditing prevents you as an advertiser from wasting advertising expenditures.*
- *If people have not asked for a magazine, they probably won't read it ... and won't see your ad. They ask for PIP!*

"Unaudited media are likely to claim circulation far in excess of their print run." Currently audited media help protect your marketing budget and your professional reputation. — Source: BPA

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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PREMIUM INCENTIVE PRODUCTS is a business-to-business brand intended for management individuals across multiple industries including manufacturing, dealers, retail, finance, healthcare, etc. who use or want to learn about using incentives. The brand content and editorial scope includes products, industry news and trends, incentive program ideas and special features.

FIELD SERVED

PREMIUM INCENTIVE PRODUCTS serves the fields of manufacturing, dealer/distributor/wholesaler/ manufacturer'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/functions not available.

CHANNELS

**PREMIUM INCENTIVE
PRODUCTS
MAGAZINE**



3 Issues in the period
40,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
PREMIUM INCENTIVE PRODUCTS MAGAZINE (3 issues in the period)	40,000	-	40,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	606
Allocated for Trade Shows and Conventions	117
All Other	528
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

2016 Issue	Number Removed	Number Added	Total Qualified
July/ August	2,394	2,394	40,000
September/ October	1,337	1,337	40,000
November/ December	9,263	9,263	40,000
TOTAL	12,994	12,994	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General/ Corporate Management	Sales/ Marketing	Advertising/ Sales Promotion	HR	Other Functions/ Functions Not Available
Manufacturing	6,906	17.2	2,384	3,859	373	249	41
Dealer/Distributor/Wholesaler/Mfg Rep	2,948	7.4	1,271	1,387	175	93	22
Retail/Restaurants/Hospitality/Mail Order	4,087	10.2	1,808	1,875	204	167	33
Banks/Finance/Real Estate/Insurance	5,154	12.9	2,417	2,296	226	180	35
Entertainment/TV/Radio/Movies/Sports	1,804	4.5	874	639	187	85	19
Healthcare	2,304	5.8	1,182	696	109	266	51
Government/Military/Education	2,245	5.6	1,300	434	186	254	71
Utilities/Transportation	1,348	3.4	523	678	66	63	18
Advertising/Sales Promotion Agencies	1,873	4.7	966	528	300	65	14
Business Services/Legal/Non-Profit	8,296	20.6	4,859	2,312	484	498	143
Construction/Contractors/Engineering	660	1.7	347	226	32	44	11
Premium Distributors/Rep/Incentive House	665	1.7	372	205	53	23	12
Promotional Products Distributor	1,706	4.3	853	647	163	25	18
Other	4	-	1	-	2	-	1
TOTAL QUALIFIED CIRCULATION	40,000	100.0	19,157	15,782	2,560	2,012	489
PERCENT	100.0		47.9	39.5	6.4	5.0	1.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	16,541	5,732	8,008	30,281	75.7
II. Request from recipient's company:	9	5	2	16	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	9,646	57	-	9,703	24.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,196	5,794	8,010	40,000	100.0
PERCENT	65.5	14.5	20.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	39,989	100.0
Individuals by name only	9	-
Titles or functions only	1	-
Company names only	1	-
Multi-copy same addressee copies	-	-
Single copy sales	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016*
Total Audit Average Qualified:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

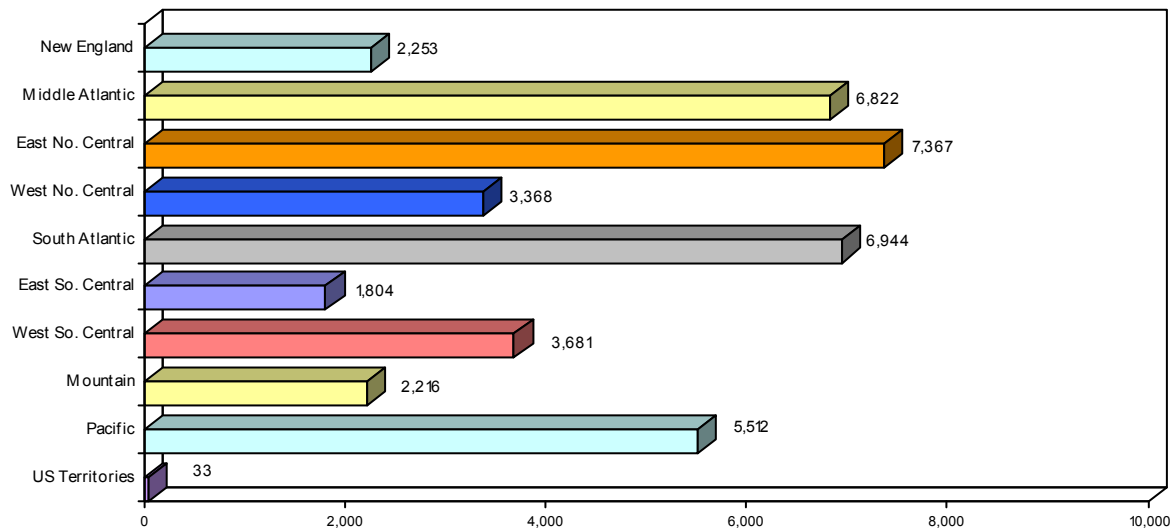
*NOTE: January – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	106		Kentucky	406	
New Hampshire	101		Tennessee	617	
Vermont	59		Alabama	557	
Massachusetts	1,026		Mississippi	224	
Rhode Island	139		EAST SO. CENTRAL	1,804	4.5
Connecticut	822		Arkansas	377	
NEW ENGLAND	2,253	5.6	Louisiana	391	
New York	3,845		Oklahoma	367	
New Jersey	1,448		Texas	2,546	
Pennsylvania	1,529		WEST SO. CENTRAL	3,681	9.2
MIDDLE ATLANTIC	6,822	17.1	Montana	106	
Ohio	1,636		Idaho	121	
Indiana	760		Wyoming	50	
Illinois	3,098		Colorado	640	
Michigan	920		New Mexico	85	
Wisconsin	953		Arizona	624	
EAST NO. CENTRAL	7,367	18.4	Utah	312	
Minnesota	1,040		Nevada	278	
Iowa	461		MOUNTAIN	2,216	5.5
Missouri	929		Alaska	41	
North Dakota	115		Washington	712	
South Dakota	112		Oregon	457	
Nebraska	304		California	4,238	
Kansas	407		Hawaii	64	
WEST NO. CENTRAL	3,368	8.4	PACIFIC	5,512	13.8
Delaware	79		UNITED STATES	39,967	99.9
Maryland	670		U.S. Territories	33	
Washington, DC	565		Canada	-	
Virginia	1,062		Mexico	-	
West Virginia	123		Other International	-	
North Carolina	1,121		APO/FPO	-	
South Carolina	301				
Georgia	1,219				
Florida	1,804				
SOUTH ATLANTIC	6,944	17.4			
			TOTAL QUALIFIED CIRCULATION	40,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 31 copies or 0.1% to 8,583 copies or 21.5%, including ExactData.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Paul Hennessy, Publisher

Sharon Rynne, Assistant to Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 5, 2017

State Illinois

County Cook

Received by BPA Worldwide January 5, 2017

Type BD

ID Number P568B0D6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.