



Counselor Magazine for Distributor and Supplier Principles

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Counselor® the voice of the ad specialty industry, delivering award-winning editorial content 13x per year including the annual State of the Industry issue. Each issues provides distributor business owners and salespeople with news, trends, case studies and strategies crucial to business success.

Counselor Features

- *In-Depth Articles*—every month Counselor offers news analysis, strategy reviews, and profiles of business success. It's a roadmap for industry distributors to follow and learn from.
- *News* section provides analysis of today's most important business trends.
- *Case Studies* section highlights examples of distributor success stories, and shows promo products in action.
- *Apparel* section features in-depth reports on various aspects of the largest product category in the ad specialty industry.
- *Social* section features articles on networking and charitable giving, as well as the monthly People on the Move section.
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State of the Industry

This annual guide published through Counselor magazine provides key strategies to move your business forward.

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