

The Gift BOOK[®]

What is The Gift Book?

The Gift Book[®] is a prominent, full-size catalog showcasing elite corporate gifts, rewards and incentives. It's a valuable resource for suppliers looking to tap into this \$90 billion industry. The catalog displays 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 100,000 issues of Spectrum[®], increasing your exposure at no extra cost.

CIRCULATION

45,000 End-Buyer Projection
 100,000 Spectrum Bonus (Spread Advertisers)
 145,000 Total Circulation (Spread Advertisers)

DATES

Reservation: May 2025
 Published: July 2025

DIMENSIONS

8-3/8" x 10-7/8"

Rates

Full Page:

Spread: \$5,515
 Multi-Product: \$3,150
 Single-Product: \$2,305
 Single-Product Placement: \$1,485



Scan the code to view a digital version of The Gift Book!



Contact your account executive for more information.