

COUNSELOR & PPM EDITORIAL CALENDAR



Gain full coverage throughout the year when you repurpose your advertising in two different spaces, Counselor® and Print & Promo Marketing Magazine. Target an expansive audience of promo- and print-focused professionals, with issues and promotional opportunities every month.

■ COUNSELOR
■ PPM

WINTER (JANUARY)

The Apparel Issue

Cover Story:

The Apparel Issue: Top Looks for 2026

Feature:

Product of the Year

Product Picks:

Health & Wellness

Apparel Breakdown:

High-End Winter Jackets

Reservation Deadline: 11/20/25

Material Deadline: 11/26/25

SPRING (APRIL)

Best Places To Work Issue

Cover Story:

Best Places To Work

Feature:

Big Markets: How To Target Promo's Top Verticals

Product Picks:

Coolers & Lunch Bags

Apparel Breakdown:

Sporty Performance Apparel

Reservation Deadline: 2/24/26

Material Deadline: 3/2/26

SUMMER (JULY)

State of the Industry Issue

Cover Story:

State of the Industry 2026:

Counselor Top 40

Plus the Leading Markets, Products & Trends

Feature:

Counselor Awards:

Honoring the Person of the Year and Industry Leaders

Reservation Deadline: 6/11/26

Material Deadline: 6/19/26

OCTOBER

Cover Story:

Top Print Suppliers/Counselor

Top 40 Suppliers

Print Feature:

Wide-Format Printing

Promo Feature:

Writing Instruments (and Adding Them to Print Orders)

Apparel Feature:

Outerwear/Jackets

Business Strategies:

The Importance of Kitting

Hot List:

Food and Snacks (Tied in With Halloween/Thanksgiving)

Reservation Deadline: 8/24/26

Material Deadline: 8/28/26

FEBRUARY

Cover Story:

Understanding Print-on-Demand (and How To Use It in Your Business)

Print Feature:

Tags/Labels

Promo Feature:

New Products for 2026

(Including Reports From ASI Show® Orlando)

Apparel Feature:

Rugged Workwear

Business Strategies:

How Company Stores Work

Hot List:

Cozy Nights (Bar Kits, Blanket Sets, Snack Kits, Etc.)

Reservation Deadline: 12/24/25

Material Deadline: 12/31/25

MAY

Cover Story:

The 2026 State of Print

Print Feature:

Direct Mail

Promo Feature:

Drinkware Trends of Today

Apparel Feature:

The State of Sustainable Apparel

Business Strategies:

Bringing Decoration In-House

Hot List:

Sports/Outdoor Activities

Reservation Deadline: 3/24/26

Material Deadline: 3/30/26

AUGUST

Cover Story:

Top Print Distributors/

Counselor Top 40 Distributors

Print Feature:

Business Forms

Promo Feature:

The Latest Trends in Bags and Luggage

Apparel Feature:

Evolving Your Staples

(T-shirts, Hoodies, Polos)

Business Strategies:

Emerging Buyer Markets

Hot List:

School and Office

Reservation Deadline: 6/29/26

Material Deadline: 7/6/26

NOVEMBER

Cover Story:

2027 Preview (Trends in the Marketplace, Continuing Threads of 2026)

Print Feature:

Presentation Folders/Brochures

Promo Feature:

Food Promos/Packaging

Apparel Feature:

Athletic Apparel

Business Strategies:

Understanding the Changes of SEO Optimization in the AI Age

Hot List:

Gifts, Recognition and Awards

Reservation Deadline: 9/25/26

Material Deadline: 10/1/26

MARCH

Cover Story:

Print/Promo Rising Stars

Print Feature:

Jumbo Rolls

Promo Feature:

The Latest in Promo Tech and Packaging for It

Apparel Feature:

The Realities of

Domestic Apparel Manufacturing vs. Importing

Business Strategies:

Incorporating Premium Brands Into Promotions

Hot List:

Spring Promos

Reservation Deadline: 1/29/26

Material Deadline: 2/4/26

JUNE

Cover Story:

CSR All-Stars

Print Feature:

Signage and Displays

Promo Feature:

Back to School

Apparel Feature:

Uniforms

Business Strategies:

Becoming a One-Stop Shop Distributor

Hot List:

Travel

Reservation Deadline: 4/23/26

Material Deadline: 4/29/26

FALL (SEPTEMBER)

Gift Guide Issue

Cover Story:

Gift Guide: Top Products for Q4

Feature:

Promo Campaign Awards:

Best Self-Promos and Client Campaigns

Product Picks:

Electronics & Tech Accessories

Apparel Breakdown:

Reinvented Corporate Wear

Reservation Deadline: 8/4/26

Material Deadline: 8/10/26

DECEMBER

Cover Story:

Buyer's Guide

Printing United Expo Recap

Reservation Deadline:

10/22/26

Material Deadline: 10/28/26

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Contact your account executive for details.

