



CATALOGS

The Gift BOOK®

What is The Gift Book?

The Gift Book® 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 allows you to tell your product's story and showcase your offerings in a visually appealing and informative way.

Bonus Spread Circulation: Purchase a two-page spread and get an additional full page printed in 100,000 issues of Spectrum®, 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 2026
Published: July 2026

DIMENSIONS

8-3/8" x 10-7/8"

Rates

Full Page:

Spread: \$5,795
Multi-Product: \$3,310
Single-Product: \$2,425
Single-Product Placement: \$1,560



Contact your account executive to learn more.