



Advertising  
Specialty  
Institute®

# COUNSELOR MAGAZINE

A LOOK INTO 2024  
OPPORTUNITIES



# THE VOICE OF THE PROMO PRODUCTS INDUSTRY

INDUSTRY NEWS ► TREND FORECASTS ► SALES TIPS ► PRODUCT FEATURES



► **35,000** top-level executives and salespeople rely on Counselor® magazine for the latest news, business strategies and case studies. Featuring your products in Counselor allows you to place your company directly in front of decision-making business leaders.

## COUNSELOR BY THE NUMBERS



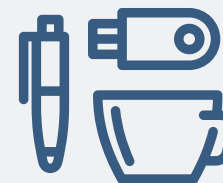
**35,000**  
total circulation



**88%**  
of readers say it's  
a credible resource  
in their industry



**77%**  
of readers are  
executives  
(presidents/VPs)



**66%**  
of readers have  
been in the promo  
products industry for  
over 10 years

# ADVERTISE WITH COUNSELOR

## JANUARY

### The Apparel Issue

Highlights the upcoming spring and summer fashion showcases. Distributors rely on this issue for apparel trends, tips and apparel-buying guidance.

**Reservation Deadline: 11/21/23**

**Material Deadline: 11/29/23**

## APRIL

### Counselor's 70th Anniversary Special Edition

Spotlight on how to sell to the biggest end-buyer markets with sales strategies and market-specific product picks.

**Reservation Deadline: 3/1/24**

**Material Deadline: 3/7/24**

## JULY

### State of the Industry Issue

Our annual comprehensive report on the industry, with exclusive data and big-picture industry trends.

**Reservation Deadline: 6/14/24**

**Material Deadline: 6/20/24**

## SEPTEMBER

### Gift Guide

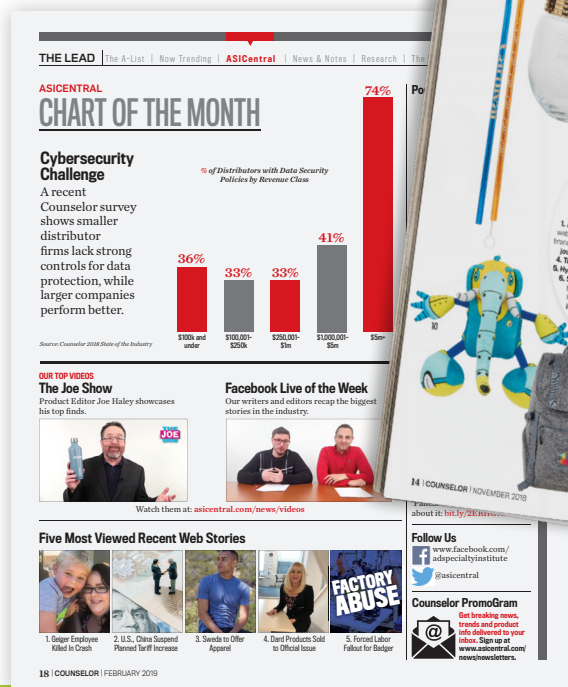
The hottest products and trends for the holiday gifting season.

**Reservation Deadline: 8/8/24**

**Material Deadline: 8/14/24**



# ELEVATE YOUR BRAND WITH PRINT



## MECHANICAL SPECIFICATIONS

**Trim Size:** 9" x 10-7/8"

**Insert Size:** 9-1/4" x 11-1/8"

**Spread Size:** 18" x 10-7/8"

Note: 1/8" trimmed on all 4 sides.  
All critical ad content should be kept 3/8" from all trim. Spread ads should allow 1/2" safety in gutter.

**YOU'LL BE IN  
GREAT COMPANY**

raining  
rose®

MEDIA  
**WA**

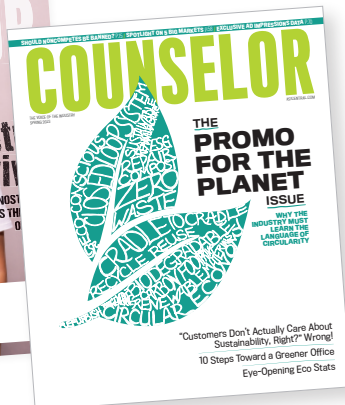
*"Counselor continues to deliver on industry trends and events. I began reading it over 25 years ago and continue to rely on it for relevant stories and ideas."*

*"The best industry publication. Keep doing what you're doing."*

*"On days I'm not feeling so creative, it helps me brainstorm products and come up with ideas for new and existing clients."*

# 2024 COUNSELOR CALENDAR

	COVER STORY	FEATURE	PRODUCT PICKS	APPAREL BREAKDOWN	RESERVATION DEADLINE	MATERIAL DEADLINE
JANUARY	The Apparel Issue	Must-Have Apparel Trends for 2024	Journals & Notebooks	Rugged Workwear	11/21/23	11/29/23
APRIL	Counselor®'s 70th Anniversary Special Edition	Spotlight on Education, Healthcare and Big Markets	USA-Made Products	Team Uniforms	3/1/24	3/7/24
JULY	State of the Industry 2024: Top Companies, Markets, Products & Trends	Counselor Awards: Person of the Year and More			6/14/24	6/20/24
SEPTEMBER	Gift Guide: Top Products for Q4	Promo Campaign Awards	Business & Executive Bags	Versatile Vests	8/8/24	8/14/24



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