



BRILLIANT RESULTS™ MAGAZINE

EDITORIAL EXCELLENCE

brilliant results magazine is recognized for high quality editorial coverage that has earned the respect of its readers. Each issue has a timely cover story and columns written by experts in their field to help brilliant results' informed readership create

winning strategic campaigns. brilliant results provides insightful information on developing outstanding marketing, branding, customer retention and motivational programs using promotional and incentive products that create lasting positive impressions.

2011 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 Advertising	12-10-2010 12-17-2010
February	CRM & Employee Motivation	Rewarding Awards: Trophies,	Watches & Jewelry	Editorial Advertising	1-7-2011 1-14-2011
March	Going Green	Golf & Green Incentives	Green Products & Apparel	Editorial Advertising	2-4-2011 2-11-2011
April	Sports Promotion	Health & Wellness Incentives	Spirit & Headwear	Editorial Advertising	3-4-2011 3-11-2011
May	Brand Building	Cross Promoting Incentives	Special Events Promotional Products	Editorial Advertising	4-8-2011 4-15-2011
June	Social Media	Incentives For All Boomers -Gen Y	Luxury Items	Editorial Advertising	5-6-2011 5-13-2011
July	Back To School	Educational Incentives	The Writing Elite	Editorial Advertising	6-7-2011 6-14-2011
August	Holiday Promotions	Gift Cards	Gourmet Treats	Editorial Advertising	7-8-2011 7-15-2011
September	Travel & Destination Marketing	Exciting Incentive Escapes	Travel & Hotel Memories	Editorial Advertising	8-5-2011 8-12-2011
October	Raise Awareness	Incentives That Give Back	Charity & Non-Profit Promotional Products	Editorial Advertising	9-7-2011 9-14-2011
November	Trends	What's New In Gift Cards & Incentives	Electronic & Hi-Tech Promotional Products	Editorial Advertising	10-7-2011 10-14-2011
December	Year In Review & Looking Forward	Best Gift Card & Incentive Programs	Promotional Product Winners	Editorial Advertising	11-4-2011 11-11-2011

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