

The Gift BOOK[®]

2023 - 24 :::::

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 130,000 issues of Spectrum[®], increasing your exposure at no extra cost.

Features Included

- ▶ **CIRCULATION**
 - 45,000 End-Buyer Projection
 - 100,000 Spectrum Bonus (Spread Advertisers)
 - 145,000 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



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The Gift Book!

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