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BRILLIANT RESULTS™ MAGAZINE

RELATIONSHIPS | RESOURCES | RESULTS

In our 6th year, brilliant results is a well-respected leader in its field. With a loyal affluent readership that is passionate about the magazine and its mission due to our editorial savvy and right product mix.

brilliant results covers a lot of cutting edge trends, movers and shakers, from GE® to Bestselling Authors and today's top motivational speakers, Nobel Peace Prize winners, Super Bowl winners, International Association and Non-profits Leaders to Unique Destination Marketing

Companies and Corporate Leaders. brilliant results is not and has never been your standard advertorial trade publication. We cover the people and events top executives want to read about and gain valuable information from. We get the inside scoop on what makes and has made these companies and organizations great.

brilliant results' edit has gained the trust and respect of our loyal readers by providing real value instead of gimmicks. When you need results... count on brilliant results.

brilliantresults™
RELATIONSHIPS | RESOURCES | RESULTS

East Coast, 9034 Joyce Lane, Hummelstown, PA 17036 | P: 717-608-5869 - F: 717-566-5431

www.brilliantpublishing.com

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BRILLIANT RESULTS™ MAGAZINE

EDITORIAL EXCELLENCE TO PROVIDE RESOURCES

brilliant results magazine is written and edited for today's top Sales, Marketing & HR executives. brilliant results helps these executives make positive changes in all aspects of their marketing, branding and employee recognition programs. Whether looking for hot new products or incentives to motivate or gift, brilliant results magazine is where these executives find the information and inspiration they need to achieve their goals. Our readers are passionate

about the magazine and its mission. They have the means and motivation to buy products that make their busy lives easier and build their brand.

brilliant results is written by award-winning experts, making every issue a must read. Our format and editorial content is chosen to attract and secure outstanding readership. Position your products in brilliant results and gain access to these decision-makers who have the power to grow your bottom line.

QUALITY CIRCULATION TO BUILD RELATIONSHIPS

Build your brand and bring it directly to power buyers by advertising in the established publication they read every month. brilliant results targets and reaches these influential decision-makers.

brilliant results readers make the purchase decisions and brilliant results provides the information they need to buy products that make their lives easier and improve business bottom-lines. brilliant results

highlights successful and creative uses of promotional and incentive merchandise giving busy executives a quality resource for all their marketing, branding and motivational program materials. Whether looking for hot

new products or winning gift card and incentive ideas to motivate employees' brilliant results magazine is where these executives find the information to build winning relationships.

“Just received our copy of this month's Brilliant Results, and wanted to thank you for the wonderful story. The article and photos look great!”

Charlotte Maumus
Account Executive
KCSA Strategic
Communications



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.

	COVER FEATURE	GIFT CARD/ INCENTIVE FOCUS	PROMOTIONAL MERCHANDISE FOCUS	CLOSING DATES:	
JANUARY	Trade Shows	Booth Attracting Incentives	Trade Show Giveaways	Editorial Advertising	12-09-08 12-16-08
FEBRUARY	Motivation	HR Incentive Benefits	Watches & Clocks	Editorial Advertising	01-06-09 01-15-09
MARCH	Everything Green	Golf Incentives	Green Envy	Editorial Advertising	02-10-09 02-17-09
APRIL	Sports Winners	Sports Incentives	Awards & Recognition	Editorial Advertising	03-10-09 03-17-09
MAY	Branding	Cross-Promoting Incentives	Electronics	Editorial Advertising	04-07-09 04-14-09
JUNE	Non-Profits	Incentives That Give Back	Perfect Products for Charity Events	Editorial Advertising	05-02-09 05-19-09
JULY	Back to School	Educational Incentives	Writing Elite	Editorial Advertising	06-09-09 06-16-09
AUGUST	International Marketing	A World of Incentives	Business Gifts	Editorial Advertising	07-07-09 07-14-09
SEPTEMBER	Destination Marketing	Travel Incentives	Travel & Hotel Products	Editorial Advertising	08-11-09 08-18-09
OCTOBER	Holiday Opportunities	Gift Cards	Gourmet Treats	Editorial Advertising	09-08-09 09-15-09
NOVEMBER	Trend Alert	Sales Incentives	Luxury Items	Editorial Advertising	10-06-09 10-13-09
DECEMBER	Year In Review	Incentive Highlights	High Tech	Editorial Advertising	11-06-09 11-17-09

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

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RESULTS ORIENTED CIRCULATION

