

# COUNSELOR

## APRIL: BIG MARKETS ISSUE

- ▶ **COVER STORY**  
Counselor's 70th Anniversary Special Edition
- ▶ **FEATURE**  
Spotlight on Education, Healthcare and Big Markets
- ▶ **PRODUCT PICKS**  
USA-Made Products
- ▶ **APPAREL BREAKDOWN**  
Team Uniforms

### What is Counselor Big Markets Issue?

The **Big Markets Issue** is a specific edition of Counselor® magazine, which is renowned as the leading publication within the promotional products industry. This issue highlights how to sell to the biggest end-buyer markets, with sales strategies and market-specific product picks.

### Why is it beneficial?

It offers you a unique platform to spotlight your products alongside award-winning content. By aligning your offerings with the market-specific insights provided in the issue, you'll enhance your brand recognition and awareness.

#### CIRCULATION

35,000 distributor business owners and salespeople

#### DATES

Reservation: March 1, 2024

Materials: March 7, 2024

Published: April 2024

### Rates

	4x	1x
Inside Front Cover		\$5,340
Inside Back Cover		\$4,740
Spread	\$5,270	\$6,350
Full Page		\$4,265
1/2 Page	\$2,535	\$3,050



Scan the code to view a digital version of this Counselor issue!

Visit [asiadvertising.com/magazines](https://asiadvertising.com/magazines) or contact your account representative for more information.