

COUNSELOR

Align with award-winning content.



ASI® Media has been honored with over 290 journalism awards.

CIRCULATION

35,000 distributor business owners & salespeople

RATES

	4x	1x
Back Cover		\$5,610
Inside Front Cover		\$5,610
Inside Back Cover		\$5,420
Spread	\$6,005	\$6,670
Full Page	\$4,170	\$4,630
1/2 Page	\$2,885	\$3,205

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 PICKS	APPAREL BREAKDOWN	RESERVATION DEADLINE	MATERIAL DEADLINE
JANUARY	The Apparel Issue	Trendy Wearable Looks for 2025	Travel Products	Winter Accessories	11/21/24	11/27/24
APRIL	The Roaring '20s: Sustainability, AI and Other Predictions for the Rest of the Decade	Big Markets: How To Target Education, Healthcare and Other Top Verticals	Retail Brands	Sustainable T-Shirts	2/26/25	3/4/25
JULY	State of the Industry 2025: Top Companies, Markets, Products & Trends	Counselor Awards: Honoring the Person of the Year and Industry Leaders			6/17/25	6/23/25
SEPTEMBER	Gift Guide: Hot Products for Q4	Promo Campaign Awards	Holiday & Seasonal Items	Custom Footwear	8/5/25	8/11/25

Contact your account executive to learn more.

