










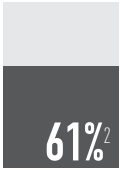

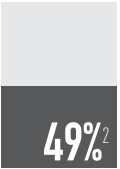
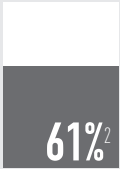












Advertising Channels



2015 U.S.
Advertising Spend

**GET IN!
TOUCH!**
ADVERTISING THAT LIVES ON

	Promotional Products <small>Business Gifts, Giveaways, Incentives, Awards</small>	Broadcast <small>TV, Video, Cinema, Product Placement</small>	Online <small>Desktop Internet, Email, Social Media</small>	Print <small>Magazines, Newspaper, Direct Mail</small>	Mobile <small>Messaging, Applications</small>
Sales Volume	 \$20.8 B⁴	 \$103.4 B³	 \$67.8 B³	 \$84.9 B³	 \$20.7 B³
Market Share	 7%	 34%	 23%	 29%	 7%
Growth Rate	+4% ▲ <small>Since 2014</small>	+3% ▲ <small>Since 2014</small>	+18% ▲ <small>Since 2014</small>	+1% ▲ <small>Since 2014</small>	+66% ▲ <small>Since 2014</small>
Reach	 89%¹	 61%²	 73%²	 49%²	 61%²
Recall	9 in 10¹ 	3 in 10² 	2 in 10² 	2 in 10² 	2 in 10² 
Reaction	 83%¹	 17%²	 6%²	 12%²	 17%²

1 "Mapping Out The Modern Consumer" 2017 Consumer Study (PPAI Research, December 2016).

2 MarketingCharts, Advertising Channels with the Largest Purchase Influence on Consumers Study Advertising Channels with the Largest Purchase Influence on Consumers Study. 3rd Annual Edition (May 2016).

3 Dr. Richard Alan Nelson and Rick Ebel, "Promotional Products Spend in 2015 Ranked Sixth Among All Media: PPAI Distributor Sales Volume Report," PPB Magazine, July 2016.

4 Relevant Insights, "2015 Annual Distributors' Promotional Products Sales: Detailed Findings And Analysis" 2015 Sales Volume Study (PPAI Research, June 2016).