

# 2023 PRI MAGAZINE CONTENT CALENDAR

## IN EACH ISSUE

### COLUMNS:

Ask the Experts  
Editors' Choice  
Fast Movers  
Industry Insights  
Member Check-In  
Newly Appointed  
PRI Tech  
Social Status  
Stop Doing That...Do This Instead

### DEPARTMENTS:

Advocacy Corner  
Featured Vehicles  
Industry News  
Race Shop

### SPECIAL FEATURE:

2023 Racer Survey  
Special Report  
Business Profile

## JANUARY

- **Main Event:** Drag Racing
  - **Market Update:** Drifting
  - **In Development:** Cylinder Heads
  - **Spotlight On:** Cooling Systems/Radiators
  - **In Focus:** Wheels
- AD CLOSE 11/15/22 • ARTWORK DUE 11/22/22  
MAILED 12/26/22

## FEBRUARY

- **Main Event:** Stock Cars
  - **Market Update:** Street-Strip
  - **In Development:** Data Acquisition/Sensors
  - **Spotlight On:** Driver Safety
  - **In Focus:** Turbochargers
- AD CLOSE 12/20/22 • ARTWORK DUE 12/27/22  
MAILED 1/26/23

## MARCH

- **Main Event:** Road Racing
  - **Market Update:** Half-Mile & Roll Racing
  - **In Development:** Tires
  - **Spotlight On:** Suspension
  - **In Focus:** CNC Machines
- AD CLOSE 1/16/23 • ARTWORK DUE 1/24/23  
MAILED 2/24/23

## APRIL

- **Main Event:** Sprints & Midgets
  - **Market Update:** Marine
  - **In Development:** Oils & Lubricants
  - **Spotlight On:** Valvetrain
  - **In Focus:** Drivelines
- AD CLOSE 2/14/23 • ARTWORK DUE 2/23/23  
MAILED 3/24/23

## MAY

- **Main Event:** Dirt Late Models
  - **Market Update:** Low-Dollar Endurance
  - **In Development:** EFI
  - **Spotlight On:** Track Surfacing
  - **In Focus:** Nitrous Oxide
- AD CLOSE 3/15/23 • ARTWORK DUE 3/24/23  
MAILED 4/26/23

## JUNE

- **Main Event:** Modifieds
  - **Market Update:** Nostalgia Drags
  - **In Development:** Pistons
  - **Spotlight On:** Chassis Setup
  - **In Focus:** Oil Systems
- AD CLOSE 4/13/23 • ARTWORK DUE 4/21/23  
MAILED 5/25/23

## JULY

- **Main Event:** Vintage Racing
  - **Market Update:** Truck & Tractor Pulling
  - **In Development:** Shocks
  - **Spotlight On:** Vehicle Safety
  - **In Focus:** Engine Blocks
- AD CLOSE 5/11/23 • ARTWORK DUE 5/19/23  
MAILED 6/23/23

## AUGUST

- **Main Event:** Diesel Drag Racing
  - **Market Update:** Land Speed
  - **In Development:** Fuels
  - **Spotlight On:** Connecting Rods
  - **In Focus:** Coatings
  - **PRI 2023:** Machinery Row Preview
- AD CLOSE 6/13/23 • ARTWORK DUE 6/21/23  
MAILED 7/26/23

## SEPTEMBER

- **Main Event:** EV Racing
  - **Market Update:** Time Attack & Autocross
  - **In Development:** Intake Manifolds
  - **Spotlight On:** Race Trailers
  - **In Focus:** Gaskets
  - **PRI 2023:** Trailer Exhibits
- AD CLOSE 7/13/23 • ARTWORK DUE 7/21/23  
MAILED 8/25/23

## OCTOBER

- **Main Event:** Off-Road Racing
  - **Market Update:** Karting
  - **In Development:** Brakes
  - **Spotlight On:** Crankshafts
  - **In Focus:** Superchargers
  - **PRI 2023:** New Exhibitor Showcase
- AD CLOSE 8/15/23 • ARTWORK DUE 8/23/23  
MAILED 9/25/23

## NOVEMBER

### SPECIAL EDITION: PRI TRADE SHOW GUIDE

- Exhibitor Listing
  - Events Schedule
  - Education Programs
  - Show Floor Plan
  - Race Car Showcase
  - Featured Products
  - Indianapolis City Directory
  - & More
- AD CLOSE 9/18/23 • ARTWORK DUE 9/27/23  
MAILED 10/26/23

## DECEMBER

### SPECIAL EDITION: 2024 BUYERS GUIDE

- Engine Components
  - Chassis, Driveline & Suspension
  - Racing Components, Accessories & Services
  - Machinery, Tools & Equipment
  - Race Track Equipment
  - Sanctioning Bodies
  - Manufacturers' Reps
  - Warehouse Distributors
- AD CLOSE 10/17/23 • ARTWORK DUE 10/26/23  
MAILED 11/27/23

# MAGAZINE AD RATES



## ADVERTISING RATES

- All ad rates include 4-color.
- Advertising rates are effective January 2023 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.

