

PPB: It's What You Read—Now Mobile **PPAI Introduces New App And *PPB* Tablet Edition**

PPAI Media app provides instant access to tablet edition of PPB magazine and other PPAI publications: Promotional Consultant Today, PPB Newslink and real-time news, Connections executive blog and Navigator, plus an events calendar, and PPAI Facebook and Twitter feeds.

IRVING, Texas – **Promotional Products Association International** (PPAI; ppai.org) has introduced a custom app with access to a new tablet edition of *PPB* magazine. The app is designed to be read on iPad (iPad 2, 3, iPad Air and iPad Mini) and Android tablets.

Once members download the app, they will also have instant access to other PPAI publications: *Promotional Consultant Today, PPB Newslink* and real-time news, *Connections and Navigator*, plus an events calendar, and PPAI Facebook and Twitter feeds.

“Digital publications are no longer the wave of the future—they are what readers are demanding now. And the vehicle for reading those digital publications is the tablet,” says *PPB* editor Tina Berres Filipski, who managed the project working with other key staff and outside vendor Madison Miles Media.

Based on current tablet sales, it is estimated that there will be 133.5 million tablet users in the U.S. by 2015 representing almost 52 percent of internet users. “Bringing convenience to today’s audience is just part of our strategy. We are also planning ahead for a new generation of readers who have grown up with tablets,” she adds.

Features at a glance:

- Functionality in the tablet edition of *PPB* includes integrated video, web links, pinch-and-zoom images, share options, and vertical and horizontal design orientations.
- A single access point for real-time industry news, select PPAI publications and other resources
- Multiple digital advertising opportunities with full user metrics

The app and *PPB* tablet edition are available at no charge to all PPAI member companies and their employees but a member log-in is required to see 2014 editions of *PPB*. The log-in is the member’s email address used in all primary PPAI correspondence and their UPIC password. For assistance with log-ins, go

to <https://login.ppai.org/LostPassword.aspx> to reset the password online or call 888-I-AM-PPAI (426-7724) and press 1 for Member Services.

Get The Free App Now



Download the iPad version: Go to this link: <https://itunes.apple.com/us/app/ppai-media/id783816906?mt=8>. Or, tap the App store icon and search for PPAI Media.

iPad Download Instructions: Tap the cloud icon above the Details tab and click open. You'll see the app. Tap the *PPB* cover and download the December 2013 issue. It will take about five minutes to load. Once complete, tap your screen and go to My Account. Enter your email and UPIC password to log in. You will be prompted to download the 2014 issues. The Live button takes you back to the app.



Download the Android version: Go to this link: <https://play.google.com/store/apps/details?id=com.madisonmilesmedia.ppaimediaapp>. Or, go to Google Play and search for PPAI Media.

Android download instructions: Tap the Install button and load the December issue. Tap your screen for My Account. Enter your email and UPIC password to log in. You will be prompted to load the 2014 issues. Tap the top left of your screen to see the menu. The Live button takes you back to the app.

About PPAI

Founded in 1903, the Promotional Products Association International ([PPAI](#)) is the world's largest and oldest not-for-profit association for the \$18.5 billion promotional products industry, which [comprises](#) 33,841 businesses, a workforce of more than 498,853 professionals and more than 10,600 corporate members. PPAI represents the industry in Washington, D.C., and [advocates](#) on its behalf. PPAI operates the industry's largest trade show, ([The PPAI Expo](#) is held each January); leading [promotional products safety and compliance program](#), more than 50-year-old [professional development and certification](#) program; industry [trade journals and periodicals](#); and is the developer of [UPIC](#) (Universal Promotional Identification Code), the industry's only free identification system and universal company database. The multi-billion-dollar [industry](#) includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit [PPAI.org](#) and find us on Twitter [@PPAI_HQ](#), [Facebook](#), [YouTube](#) and [Pinterest](#).

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Graphics & Hyperlink: <http://www.ppai.org/publications/Pages/ppaimedia.aspx>



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