

2025 spectrum®

#1 CATALOG IN THE INDUSTRY

What is Spectrum?

Spectrum® is the leading catalog in the promotional products industry, offering suppliers a prime opportunity to present their products to 415,000 end-buyers with varying budget preferences. This catalog brings together a wide array of products, appealing to customers seeking different price points and product categories.

Why is it beneficial?

Spectrum provides exceptional reach, ensuring exposure to a significant number of potential customers actively searching for products. Additionally, Spectrum offers you an exclusive advantage to establish your dominance within a particular product category, effectively sidelining competition.

CIRCULATION

415,000 End-Buyer Projection

DATES

Renewal: June 2025

Reservation: September 2025

Published: November 2025

DIMENSIONS

5-1/4" x 8-3/8"

Rates

Full Page:

Multi-Product: \$9,620

Single-Product: \$3,215

Single-Product Placement: \$1,485



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version of
Spectrum!



Contact your account executive for more information.