Average Impressions per Product

Writing Instruments	1900
Mobile Power Banks	1800
Desk/Office Accessories	1200
Calendars	550
Notebooks Notepads	500
USB Drives	400

source: asi Ad Impressions 2026

Top Industries For Office/Tech

• OFFICE •

- Professional Services
- Education / Universities
- Real Estate & Construction
- Administration

• TECH •

- Technology & Software
- Education / Universities
- Financial Services
- Healthcare & Fitness

Recipients Are Excited For

OFFICE

Writing Instruments	36%
Notebooks/Notepads	35%
Calendars	28%
Desk/Office Accessories	26%

TECH

Mobile Power Banks	34%
USB Drives	27%

source: asi Ad Impressions 2026