

# The Gift BOOK<sup>®</sup>

## What is The Gift Book?

**The Gift Book<sup>®</sup>** 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<sup>®</sup>, 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.**