

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

Feature:

Trendy Wearable Looks for 2025

Product Picks:

Travel Products

Apparel Breakdown:

Winter Accessories

Reservation Deadline: 11/21/24**Material Deadline:** 11/27/24

FEBRUARY

Cover Story:

8 Ways To Boost Your Sales by Selling Promo (and How Promo Folks Can Break Into Print)

Print Feature:

Tags/Labels

Promo Feature:

New Products for 2025

Apparel Feature:

Rugged Workwear

Business Strategies:

The State of Sustainability

Hot List:

Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps/Headwear, Signs/Door Hangers

Reservation Deadline: 12/27/24**Material Deadline:** 1/3/25

MARCH

Cover Story:

Print/Promo People on the Rise

Print Feature:

Jumbo Rolls

Promo Feature:

Tech (with packaging focus)

Apparel Feature:

Polos/Biz Casual

Business Strategies:

SEO

Hot List:

Drinkware, Stickers & Decals, USA Made, Memos/Notepads, Spa & Relaxation, Name Tags/Buttons, Napkins

Reservation Deadline: 1/27/25**Material Deadline:** 1/31/25

SPRING (APRIL)

The Roaring '20s Issue

Cover Story:

The Roaring '20s: Sustainability, AI and Other Predictions for the Rest of the Decade

Feature:

Spotlight on Education, Healthcare and Big Markets

Product Picks:

Retail Brands

Apparel Breakdown:

Sustainable T-Shirts

Reservation Deadline: 2/26/25**Material Deadline:** 3/4/25

MAY

Cover Story:

The State of Print (and What It Means for Promo Distributors Looking To Join the Market)

Print Feature:

Direct Mail

Promo Feature:

Drinkware (with decoration focus)

Apparel Feature:

New Decoration Methods/Innovations/Legislation

Business Strategies:

Social Media

Hot List:

Candy/Mints, Safety, Laptop Bags, Sunglasses, Mats, Plastic Cards, Sunblock, Towels

Reservation Deadline: 3/26/25**Material Deadline:** 4/1/25

JUNE

Cover Story:

CSR All-Stars

Print Feature:

Packaging

Promo Feature:

Back to School

Apparel Feature:

Uniforms

Business Strategies:

Regional Associations

Hot List:

Flags/Banners, Hand Sanitizer, Luggage/Travel, Coffee Accessories, Cookies/Baked Goods, Writing Instruments

Reservation Deadline: 4/25/25**Material Deadline:** 5/1/25

SUMMER (JULY)

State of the Industry Issue

Cover Story:

State of the Industry 2025: Top Companies, Markets, Products & Trends

Feature:

Counselor Awards: Honoring the Person of the Year and Industry Leaders

Reservation Deadline: 6/17/25**Material Deadline:** 6/23/25

AUGUST

Cover Story:

Top Print Distributors (& Counselor Top 40 Distributors)

Print Feature:

Business Forms

Promo Feature:

Bags/Luggage

Apparel Feature:

Caps/Headwear

Business Strategies:

Emerging Buyer Markets

Hot List:

Calendars, Sports Apparel/Uniforms, Sports Bottles, Lunch Bags, Wrapping, Gift Packaging

Reservation Deadline: 6/27/25**Material Deadline:** 7/3/25

FALL (SEPTEMBER)

New Products & Holiday

Shopping Guide

Cover Story:

Gift Guide: Hot Products for Q4

Feature:

Promo Campaign Awards

Product Picks:

Holiday & Seasonal Items

Apparel Breakdown:

Custom Footwear

Reservation Deadline: 8/5/25**Material Deadline:** 8/11/25

OCTOBER

Cover Story:

Top Print Suppliers (& Counselor Top 40 Suppliers/Supplier Excellence Awards)

Print Feature:

Wide-Format Printing

Promo Feature:

Writing Instruments

Apparel Feature:

Outerwear/Jackets

Business Strategies:

Kitting Guide

Hot List:

Chocolate, Blankets, Watches/Jewelry, Planners, Greeting & Holiday Cards, Magnets

Reservation Deadline: 8/25/25**Material Deadline:** 8/29/25

NOVEMBER

Cover Story:

How To Harness the Power of Decoration-On-Demand for E-Commerce, Company Stores & More

Print Feature:

Presentation Folders/Brochures

Promo Feature:

Food Promos/Packaging

Apparel Feature:

Loungewear/Comfort

Business Strategies:

Looking Forward: Predictions, Trends and Solutions for 2026

Hot List:

Awards, Badges/Badge Holders, Lip Balm, Kitchen/Household, Business Cards, Phone/Tablet Accessories

Reservation Deadline: 9/26/25**Material Deadline:** 10/2/25

DECEMBER

Cover Story:

Buyer's Guide

Reservation Deadline:

10/23/25

Material Deadline: 10/29/25

Reserve Today!
Contact your account executive for details.

