

COUNSELOR

ALIGN WITH AWARD-WINNING CONTENT



ASI® Media
has been
honored with
over 290
journalism
awards

CIRCULATION

35,000 DISTRIBUTOR BUSINESS OWNERS & SALESPEOPLE

RATES

	1X	4X
INSIDE FRONT COVER	\$5,340	•
INSIDE BACK COVER	\$4,740	•
SPREAD	\$6,350	\$5,270
FULL PAGE	\$4,265	
1/2 PAGE	\$3,050	\$2,535

► **Counselor®** magazine is known as the voice of the promotional products industry because of its robust content, relevant advertising, engaging features and so much more.

Our award-winning editorial team creates cover stories, product spotlights and other thought-provoking articles to help our audience better understand the climate of the industry. Backed by research and data, we discuss present and future trends, case studies and business strategies. All of this makes Counselor magazine a great place to advertise!

By placing your products alongside this relevant and noteworthy content, you can build brand recognition and awareness on a trusted platform.

	COVER STORY	FEATURE	PRODUCT SPOTLIGHT	APPAREL SHOWCASE	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