

# The Gift BOOK 2024-25

## What is the Gift Book?

**The Gift Book®** is a prominent full-size catalog that serves as a platform for showcasing elite gift and reward products, primarily the corporate gifts and incentives market. It is a valuable resource for suppliers looking to tap into this industry, which constitutes a substantial \$90 billion sector. The catalog offers ample space to effectively communicate the narrative of the products, utilizing striking and top-quality images to highlight the offerings.

## Why is it beneficial?

With its focus on elite gift and reward items, The Gift Book effectively fuels incentive sales across all seasons. This elegant catalog provides you with a unique opportunity to tell your product's story and showcase their offerings in a visually appealing and informative manner.

**Bonus Spread Circulation:** Purchase a two-page spread and get an additional full page printed in 125,000 issues of Spectrum®, increasing your exposure at no extra cost.

## Features Included

- ▶ **CIRCULATION**  
45,000 End-Buyer Projection  
125,000 Spectrum Bonus (Spread Advertisers)  
170,000 Total Circulation (Spread Advertisers)
- ▶ **DATES**  
Reservation: May 6, 2024  
Published: July 2024
- ▶ **DIMENSIONS**  
8-3/8" x 10-7/8"

## Rates

### Full Page:

- ▶ Spread: \$5,250
- ▶ Multi-Product: \$3,000
- ▶ Single-Product: \$2,195
- ▶ Single-Product Placement: \$1,410

▶ **Visit [asiadvertising.com/catalogs](https://asiadvertising.com/catalogs) or contact your account representative for more information.**



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The Gift Book!