

# EDITORIAL CALENDAR

## IN EACH ISSUE

### OP-EDS:

- From the President
- From the Editor
- Race Team Column

### PHOTO SPREAD:

- Lead Position

### COLUMNS:

- Ask the Experts
- Problem Solvers
- Technical Education
- Stop Doing That... Do This Instead
- Editors' Choice: Parts, Tools & Equipment
- Make The Case

### Q&AS:

- New Hires
- Industry Insights

### SPECIAL REPORT:

- What's Trending In Motorsports

### DEPARTMENTS:

- Industry News
- Advocacy Corner
- Race Shop
- Social Status

## JANUARY

### FEATURES:

- Special Report
- Drag Racing
- Camshafts *PRODUCT FOCUS*
- Valvetrains *PRODUCT FOCUS*
- Carburetors
- Data Logging

AD CLOSE 11/16 • ARTWORK DUE 11/23  
MAILED 12/22

## MAY

### FEATURES:

- Special Report
- Sprints & Midgets
- Race Fluids & Lubricants *PRODUCT FOCUS*
- Nitrous Oxide
- Drivelines

AD CLOSE 3/18 • ARTWORK DUE 3/25  
MAILED 4/25

## SEPTEMBER

### FEATURES:

- Special Report
- Off-Road Racing *PRODUCT FOCUS*
- Trailers Exhibit Preview *ENHANCED LISTINGS*
- Crankshafts
- Gaskets & Sealants

AD CLOSE 7/22 • ARTWORK DUE 7/27  
MAILED 8/22

## FEBRUARY

### FEATURES:

- Special Report: PRI 2021
- Stock Cars
- Tires & Wheels *PRODUCT FOCUS*
- Cylinder Heads
- Dynos

AD CLOSE 12/16 • ARTWORK DUE 12/22  
MAILED 1/24

## JUNE

### FEATURES:

- Special Report
- Dirt Late Models
- Pistons *PRODUCT FOCUS*
- Coatings
- Chassis Setup

AD CLOSE 4/22 • ARTWORK DUE 4/27  
MAILED 5/23

## OCTOBER

### FEATURES:

- Special Report
- PRI Preview: New Exhibitors *ENHANCED LISTINGS*
- EV Racing
- Superchargers *PRODUCT FOCUS*
- Intake Manifolds
- Exhaust Systems

AD CLOSE 8/19 • ARTWORK DUE 8/25  
MAILED 9/19

## MARCH

### FEATURES:

- Special Report
- Road Racing
- Race Car Suspension *PRODUCT FOCUS*
- Turbo Chargers
- Cooling Systems

AD CLOSE 1/21 • ARTWORK DUE 1/26  
MAILED 2/21

## JULY

### FEATURES:

- Special Report
- Diesel Racing Market *PRODUCT FOCUS*
- Engine Blocks
- Brake Systems
- Pit Carts & Tool Boxes

AD CLOSE 5/20 • ARTWORK DUE 5/25  
MAILED 6/20

## NOVEMBER

### SPECIAL REPORT: PRI TRADE SHOW GUIDE

- Schedule
- Floor Plan
- Exhibitor Listing
- PRI Education
- Featured Vehicles
- Guide To Indianapolis

### FEATURES:

- Niche Markets
- Wearable Gear
- Graphics Department
- Race Track Promotoion
- International Trade
- Youth Market

AD CLOSE 9/16 • ARTWORK DUE 9/23  
MAILED 10/24

## APRIL

### FEATURES:

- Special Report: Science & Medicine in Motorsports
- Driver Safety Products *PRODUCT FOCUS*
- Vehicle Safety Products *PRODUCT FOCUS*
- Track Safety Products & Training *PRODUCT FOCUS*
- Modifieds
- EFI/Fuel Systems

AD CLOSE 2/18 • ARTWORK DUE 2/23 • MAILED 3/21

## AUGUST

### FEATURES:

- Special Report
- Old School—Vintage & Nostalgia
- Machinery Row Preview *ENHANCED LISTINGS*
- Oil Systems *PRODUCT FOCUS*
- Connecting Rods