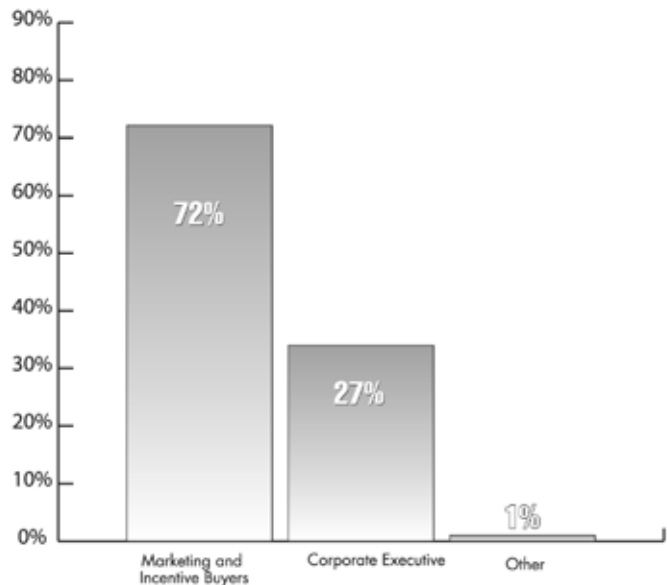
brilliant results offers advertisers the ability to target decision makers in control of some of the biggest marketing budgets from all industries in the Fortune 1000 as well as top non-profits, and million dollar plus distributors. brilliant results draws upon a proprietary and pre-qualified database of more than 80,000 contacts. We have been refining and working on this proprietary database

for over 6 years, we get delivered to and are read by those decision makers that can increase your bottom line. When you want results...count on brilliant results. With a circulation that reaches some 25,000 end-buyers, distribution at key trade shows and a high pass along ratio, brilliant results puts your ad in front of a readership that exceeds 100,000, of the right people:

CEO, COO, President, CFO, SVP
Vice President, Director, Manager
Sales Management, Marketing & Advertising
Human Resources

“ I was reading the current issue on my flight to Denver the other day and loved the 'Booth Incentives' article so I photographed it on my iPhone and sent it to my client, who would like to receive your fab pub! Can you please sign up my client to receive it each month, starting with Jan (if possible)? ”

Curt Silbert
CEO Automatic Marketing



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ADVERTISING RATES AND SPECS

Advertising rates are based on 4 color process. Rates are shown as net rates and listed on a per-insertion basis. Actual

charges will be adjusted to the applicable rate in accordance with the actual number of insertions during one contract year.

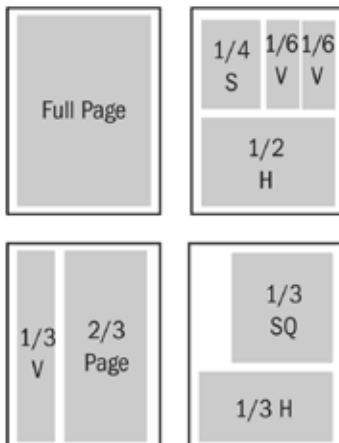
“There is an article I would like to send to the City Council, Chamber of Commerce and Historical Society.”

Francine Beougher SPE
Sony Corp.

Ad Size	1X	3X	6X	12X
Full Page	\$4,855	\$4,490	\$4,150	\$3,675
2/3 Page	\$4,055	\$3,725	\$3,440	\$2,985
1/2 Page	\$3,530	\$3,260	\$2,960	\$2,600
1/3 Page	\$2,470	\$2,225	\$2,025	\$1,750
1/4 Page	\$1,995	\$1,775	\$1,610	\$1,465
1/6 Page (Essential)	\$699		\$549	\$499

SIZES BY DECIMAL INCH		
AD SIZES	WIDTH	HEIGHT
Full Bleed	8.5"	11.25"
Full Page (No Bleed)	7.125"	10.125"
Trim Size	8.125"	10.875"
Live Area	7.125"	10.125"

All copy must be .25" in from trim.



INSET AD SIZES	WIDTH	HEIGHT
2/3 V. Page	4.625"	10.125"
1/2 H. Page	7.125"	5"
1/2 V. Page	3.625"	10.125"
1/3 V. Page	2.25"	10.125"
1/3 H. Page	7.125"	3.25"
1/3 S. Page	4.625"	5"
1/4 S. Page	3.5"	5"
1/6 V. Page (Essentials)	2.25"	4.875"