**READER PROFILE**

**Readership by Specialty**
- Addiction professionals
- Treatment center executives and program directors
- Counselors/therapists
- Social workers
- Psychologists
- Psychiatrists
- Physicians
- Nurses
- Hospital administrators
- Juvenile and criminal justice system personnel
- Educators

*Counselor* influences decision-makers and counselors who advise clients on
- Finding the right treatment center
- Ensuring compliance with medical protocols
- Maintaining lifestyle changes
- Creating nutritional balance
- Maintaining exercise routines
- Choosing empowering books to read
- Making sound financial decisions

**Specialty**
- 54% certified drug and alcohol counselors
- 15% licensed clinical social workers
- 9% treatment center administrators/clinical supervisors
- 4% psychologists/marriage and family therapists
- 4% prevention specialists
- 3% noncertified drug and alcohol counselors
- 2% psychiatrists and physicians
- 9% others

**Work Environment**
- 18% private practice
- 15% outpatient facility
- 13% treatment facility
- 13% residential facility
- 11% criminal justice or juvenile justice facility
- 9% federal, state or local agency
- 8% mental health facility
- 6% hospital setting
- 4% detox facility
- 6% other

**CE Credits**
- 79% are interested in earning continuing education credits
- 90% use *Counselor* as a source of referrals

**Conferences**
- 45% attend at least one professional conference each year

**Pass-Along Readership**
- 84% share their magazine with colleagues
- 46% share with patients

**Audience Definition**
- Addiction and behavioral health treatment professionals

**Circulation**
- 14,500 paid subscribers
- 45,000 total readership

**Affiliate Circulation**
- 5,000 USJT and Institute for Integral Development
- 3,500 CCAPP (California Consortium of Addiction Programs and Professionals)
- 120 FADAA (Florida Alcohol and Drug Abuse Association)

**Education**
- 53% have a master’s degree

**90% of Counselor’s readers use it as a source of referrals**
Celebrating a landmark forty years in the industry (last year), Counselor has evolved to become the nation’s leading publication, serving professionals in addiction treatment, behavioral health care, and mental health fields. Over these four decades, no other magazine in the United States covers addiction prevention and treatment as thoroughly, as accurately, and as influentially as Counselor. It provides thorough, up-to-date information in an easy-to-read style that translates into increased knowledge and enhanced clinical skills for its readers. Addiction, behavioral health care, and mental health professionals depend on Counselor for unbiased, peer-reviewed, original articles covering cutting-edge research and offering practical information they can use. In addition, Counselor’s collaboration with the Journal of Substance Abuse Treatment provides readers with articles that bridge the gap between addiction research and clinical practice. In these pages, Counselor celebrates its faithful readers for supporting the magazine throughout these forty years.

Counselor’s reputation as the gold standard in the addiction field has been earned by its editorial excellence. A distinguished Advisory Board ensures that content is current, accurate, and relevant to readers’ needs. In-depth feature articles and informational columns have a positive impact on clinicians’ lives and the clients they serve. Counselor has a proven track record with readers as the go-to reputable reference.

Professionals in the field of addiction depend on Counselor to sharpen their clinical skills and fine-tune their critical thinking. Counselor provides the vital components necessary to enhance or create a successful practice and to improve the lives of clients whom clinicians serve.

As the longest-running and only publication in the addiction field that is based on paid subscription with a readership of more than 45,000, Counselor has successfully provided unmatched, timely, and accurate information to addiction professionals for forty years.

Our Columns
- CCAPP (California Consortium of Addiction Programs and Professionals)
- Counselor Concerns
- Industry Insider
- Addiction Recovery and Families
- Opinion
- Topics in Behavioral Health Care
- Wellness

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Advisory Board

Robert J. Ackerman, PhD
Chair of Counselor’s Advisory Board, founder of NACoA (National Association for Children of Addiction)

Joan Borysenko, PhD
World-renowned expert in mind-body connection

Ralph Carson, PhD
Nutritionist and exercise physiologist

Tian Dayton, PhD
Author, expert, and consultant on psychodrama/trauma

Bobby Ferguson
Industry executive and founder of the Jaywalker Lodge

David Mee-Lee, MD
Trainer, teacher, consultant, and chief editor of ASAM Criteria

Don Meichenbaum, PhD
Professor emeritus, University of Waterloo, Ontario, Canada

Mel Pohl, MD, FASAM
Medical director of the Las Vegas Recovery Center

Cardwell C. Nuckols, PhD
Addiction treatment and industry expert

Mel Pohl, MD, FASAM
Medical director of the Las Vegas Recovery Center

Mark Sanders, LCSW, CADC
Author, teacher, and expert in adolescent treatment issues

David Smith, MD, FASAM
Founder and medical director of Haight-Ashbury Free Clinic
EDITORIAL PROFILE

Editorial Excellence
Counselor’s editorial staff is devoted full-time to the magazine, and its distinguished Advisory Board lends credibility, insight, and accuracy to the information in each issue.

Continuing Education Credits
Counselor is the field’s first magazine source of continuing education (CE) credits, offering the longest-running program of its kind. CE credits have always been an integral part of each issue of Counselor, which is certified through the APA, NAADAC, CCAPP, CAADE, ASWB, and NBCC, to name a few. A proven and valuable resource for educational facilities, Counselor serves as part of the curricula at many Midwest and Northeast colleges and universities.

45,000 Readers and Growing
Counselor is the only publication in the addiction field that is based on paid subscriptions. Circulation is distributed fairly evenly throughout the United States—West 30 percent, Central 30 percent, Northeast 23 percent, Southeast 13 percent—and 4 percent of its circulation is international. Counselor is also distributed at several training conferences, trade shows, and other events throughout the year.