AD CLOSE 6/18 • ARTWORK DUE 6/24 • MAILED 7/25

## DECEMBER

### 2023 BUYERS GUIDE:

- Engine Components
- Chassis, Driveline & Suspension
- Racing Components, Accessories & Services
- Machinery, Tools & Equipment
- Race Track Equipment & Supplies
- Race Sanctioning Organizations
- Manufacturers' Representatives
- Warehouse Distributors

AD CLOSE 10/19 • ARTWORK DUE 10/26 • MAILED 11/21

### ALSO FEATURING EXCLUSIVES

- Industry Reports & Market Intel
- 2021–22 PRI Road Tour Coverage
- The Cheapest Ways To Go Racing
- Behind-The-Scenes Business Profiles
- And Much More!

# MAGAZINE AD RATES



## ADVERTISING RATES

- All ad rates include 4-color.
- Advertising rates are effective January 2022 issue, based on number of issues in which a company has advertised in any 12-month period.
- Advertising contracts for 12-time, 6-time, 3-time and 1-time frequency rates must be signed and returned to PRI.
- All orders noncancelable after closing date.
- Minimum rate holder is 1/12 page.
- A signed contract and/or an acknowledgement MUST be on file with PERFORMANCE RACING INDUSTRY in order to run an advertisement.

	<u>1-TIME*</u>	<u>3-TIME</u>	<u>6-TIME</u>	<u>12-TIME</u>
Full page .....	\$4,080	\$3,835	\$3,570	\$3,325
2/3 Page .....	\$3,185	\$2,925	\$2,780	\$2,420
1/2 Page .....	\$2,620	\$2,465	\$2,285	\$2,035
1/3 Page .....	\$2,025	\$1,905	\$1,735	\$1,520
1/4 Page .....	\$1,345	\$1,265	\$1,170	\$965
1/6 Page .....	\$1,125	\$1,060	\$970	\$855
1/12 Page .....	\$350	\$330	\$295	\$235

## COVER RATES

- Noncancelable 30 days prior to closing date.
- Cover rates include 4-color

	<u>1-TIME</u>	<u>6-TIME</u>	<u>12-TIME</u>
Inside Front.....	\$5,280	\$4,770	\$4,130
Inside Back .....	\$5,560	\$4,630	\$4,060
Back .....	\$5,840	\$5,090	\$4,460

## BUYERS GUIDE TAB PAGE RATES

Tab Page ..... \$5,250 gross

## CLASSIFIEDS RATES

	<u>1-TIME</u>	<u>3-TIME</u>	<u>6-TIME</u>
Per Column Inch.....	\$65	\$60	\$55

- Up to 4 BOLD FACED words free. Extra words \$0.25 each.

