

COUNSELOR

Established as “the voice” of the ad specialty industry, delivering award-winning editorial content to an influential and highly engaged audience of executive-level distributors and business owners.



Counselor delivers ...

- Passionate Audience** 9+ years – average readership length
- C-Suite** 76% are high-level distributor executives
- Power Players** 100% of Top 40 distributors subscribe. Top 40 represent \$4.4 Billion in annual sales
- Decision & Influence** 86% have taken action based on something they read in *Counselor*®
- Buyer Power** \$13M total buying power of *Counselor* subscribers

Counselor readers say...

82 PERCENT
CONTAINS RELEVANT ADVERTISING

CONTACT YOUR ACCOUNT EXECUTIVE

For more information on other advertising opportunities, visit www.asicentral.com/mediakit.



14,000
Circulation

35,700
Total Audience

2017 Must-Read Issues

- January:** 17th Annual Wearables Issue
- February:** *Counselor* Distributor Choice Awards: The industry's best suppliers.
- May:** Big Data: Use analytics to drive growth.
- July:** Special apparel issue: Fashion trends, apparel industry news and business tips.
- Mid-July:** State of the Industry: The benchmark issue reporting the climate of the industry.
- September:** Special writing instruments issue: An issue completely dedicated to pens, markers and other writing implements.
- October:** Best Places to Work: Annual survey results are delivered in this issue.
- December:** Power Issue: The power 50 distributors and suppliers leading the industry.



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EVERY STEP OF THE WAY™

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