

# Advertising Channels

**\$298 B<sup>3</sup>**

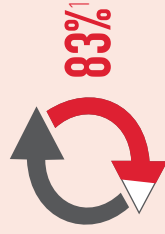
2015 U.S.  
Advertising Spend

## Promotional Products

Business Gifts, Giveaways, Incentives, Awards



Since 2014



Sales Volume

Market Share

Growth Rate

Reach

Recall

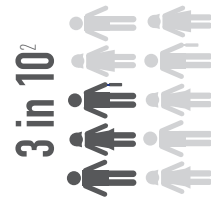
Reaction

## Broadcast

TV, Video, Cinema, Product Placement



Since 2014

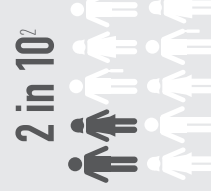


## Online

Desktop Internet, Email, Social Media



Since 2014



## Print

Magazines, Newspaper, Direct Mail



Since 2014

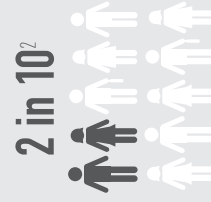


## Mobile

Messaging, Applications



Since 2014



<sup>1</sup> "Mapping Out The Modern Consumer" 2017 Consumer Study (PPAI Research, December 2016).

<sup>2</sup> MarketingCharts, Advertising Channels with the Largest Purchase Influence on Consumers Study (PPAI Research, 3rd Annual Edition (May 2016).

<sup>3</sup> Dr. Richard Alan Nelson and Rick Ebel, "Promotional Products Spend In 2015 Ranked Sixth Among All Media: PPAI Distributor Sales Volume Report", PPAI Magazine, July 2016.

<sup>4</sup> Relevant Insights, "2015 Annual Distributors' Promotional Products Sales: Detailed Findings And Analysis" 2015 Sales Volume Study (PPAI Research, June 2016).

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**GET IN!**  
**TOUCH!**  
ADVERTISING THAT LIVES ON