Affiliations
Counselor is the official magazine of the California Consortium of Addiction Programs and Professionals (CCAPP) and the Behavioral Health Association of Providers (BHAP).

Renowned Reputation Forty Years in the Making
Counselor has been serving addiction, behavioral health care, and mental health professionals for forty years. The mission always has been the same: to provide useful and informative content that is relevant to the daily practices of our readers. Counselor continues to stay on the cutting edge of what its readers demand. Reader survey cards ensure that Counselor includes topics in that are important to readers.

Counselor on the Web
The nation’s top magazine for addiction professionals is available on the web—it’s just a click away!

www.counselormagazine.com

The Counselor website features blogs hosted by leading experts in the addiction field, and offers the latest developments in the industry through regularly posted news briefs. Readers can also search the archives and earn CE credits.

CCAPP

BHAP
PROBLEMS WITH DRUGS AND ALCOHOL IN THE HOME

Families  Family Members

1 in 4  25%

Source: Hazelden Foundation, Center for Public Advocacy, 2008 Survey

February
Treatment in the Era of COVID-19

April
Technology & Addiction Treatment

June
LGBTQIA+

August
Treatment in Rural America

October
Spirituality & Treatment Prevention

December
Addiction and Brain Health and Wellness
All print advertising contracts will include a hyperlink from the Counselor website to the advertiser's site.Advertisers are responsible for submitting camera-ready referral directory ads for inclusion.

**Special Position:** Space charge plus 15 percent additional. **Bleed:** No additional charge for bleed.

### 2020 Advertising Closing Dates

<table>
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<th>Issue</th>
<th>Space Reservation</th>
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<td>Nov. 6</td>
<td>Nov. 13</td>
<td>Dec. 29</td>
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<tr>
<td>April</td>
<td>Jan. 8</td>
<td>Jan. 15</td>
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<td>June</td>
<td>Mar. 5</td>
<td>Mar. 12</td>
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<td>August</td>
<td>May 7</td>
<td>May 14</td>
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<td>October</td>
<td>Jul. 2</td>
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<td>December</td>
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Send ads by materials due date to leahh@counselormagazine.com

**Please note:**
- Positioning of advertisement is at the discretion of the publisher, except where a preferred position has been approved by the publisher at premium rates.
- Covers are noncancelable.
- All advertising material must be received prior to the materials due date for that particular issue and must be sent to leahh@counselormagazine.com.

**Reprints**

Article reprints from Counselor are available by quote only.

**Subscriptions**

Group subscriptions, gift subscriptions, custom cover jackets and personalized address labels are available. Costs vary. Please contact leahh@counselormagazine.com for details and rates about subscription orders.

### Ad Sizes

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<tr>
<th>Space Units</th>
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<td>A — Full page (bleed)</td>
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<tr>
<td>B — Full pg. (non-bleed)</td>
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<tr>
<td>C — 1/2 pg. Horizontal</td>
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<td>4.75&quot;</td>
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<tr>
<td>D — 1/3 pg. Vertical</td>
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<tr>
<td>E — 1/3 pg. Square</td>
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<tr>
<td>F — 1/4 pg. Horizontal</td>
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### Four Color

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<tr>
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<td>$2,327</td>
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### Covers

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<tr>
<td>Second Cover</td>
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<td>Third Cover</td>
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<td>Fourth Cover</td>
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<td>$2,851</td>
<td>$2,622</td>
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MECHANICAL REQUIREMENTS

Ad Requirements
* Counselor* magazine prefers fully composed advertisement in PDF format or artwork in .jpeg or .tif file formats.

Ad files can be delivered via e-mail or uploaded directly to our FTP site.

Printer is not responsible for errors in output due to incorrect file preparation or incorrect file compression. Clients will incur extra charges if necessary to ready files for printing. To avoid delays or problems in preparing ads for print, please include a copy of the insertion order with any ads sent via FedEx or other delivery method. Please do not send ad materials in the regular mail.

Electronic Delivery
E-mail: leahh@counselormagazine.com
Upload files to our FTP site at:
ftp.hcibooks.com
Username: ftpin
Password: 3ed56%%

Please note: You may see an error message stating “ACCESS IS DENIED.” Disregard this error message and upload your files.

Printing and Binding
4-color process and perfect-bound.

Resolution
All images (gray scale and color scans) must be supplied at a minimum of 300 dpi, 133-line printing at 100 percent. Scanned B&W line art minimum resolution of 600 dpi, 900 dpi preferred. 4-color, 150-line screen.

Advertising sales, space reservations, ad materials, and questions please contact:

Chivaun Oldes
2400 Marconi Ave, Ste C
Sacramento, CA 95821
Telephone: 916-338-9460 ext. 120
E-mail: ar2@ccapp.us
Addiction professionals turn to counselormagazine.com for the latest content from the print issue and to stay connected to the treatment field through our expert blogs, events, archives, and news briefs. Plus, professionals frequent our site to earn CE credits through our online continuing education quizzes. Online ads should be jpeg files, 72 dpi in RGB color mode.

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
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<th>3X - 4X</th>
<th>5X - 6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Home Page &amp; Content Detail Pages (180 x 911 px)</td>
<td>$700.</td>
<td>$630.</td>
<td>$616.</td>
<td>$595.</td>
<td>$560.</td>
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<td>Home Page &amp; Content Detail Pages (180 x 271 px)</td>
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<td>$495.</td>
<td>$484.</td>
<td>$467.</td>
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<td>Past Issues Page for Specific Issue (Permanent ad) (180 x 271 px)</td>
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<td>Past Issues Page for Specific Issue (Permanent ad) (275 x 275 px)</td>
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<td>E-mail Blast (per E-mail)</td>
<td>$400.</td>
<td>$360.</td>
<td>$352.</td>
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