

...LOOK AT THE CONTENT!

Look at the content and the beautiful presentation! Trust your eyes—seeing is believing!

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, every issue includes three or more major feature stories promoting the use of incentives to corporate America. Demand content! **PIP** is simply the most beautiful and elegant magazine in the incentive industry!

We give buyers answers to their most pressing information needs: how best to develop effective incentive programs using products to motivate. **PIP** addresses both the science and art of incentives. Feature editorial and expert targeted guest columns in our Read-Me-Now format benefit from our jumbo size and attractive, colorful presentation. **PIP's** content is superb, and it is the most beautiful and elegant publication in this industry. **And that produces outstanding sales leads and sales results for our advertisers!**

PREMIUM INCENTIVE PRODUCTS 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. We also feature expert-written guest columns, industry trends, timely columns about product trends, motivation techniques and creating excitement.

Readers value **PIP** because it provides answers to their most pressing questions to help them develop incentive programs using incentive merchandise and gift cards:

What's available? Where can I get it? How do I do it? How do I measure program results?



“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.”