



# 2023 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.

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.

PIA Website

**10-15,000**

visits per month

**Contact Kordelia Hutans**

(800) 424-4244, ext. 338 · pia.org · khutans@pia.org





Total Reach  
**20,000+**  
industry professionals

Five-State Membership



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## What's inside our pages?

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- **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 15<sup>th</sup> of the month**, two months prior to publication. The deadline for camera-ready ads is the 1<sup>st</sup> of the month, one month prior to publication.

## Print Ad sizes

Full-page ad non-bleed	<b>7½" x 10"</b>
Full-page ad full bleed	<b>8¾" x 11¼"</b>
<i>Bleed is included in document size. Live area for type falls ⅛" from document edges on all sides. Set bleeds beyond the document page.</i>	
2-page spread non-bleed	<b>16" x 10"</b>
2-page spread bleed	<b>17¼" x 11¼"</b>
<i>Create full-page document set up as a two-page spread. Final size will measure with trim included in gutter and outer edges.</i>	
⅔ page	<b>4¾" x 9¾"</b>
½ page island	<b>4¾" x 7¾"</b>
½ page	<b>7½" x 4¾"</b>
¼ page	<b>4¾" x 3½"</b>
⅓ horizontal	<b>4¾" x 2¼"</b>
⅓ vertical	<b>2¼" x 4¾"</b>

## 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.





# 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

## 1/2 page full width — Full color

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

## 2/3 page — Full color

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

## 1/4 page — Full color

NY NJ CT NH VT	\$831
NY	\$560
NJ	\$515
CT	\$371
NH or VT	\$364

## 1/2 page island — Full color

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

## 1/6 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

Maximize your message by adding on the following to your magazine advertising contract:

### PIA Northeast News & Media

PIA Northeast maintains a news site, which highlights breaking news, industry updates, trends, features and other bulletins to help independent agents run their businesses.

- Ads directly link to your website.
- Limited space means greater attention for advertisers.

### Advertising Rates and Specs

Landing page ads	Size: 320 x 181 px
1 <sup>st</sup> position	\$1,200
2 <sup>nd</sup> position	\$925
3 <sup>rd</sup> position	\$675

Article page ads	Size: 225 x 128 px
Limited space available	\$475 each
<i>Frequency discount may apply.</i>	

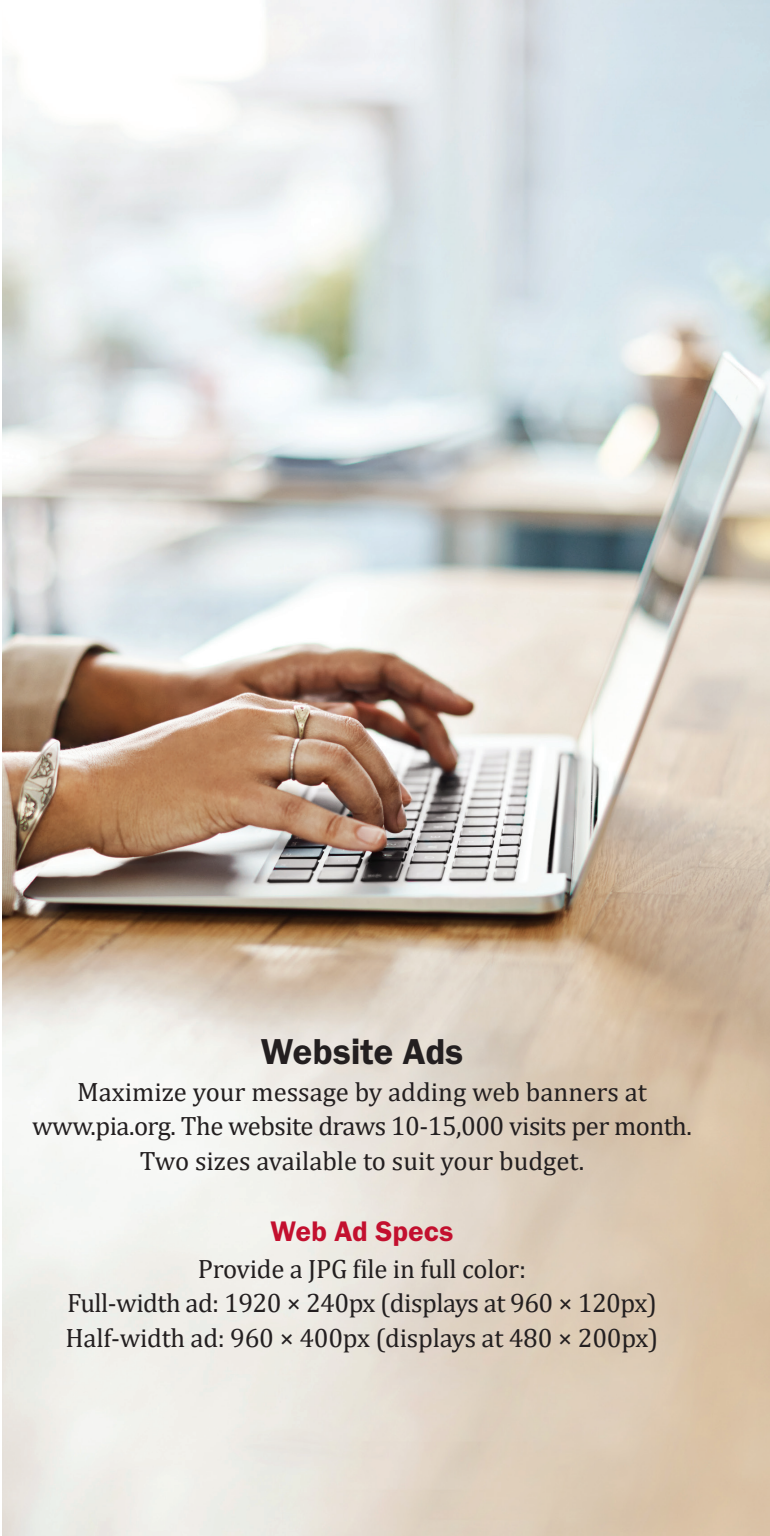
### PIA Northeast Weekly Dispatch

Through the Weekly Dispatch—which covers all five of PIA Northeast’s state associations—independent agents receive the latest state-specific industry news directly in their inbox every Thursday. And, members can access the publication on *PIA Northeast News & Media*.

- Ads directly link to your website.
- Limited space means greater attention for advertisers.

### Weekly Dispatch Advertising Rates and Specs

Bottom position (700 × 250px)	\$ 825 for one-month flight
Sidebar position (320 × 543px)	\$ 710 for one-month flight



### Website Ads

Maximize your message by adding web banners at [www.pia.org](http://www.pia.org). The website draws 10-15,000 visits per month. Two sizes available to suit your budget.

### Web Ad Specs

Provide a JPG file in full color:  
Full-width ad: 1920 × 240px (displays at 960 × 120px)  
Half-width ad: 960 × 400px (displays at 480 × 200px)





## 2023 Editorial Calendar

### January

Industry evolution

### February

Cyber

### March

Claims

### April

Agency management

### May

Excess and surplus

### June

Customer experience

### July/August

Next generation

### September

The flood issue

### October

Branding/marketing

### November

Niche markets

### December

Legal



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