

COUNSELOR MAGAZINE

A LOOK INTO 2022 OPPORTUNITIES



WELCOME TO THE ISSUE



IT'S AWARDS SEASON! You've got the Oscars, the Grammys, the Golden Globes, and the biggest of all: the Counselor Distributor Choice Awards. Our annual awards program honors the best suppliers in the industry as voted on by you. And you definitely made your voice heard this year, as 1,871 distributors cast more than 44,000 votes.

This year's winners continue to uphold the standard for the entire promotional products industry. This includes our supplier of the year, Bag Makers, which has had a remarkable run over its 40 years in business. Consider the extraordinary change in plastic bag usage over the past decade, which should spell trouble for a company that first made its mark printing plastic bags. Yet Bag Makers has been at the forefront of the reusable bag revolution, making that product one of the most ubiquitous and important in our industry. Whenever I receive a free reusable shopping bag and peek inside, 90% of the time the label says Bag Makers – just an anecdotal example of the market leadership (a 16-year Distributor Choice winning streak) that this Top 40 supplier has achieved.

There's lots of food for thought in this month's issue, from new overtime pay rules to the surprise struggles of the marijuana market to the always "on-call" mentality that salespeople need to adopt to succeed. Feel free to catch up on your reading in between awards shows.

Thanks for reading.

Charles J. Minto

Gumball machine (PB-16)
from Beaver Machine
Corp. (asi/39137)
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NOW TRENDING



The A List

Product Editor Joe Haley's
picks for the latest and greatest
in promo items

1. Leather double wine tote (H6006) from Rustico (asi/84254); rustico-usa.com
2. Personal medical journal logbook (PMJ-11) from Rye Publishing Inc. (asi/9575); rypublishing.com
3. Quilted vest (V1A-55648) from Treemark (asi/6721); ponca.com/treemark
4. Fix-all kit (W44323) from Natural Trends (asi/73407); naturaltrends.com
5. Sherpa blanket (W258) from Towel Specifier (asi/9102); towelspecifier.com
6. Plush snow socks from Twin City Knitting (asi/2210); tcknitting.com
7. Gumball machine (PB-16) from Beaver Machine Corp. (asi/39137); beaver vending.com
8. Custom M&Ms from Chocolate Inc./Laroco (asi/4502); chocolateinc.com
9. Silk bottle drapes from PrintPur (asi/4686); printpur.com
10. Four-wheel upright luggage with laptop compartment (L344229) from Alacston Travelware Co. (asi/34046); alacston.com

THE VOICE OF THE PROMO PRODUCTS INDUSTRY

Industry News
Trend Forecasts
Sales Tips
Product Features

→ **35,000** top-level executives and salespeople rely on

Counselor® magazine for the latest news, business strategies and case studies. Featuring your products in Counselor allows you to place your company directly in front of decision-making business leaders.

COUNSELOR BY THE NUMBERS

35,000 total circulation

88% of readers say it's a credible resource
in their industry

77% of readers are executives (presidents/VPs)

66% of readers have been in the promo products
industry for over 10 years

ADVERTISE WITH COUNSELOR

JANUARY

21st Annual Wearables Issue

Highlights the upcoming Spring and Summer Fashion Showcases. Distributors rely on this issue for apparel trends, tips and apparel-buying guidance.

Reservation Deadline 11/24/21

Material Deadline 12/2/21

APRIL

Big Markets Issue

Spotlight on how to sell to the biggest end-buyer markets, with sales strategies and market-specific product picks.

Reservation Deadline 2/28/22

Material Deadline 3/4/22

JULY

State of the Industry Issue

Our annual comprehensive report on the industry, with exclusive data and big-picture industry trends.

Reservation Deadline 6/9/22

Material Deadline 6/15/22

SEPTEMBER

Gift Guide

The hottest products and trends for the holiday gifting season.

Reservation Deadline 8/5/22

Material Deadline 8/11/22



2022 COUNSELOR MAGAZINE RATES

| Size | 4x | 1x |
|--------------------|---------|---------|
| Inside Front Cover | | \$4,750 |
| Inside Back Cover | | \$4,340 |
| Spread | \$4,690 | \$5,645 |
| Full Page | \$3,425 | \$3,790 |
| 1/2 Page | \$2,250 | \$2,710 |

MECHANICAL SPECIFICATIONS

Trim Size: 9" x 10-7/8"
Insert Size: 9-1/4" x 11-1/8"
Spread Size: 18" x 10-7/8"

Note: 1/8" trimmed on all 4 sides. All critical ad content should be kept 3/8" from all trim. Spread ads should allow 1/2" safety in gutter.

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"Counselor continues to deliver on industry trends and events. I began reading it over 25 years ago and continue to rely on it for relevant stories and ideas."

"The best industry publication. Keep doing what you're doing."

"On days I'm not feeling so creative, it helps me brainstorm products and come up with new ideas for new and existing clients."



2022 COUNSELOR CALENDAR

COUNSELOR®

| | COVER STORY | FEATURE | PRODUCT SPOTLIGHT | APPAREL SHOWCASE | RESERVATION DEADLINE | MATERIAL DEADLINE |
|-----------|---|--|-----------------------|------------------|----------------------|-------------------|
| JANUARY | 21st Annual Wearables Issue | Hot Apparel Trends | Totes & Shopping Bags | Jackets | 11/24/21 | 12/2/21 |
| APRIL | Big Markets Spotlight: Education, Health Care & More | Sales Compensation Report | Writing Instruments | Polos | 2/28/22 | 3/4/22 |
| JULY | State of the Industry 2022: Top Companies, Markets, Products & Trends | Counselor Awards: Person of the Year & More | | | 6/9/22 | 6/15/22 |
| SEPTEMBER | Gift Guide: The Hottest Products for Q4 | Promo Campaign Awards | Awards & Plaques | Hoodies | 8/5/22 | 8/11/22 |

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