

COUNSELOR

JULY: STATE OF THE INDUSTRY ISSUE

- ▶ **COVER STORY**
State of the Industry 2024:
Top Companies, Markets, Products
& Trends
- ▶ **FEATURE**
Counselor Awards:
Person of the Year and More

What is the Counselor State of the Industry Issue?

The **State of the Industry Issue** is a highly regarded annual publication by Counselor® magazine, which serves as a prominent voice in the promotional products industry. This eagerly anticipated issue holds a special significance within the industry. It delves into discussions about the historical, current and future business landscape within the promotional products sector. The magazine features insights from leaders within the industry and highlights award-winning individuals, such as the Person of the Year. This issue's content remains relevant and influential for many years after its publication.

Why is it beneficial?

By aligning your products with the reputable and insightful content within the magazine, you'll enhance your brand recognition and awareness, leveraging the credibility of the Counselor's platform to reach a wide and trusted audience.

CIRCULATION

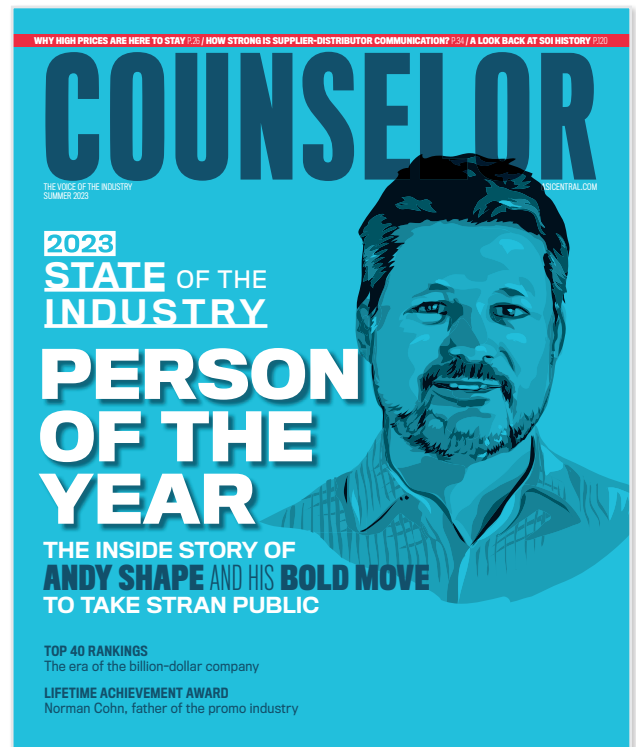
35,000 distributor business owners & salespeople

DATES

Reservation: June 14, 2024
Materials: June 20, 2024
Published: July 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



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