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BRILLIANT RESULTS™ MAGAZINE

EDITORIAL EXCELLENCE

brilliant results constantly strives to provide the type of quality editorial coverage that makes its readers look forward to receiving their next issue. With its focus on the successful use of gift card/incentives and promotional merchandise to build brands and

motivation, brilliant results provides award-winning implementation strategies and real-life success stories. Each issue has a timely cover story and columns written by experts in their field to help readers stay informed and create outstanding strategic campaigns.

2010 Brilliant Results Editorial Calendar

Month	Focus	Incentive Gift Card Feature	Promotional Products Feature	Editorial Advertising	Deadlines
January	Trade Shows	Incentives that Attract Traffic	Trade Show Must-Haves & Give-ways	Editorial	12-11-2009
				Advertising	12-18-2009
February	Motivation Motivating &	Rewarding Awards: Trophies,	Watches & Jewelry	Editorial	1-08-2010
				Advertising	1-15-2010
March	Going Green	Golf & Green Incentives	Green Products & Apparel	Editorial	2-05-2010
				Advertising	2-12-2010
April	Sports Promotion	Health & Wellness Incentives	Spirit & Headwear	Editorial	3-05-2010
				Advertising	3-12-2010
May	Brand Building	Cross Promoting Incentives	Special Events Promotional Products	Editorial	4-09-2010
				Advertising	4-16-2010
June	Customer & Employee Retention	Incentives For All Boomers -Gen Y	Luxury Items	Editorial	5-07-2010
				Advertising	5-14-2010
July	Back To School	Educational Incentives	The Writing Elite	Editorial	6-07-2010
				Advertising	6-14-2010
August	Holiday Promotions	Gift Cards	Gourmet Treats	Editorial	7-09-2010
				Advertising	7-16-2010
September	Travel & Destination Marketing	Exciting Incentive Escapes	Travel & Hotel Memories	Editorial	8-06-2010
				Advertising	8-13-2010
October	Raise Awareness	Incentives That Give Back	Charity & Non-Profit Promotional Products	Editorial	9-10-2010
				Advertising	9-17-2010
November	Trends	What's New In Gift Cards & Incentives	Electronic & Hi-Tech Promotional Products	Editorial	10-08-2010
				Advertising	10-15-2010
December	Year In Review & Looking Forward	Best Gift Card & Incentive Programs	Promotional Product Winners	Editorial	11-05-2010
				Advertising	11-12-2010

*For Editorial Inquiries and Submissions please email Editor in Chief, MaryAnne Morrill | MaryAnne@brilliantpublishing.com.