



IDEASHOWCASE WINTER/SPRING

What is Idea Showcase Winter?

Idea Showcase® Winter is designed to help suppliers promote seasonal products that align with winter campaigns, holiday gifting and year-end recognition. This catalog is a prime opportunity to position your brand during a high-impact buying season when organizations are planning corporate gifts, wellness initiatives and seasonal promotions.

What is Idea Showcase Spring?

Idea Showcase® Spring is your opportunity to spotlight health-related and seasonal products during a time when wellness, safety and preparedness are top-of-mind. This catalog reaches buyers planning Q1 initiatives, including health care programs and fitness campaigns.

Why is it beneficial?

The catalog offers various ad layouts, with the option to claim ownership of a specific product category, eliminating the competition. This showcase is a valuable component of a comprehensive marketing strategy, inspiring a wide range of end-buyers and driving online sales.

Rates

Full Page:

Multi-Product: \$6,915

Single-Product: \$2,835

Single-Product Placement: \$1,050



CIRCULATION

140,000 End-Buyer Projection

DATES

Renewal: May 2026

Reservation: August 2026

Published: October 2026

DIMENSIONS

8-3/8" x 3-7/8"

Contact your account executive to learn more.