



# 2026 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 2026

Reservation: September 2026

Published: November 2026

#### DIMENSIONS

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

### Rates

#### Full Page:

Multi-Product: \$10,105

Single-Product: \$3,990

Single-Product Placement: \$1,560



**Contact your account executive to learn more.**