



CELEBRATING 40
YEARS OF EXCELLENCE

THE MAGAZINE FOR ADDICTION & BEHAVIORAL HEALTH PROFESSIONALS

COUNSELOR®



OPINION:
CONQUERING THE SEX ADDICTION MONSTER
BY CHRIS DONAGHUE, PhD, LCSW, CST

INSIDE BOOKS: *STOPPING THE NOISE IN YOUR HEAD*
BY REID WILSON, PhD

THE MAGAZINE FOR ADDICTION & BEHAVIORAL HEALTH PROFESSIONALS

COUNSELOR

Trauma and Sexuality

GIRLY THOUGHTS

WHAT THERAPISTS NEED TO KNOW ABOUT SEX

SEXUAL HEALTH EDUCATION

HARM REDUCTION

I'LL NEVER BE GOOD ENOUGH FOR HIM...

TREATMENT & RECOVERY
INDUSTRY INSIDER
FLIP OVER

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2021 MEDIA GUIDE

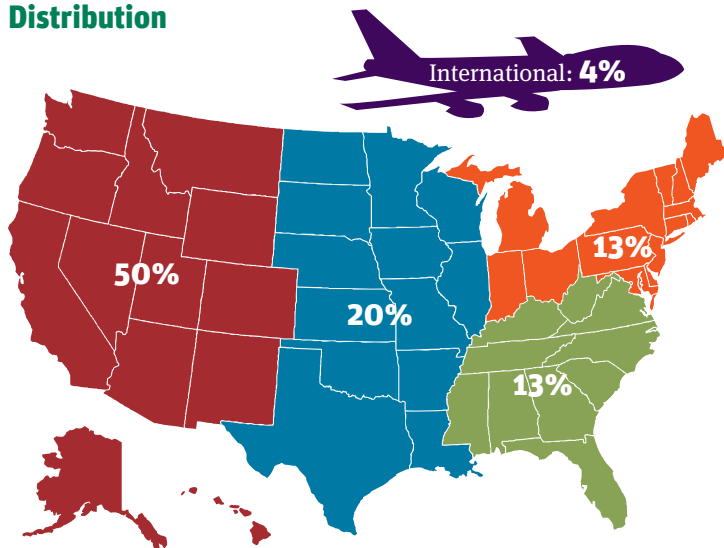
Readership by Specialty

- 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

Distribution



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

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



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

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



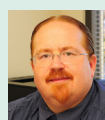
David Mee-Lee, MD

Trainer, teacher, consultant, and chief editor of *ASAM Criteria*



Don Meichenbaum, PhD

Professor emeritus, University of Waterloo, Ontario, Canada



Pete Nielsen, CADC-II

CEO, CCAPP (California Consortium of Addiction Programs and Professionals)



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 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.



BHAP | BEHAVIORAL HEALTH
ASSOCIATION OF
PROVIDERS
NATIONAL | MEMBERSHIP | EDUCATION | ADVOCACY



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

PROBLEMS WITH DRUGS AND
ALCOHOL IN THE HOME

Families

Family Members

1 in 4 **25%**

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



PRINT ADVERTISING

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

Issue	Space Reservation	Materials Due	Mail Date
February	Nov. 6	Nov. 13	Dec. 29
April	Jan. 8	Jan. 15	Mar. 9
June	Mar. 5	Mar. 12	May 4
August	May 7	May 14	Jul. 9
October	Jul. 2	Jul. 9	Aug. 31
December	Sep. 10	Sep. 17	Nov. 9

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

Space Units	Width	Depth
Spread (Two full pages with bleed)	17"	11.125"
A — Full page (bleed)	8.625"	11.125"
B — Full pg. (non-bleed)	7.25"	9.5"
C — 1/2 pg. Horizontal	7.25"	4.75"
D — 1/3 pg. Vertical	2.25"	9.5"
E — 1/3 pg. Square	4.75"	4.75"
F — 1/4 pg. Horizontal	4.75"	3.375"

Four Color

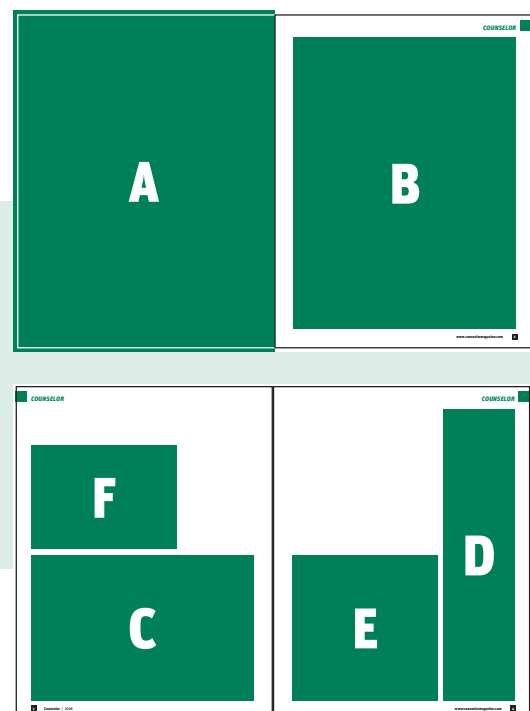
Frequency	1x	3x	6x	12X
Full Page	\$2,514	\$2,400	\$2,327	\$2,140
1/2 Horizontal	\$1,584	\$1,524	\$1,463	\$1,348
1/3 Square	\$1,078	\$1,040	\$1,001	\$913
1/4 Horizontal	\$875	\$842	\$809	\$743

Black and White

Frequency	1x	3x	6x	12X
Full Page	\$1,760	\$1,680	\$1,629	\$1,498
1/2 Horizontal	\$1,109	\$1,067	\$1,024	\$944
1/3 Square	\$755	\$728	\$701	\$639
1/4 Horizontal	\$613	\$589	\$566	\$520

Covers

Frequency	1x	3x	6x	12X
Four Color				
Second Cover	\$2,918	\$2,783	\$2,699	\$2,480
Third Cover	\$2,755	\$2,628	\$2,479	\$2,345
Fourth Cover	\$3,081	\$2,940	\$2,851	\$2,622





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.

1X	2X	3X - 4X	5X - 6X	12X
Home Page & Content Detail Pages (180 x 911 px)				
\$700.	\$630.	\$616.	\$595.	\$560.
Home Page & Content Detail Pages (180 x 271 px)				
\$550.	\$495.	\$484.	\$467.	\$440.
Past Issues Page for Specific Issue (Permanent ad) (180 x 271 px)				
\$500.	\$450.	\$440.	\$425.	\$400.
Past Issues Page for Specific Issue (Permanent ad) (275 x 275 px)				
\$600.	\$540.	\$528.	\$510.	\$480.
E-mail Blast (per E-mail)				
\$400.	\$360.	\$352.	\$340.	\$320.

Bimonthly
E-mail
Blast
260 x 175 px

Home Page,
Content Detail
& Past Issues
Page
180 x 271 px

Home Page &
Content Detail
180 x 911 px

Past Issues
Page
275 x 275 px