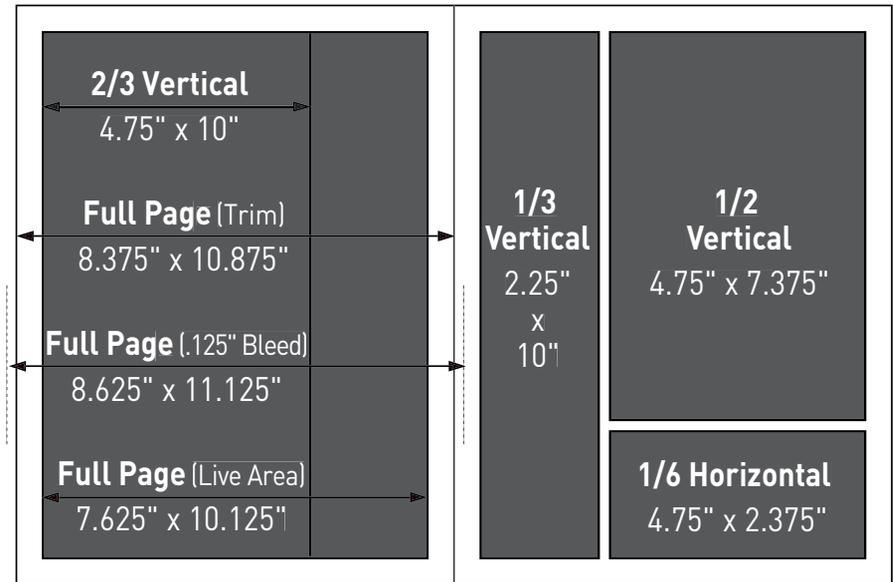
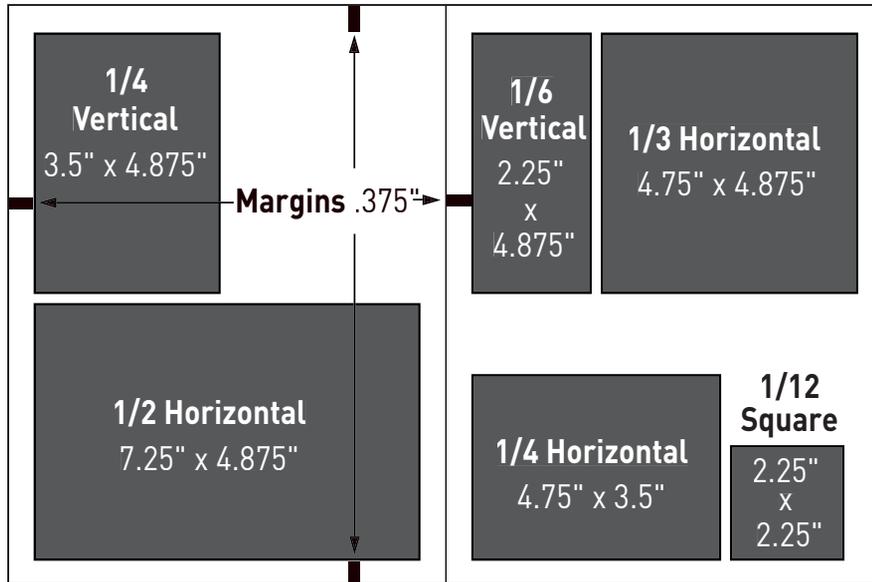
## AGENCY & CASH DISCOUNTS

- 15% discount to recognized agencies. All orders accepted subject to publisher's credit requirements. Production charges are not subject to agency commission or cash discount.

## FURNISHED MATERIALS

- Pre-printed inserts and belly bands will require a non-refundable 50% deposit to hold the advertising space reservation. The deposit is due five business days after the insertion order is written, along with the signed order acknowledgement. If the advertiser does not fulfill all of these requirements to secure the space reservation, the space will be forfeited immediately and offered to the next interested party.
- Inserts of four or more pages are discounted 50% off earned rate plus a binding charge. Contact an advertising sales manager for a binding charge quote for all issues. Quantity and shipping instructions available on request.

# MAGAZINE AD SIZING



## SIZE SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT	AD SIZES	WIDTH	HEIGHT	AD SIZES	WIDTH	HEIGHT	AD SIZES	WIDTH	HEIGHT
<b>SPREAD</b>											
(trim size)	16.75"	10.875"	(trim size)	8.375"	10.875"	1/2 Vertical	4.75"	7.375"	1/6 Horizontal	4.75"	2.375"
(with .125" bleed)	17.0"	11.125"	(live image area)	7.625"	10.125"	1/3 Horizontal	4.75"	4.875"	1/6 Vertical	2.25"	4.875"
			(with .125" bleed)	8.625"	11.125"	1/3 Vertical	2.25"	10.0"	1/12 Square	2.25"	2.25"
			2/3 Vertical	4.75"	10.0"	1/4 Horizontal	4.75"	3.50"			
			1/2 Horizontal	7.25"	4.875"	1/4 Vertical	3.50"	4.875"			