

# ADVANTAGES®



## Introducing the *Advantages* Focus Series

Focus on Apparel: Target more than **40,000** apparel-buying distributors each month!

*Advantages*® magazine reaches 40,000 distributors; and now, each month will feature an entire section dedicated to the most purchased product category: apparel!

Each month, we highlight a different apparel category so you can easily target distributors looking for your wearable products. Did you know that 91% of *Advantages* readers take action based on advertising in the magazine? Position your brand in this important section and influence these top-buying distributors.

### Rates:

AD:	12x RATE:	6x RATE:	3x RATE:
Spread	\$6,560	\$7,100	\$8,005
Full Page	\$3,860	\$4,175	\$4,690
1/2 Page	\$3,085	\$3,345	\$3,775
1/4 Page	\$1,600	\$1,755	\$1,980
Sponsored Education	\$3,050	\$3,200	\$3,370

### Promote your apparel products every month of the year!

Month	Category	Reservation Deadline	Material Deadline
January	Sport & Performance	11/28/16	12/5/16
February	T-shirts	12/27/16	1/3/17
March	Polos & Golf Apparel	1/26/17	2/2/17
April	Caps & Hats	2/28/17	3/7/17
May	Decorating Trends	3/28/17	4/4/17
June	Safety Gear	4/26/17	5/3/17
July	Fleece & Sweatshirts	5/30/17	6/6/17
August	Women's Styles	6/26/17	7/3/17
September	Jackets & Vests	7/31/17	8/7/17
October	Uniforms	8/28/17	9/5/17
November	Sleepwear	9/26/17	10/3/17
December	Wovens	10/24/17	10/31/17

## Contact Your Rep!



Advertising  
Specialty  
Institute®