The Advertising Specialty Institute,

publisher of Counselor magazine and six other titles in the promotional products industry,

congratulates

COUNSELOR

on its two consecutive Neal Awards!



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- Here's a recent sampling of successful promotions:

ASI's Successful Promotions magazine, May 2007

Bowl parties is to pamper the guests

- through both entertainment and sp

cial gifts, Feller says. "Throughout the

years and at numerous events, Maxi

has created co-branded promo iter

for the Maxim brand and a wide rang

of clients. They're beneficial as they put the brand in the hands of potenti

ustomers, reinforce the brand and

As an alternative to traditional

goodie bags (and in keeping with the

theme of the event), the magazine dis tributed scratch off tickets redeemable for prizes like Sirius radios,

Blu-ray DVD players and packages to Atlantic City's Borgata Resort. "We were aiming to create an interactive

product and help forge a relationshi with young guys," she says.

HOT Maxim Bash Features EAWAY Co-Branded Goodies With a readership of 2.5 million, Clearly the point of Maxim's Sup.

ith a readership of 2.5 million, (more than GQ, Esquire and Details), Maxim magazine mesmerizes male readers with provocative tips, juicy columns and revealing photos of the world's sexiest women. But the magazine sets even higher expectations for itself with its celebrations – like its annual Super Bowl bash.



by Stuart Wei

a Michael Ko

"You tell people you work at
Maxim and the first thing they say is,
"Oh my god, you have the Super Bowl
parte!" "saw Krop Etl."

component that would add to the excitement of the event," says Feller about the scratch-offs. With a redemption rate of nearly

PROMO Hearst Targets Fashionable Femworn by Ashley Judd, a



uring the month of September, Hearst Magazines, owner of several stylish titles like Cosmopolitan and Seventeen, led a marketing campaign, 30 Days of Fashion, that was packed with events that a fashionista would love. Hip happenings included fashion shows, cocktail parties, trunk shows and other events around New York for 30 days. "Our primary goal was to get fashion customers into retail stores," says Corinne Sudberg,

to get fashion customers into retail stores," says Corinne Sudberg, associate director of public relations for Hearst. The

sponsors that made the events sparkle included Citi, L'Oréal Paris, LensCrafters, and Gold Expressions at Fortunoff. Buzz about the events could be found on the 30 Days of Fashion Web site where visitors accessed fashion blogs, insider tips and trends, an events calendar, videos, Podcasts and a chance to win great giveaways. Mid-month, the campaign got glammed up with a gala that fell in line with New York's Fashion Week. At the event, guests bid on 30 fashion photos by well-known photographers like Tina Barney and Karl Lagerfeld. Other auction tems included a private dinner prepared by a celebrity chef, a Donna Karan gown

worn by Ashley Judd, a
Prada top featured on the
September cover of O. The
Oprah Magazine, a trip to
India, a one-of-a-kind
crocodile Tod's handbag
and tickets to a New
York Fashion Week
show.
Hot giveaways
certainly weren't
scarce throughout
the month. In
addition to the
gala giveaways,
fash
PRODUCT

onth. In on to the giveaways.

PROMO *Jane* Issue Bares All



eautiful people and fashion go hand in hand. But what happens when you take the fashionable clothes off the attractive models? The second annual August "Naked Issue" of Jane magazine. Cover girl Heidi Klum and seven stars bared all in the mag to raise money for Clothes Off Our Back, an organization that hosts auctions. with proceeds going to benefit children's charities. This summer, clothes and accessories worn by the celebs featured in the "Naked Issue - including Klum's Project Runway dress, Denise Richards' Fashion Rocks dress, Rachel Blanchard's photo shoot shoes and Gretchen Bleiler's Olympic goggles - were up for bid. The charity element tied in well with Jane readers' flair for fashion and takheld in July at fashion expert James Goldstein's Beverly Hills home. "We made it look as if the sponsor branding was actually part of the house,"



IMAGES COURTESY: JANE MAGAZINE

dress, Rachel Blanchard's photo shoot shoes and Gretchen Bleiler's Olympic goggles – were up for bid. The charity element tied in well with Jane readers' flair for fashion and taking action to support a cause. "If they

45

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ASI's Successful Promotions magazine, October 2006

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