



COUNSELOR®

Reach distributors with award-winning content.



ASI® Media has been honored with over 300+ journalism awards.

CIRCULATION

35,000 distributor business owners & salespeople

RATES

	4x	1x
Back Cover		\$5,880
Inside Front Cover		\$5,695
Inside Back Cover		\$5,880
Spread	\$5,815	\$7,005
Full Page	\$4,380	\$4,865
1/2 Page	\$3,030	\$3,370

Counselor® is the trusted editorial voice of the promotional products industry, read by distributors who rely on it to stay informed, spot trends and guide client recommendations. Each issue combines in-depth reporting, product insights and real-world business strategies that help distributors navigate a changing market.

Advertising in Counselor places your brand alongside award-winning content that distributors actively engage with, keeping your products visible while they're learning, planning and making decisions.

Why Advertise in Counselor?

- Stay top of mind with distributors who influence buying decisions.
- Align your brand with trusted, data-driven industry insights.
- Gain visibility within content that distributors read throughout the year.
- Build credibility by appearing alongside recognized editorial leadership.

	COVER STORY	FEATURE	PRODUCT PICKS	APPAREL BREAKDOWN	RESERVATION DEADLINE	MATERIAL DEADLINE
WINTER	The Apparel Issue	The Ins and Outs of Custom Apparel	Health & Wellness	High-End Winter Jackets	11/20/25	11/26/25
SPRING	Best Places To Work	Big Markets: How To Target Promo's Top Verticals	Coolers & Lunch Bags	Sporty Performance Apparel	2/24/26	3/2/26
SUMMER	State of the Industry 2026: Counselor Top 40, Plus the Leading Markets, Products & Trends	Counselor Awards: Honoring the Person of the Year and Industry Leaders			6/11/26	6/19/26
FALL	Gift Guide: Top Products for Q4	Promo Campaign Awards	Electronics & Tech Accessories	Reinvented Corporate Wear	8/4/26	8/10/26

Contact your account executive to learn more.