

THE INDUSTRY'S LEADING PUBLICATION

FAST FACTS:

Every month we reach over 25,000 gift industry buyers, retailers, manufacturers, manufacturers' reps and industry executives

Gifts & Decorative Accessories magazine is distributed at over 60 major gift and accessory markets and shows, exceeding 50,000 additional copies annually

3 out of 4 retailers prefer *Gifts & Decorative Accessories* over its competitors

GIFTS & DECORATIVE ACCESSORIES CARRIES MORE ADVERTISING PAGES FROM MORE ADVERTISERS THAN ANY OTHER MAGAZINE IN THE INDUSTRY.

60.4% OF MARKET *GIFTS & DECORATIVE ACCESSORIES* **39.6% OF MARKET** *GIFTWARE NEWS*



WHEN READERS OF GDA WERE ASKED: IF YOU COULD READ ONLY ONE PUBLICATION, WHICH ONE WOULD IT BE?

83% *GIFTS & DECORATIVE ACCESSORIES* **17%** *GIFTWARE NEWS*

WHEN READERS OF GDA WERE ASKED: WHICH OF THESE WEBSITES DOES THE BEST JOB PROVIDING THE INFORMATION YOU NEED TO DO YOUR JOB?

85% *GIFTS & DECORATIVE ACCESSORIES* **15%** *GIFTWARE NEWS*



2004 RBI Corporate Readership Study

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