



Media Kit



PIA Magazine— an advertising advantage

Professional Insurance Agents Magazine is dedicated to providing independent insurance producers with the information they need to stay on top of their industry.

Information is POWER

PIA Magazine gives its readers just that—the power to grow their business in a competitive marketplace. As an advertiser, you can tap into those readers and gain a competitive edge.

Award winning look and format

PIA has increased its distribution and leave-behind readership by creating an eye-catching format that is designed to highlight your ads. *PIA Magazine*, has won numerous MarCom design awards in recent years.

A pair of brown-rimmed glasses with gold-colored temples is resting on an open magazine. The magazine's pages are thick and layered, showing a dark, aged color. The background is a soft-focus view of a window with green foliage outside.

Contact Susan Heath

(800) 424-4244, ext. 231 ▪ pia.org ▪ sheath@pia.org

Total reach

20,000+
industry professionals

PIA website

10-15,000
visits per month

PIA Magazine has the most active, qualified readership of any trade magazine serving the insurance community. Our unparalleled reach, combined with our responsive audience and value-added services provide maximum opportunity for your advertising dollars.

Five-state membership



What's inside our pages

- Connect—ways technology can help your business
- E&O—professional E&O advice
- Federal—a look at national issues
- Five minutes with—interviews with industry professionals
- Industry trends—current events
- Learn—tips from industry education experts
- Legal—current legal points
- Life/Health—issues affecting life/health agents
- Risks—considerations for agencies beyond E&O, case studies
- Sales—tips on sales and marketing
- Staffing—HR concerns for your business
- Tech—research and new developments

Mechanical requirements

Format

Magazine size: 8½" x 11"
Live matter margin: 7½" x 10"
Column depth: 10"
Column width: 2⅜" (3 column)

Required material

- Adobe PDF set to print-quality specifications.
- Fonts must be embedded.
- All images must be 300 dpi.
- Convert all RGB images and spot color plates to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

Ads that do not open or do not fit the specifications will need to be corrected and resubmitted.

Ad deadlines

Space reservations **must be made by the 15th of the month**, two months prior to publication. The deadline for camera-ready ads is the 1st of the month, one month prior to publication.

Need help creating an ad?

We have award-winning designers available to help with artwork. PIA's staff can assist you in the design and preparation of your ad. Contact us for your customized quote.

Ad sizes

Full-page ad non-bleed **7½" x 10"**

Full-page ad full bleed **8¾" x 11¼"**

Bleed is included in document size. Live area for type falls ⅛" from document edges on all sides. Set bleeds beyond the document page.

2-page spread non-bleed **16" x 10"**

2-page spread bleed **17¼" x 11¼"**

Create full-page document set up as a two-page spread. Final size will measure with trim included in gutter and outer edges.

⅔ page **4¾" x 9¾"**

½ page island **4¾" x 7⅜"**

½ page **7½" x 4¾"**

¼ page **4¾" x 3½"**

⅙ horizontal **4¾" x 2¼"**

⅙ vertical **2¼" x 4¾"**



Advertising rates

(Net rates per insertion)

Full page—Full color

NY NJ CT NH VT	\$1,502
NY	\$1,156
NJ	\$910
CT	\$581
NH or VT	\$565

½ page full width—Full color

NY NJ CT NH VT	\$957
NY	\$862
NJ	\$726
CT	\$428
NH or VT	\$415

⅓ page—Full color

NY NJ CT NH VT	\$1,235
NY	\$1,046
NJ	\$852
CT	\$525
NH or VT	\$521

¼ page—Full color

NY NJ CT NH VT	\$831
NY	\$560
NJ	\$726
CT	\$371
NH or VT	\$364

½ page island—Full color

NY NJ CT NH VT	\$1,067
NY	\$915
NJ	\$768
CT	\$523
NH or VT	\$460

⅙ page—Full color

NY NJ CT NH VT	\$507
NY	\$434
NJ	\$371
CT	\$289
NH or VT	\$271

- Discounts available for full year contracts and multimedia add-ons.
- Two-color, as well as black-and-white reduced rates available.
- Preferred positions (i.e.: inside front covers, back covers) are available for \$50 upgrade charge per state.
- Inserts available. Contact ad manager for rates.



Multimedia packages

Exclusively for PIA Magazine advertisers

Multimedia packages in our frequently viewed publications give you the access you need. Digital ads are sold exclusively to *PIA Magazine* advertisers. Maximize your message by adding on the following to your magazine advertising contract:

Weekly ads

PIA Weekly is a state specific electronic periodical that gives our members critical information. *PIA Weekly* is distributed as a member-exclusive benefit and cited regularly as the primary source through which PIA members get their industry news.

- Ads directly link to your website.
- Only six ads available per edition. Limited ads mean greater attention for advertisers.

Advertising rates in monthly increments

NY	NJ	VT	CT	NH
\$600	\$450	\$225	\$300	\$300

Advertising specs

Provide a 318 px. x 164 px. JPG file in full color.

Website ads

Maximize your message by adding web banners at pia.org. Two sizes available to suit your budget. Choose full- or half-width size ad on PIA's website, which draws 10-15,000 visits per month.

Web ad specs

Provide a JPG file in full color:

Full-width ad: 1920 px × 240 px (displays at 960 px × 120 px)

Half-width ad: 960 px × 400 px (displays at 480 px × 200 px)

Contact Susan Heath for details:

sheath@pia.org, or (800) 424-4244, ext. 231.





2020 Editorial calendar

January

Industry evolution
MetroRAP (NY only)

February

Cyber

March

Next generation
Connecticut Convention (CT only)

April

Legal
Long Island RAP (NY only)

May

Excess and surplus
PIANJ/PIANY Conference (NJ and NY only)

June

Industry development

July/August

Claims

September

Preparedness

October

Branding

November

Agency management

December

InsureTech for agents



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