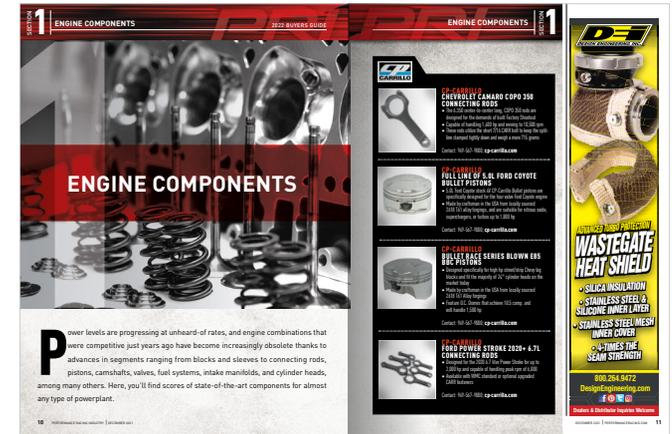
	<u>1-TIME</u>	<u>3-TIME</u>	<u>6-TIME</u>	<u>12-TIME</u>
Full page.....	\$4,080.....	\$3,835.....	\$3,570.....	\$3,325
2/3 Page.....	\$3,185.....	\$2,925.....	\$2,780.....	\$2,420
1/2 Page.....	\$2,620.....	\$2,465.....	\$2,285.....	\$2,035
1/3 Page.....	\$2,025.....	\$1,905.....	\$1,735.....	\$1,520
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.

	<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

## 2024 BUYERS GUIDE UPGRADE – DECEMBER ISSUE

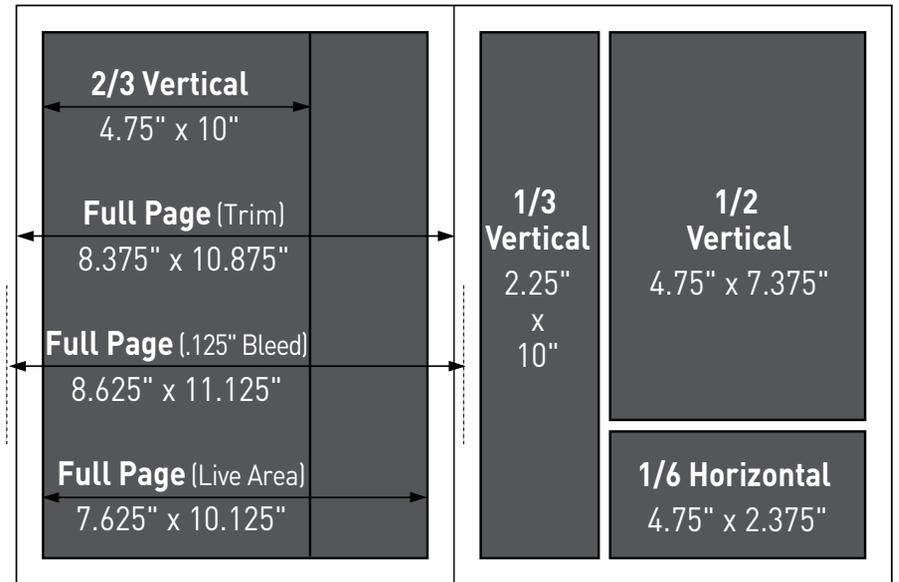
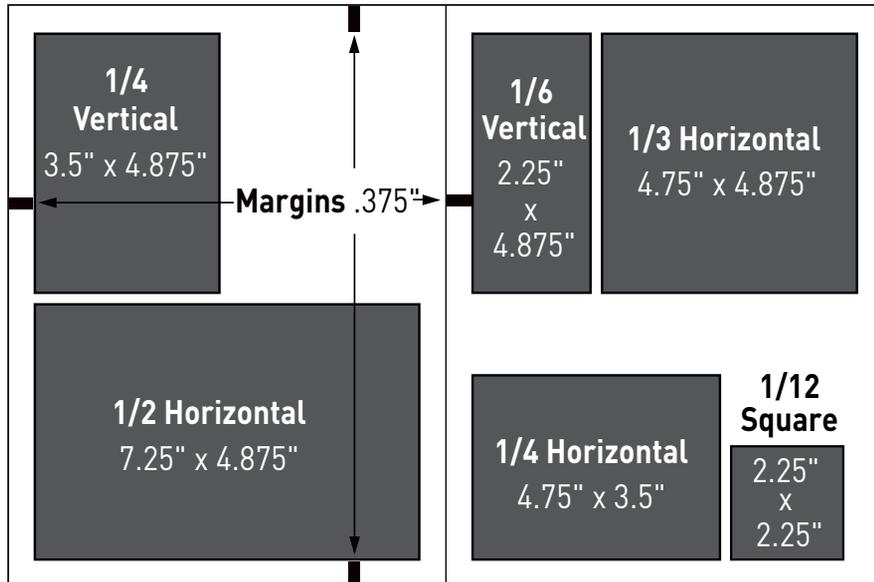


- Upgrade your listing in the 2024 PRI Buyers Guide for only \$995.
  - Receive a minimum 2/3-page feature with logo, up to four placements, and contact information. PRI to build.
- Tab Page ..... \$5,250 gross

## 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.

# MAGAZINE AD SIZING



## SIZE SPECIFICATIONS

### AD SIZES SPREAD

AD SIZES	WIDTH	HEIGHT
(trim size)	16.75"	10.875"
(with .125" bleed)	17.0"	11.125"

### AD SIZES FULL PAGE

AD SIZES	WIDTH	HEIGHT
(trim size)	8.375"	10.875"
(live image area)	7.625"	10.125"
(with .125" bleed)	8.625"	11.125"
2/3 Vertical	4.75"	10.0"
1/2 Horizontal	7.25"	4.875"

### AD SIZES

AD SIZES	WIDTH	HEIGHT
1/2 Vertical	4.75"	7.375"
1/3 Horizontal	4.75"	4.875"
1/3 Vertical	2.25"	10.0"
1/4 Horizontal	4.75"	3.50"
1/4 Vertical	3.50"	4.875"

### AD SIZES

AD SIZES	WIDTH	HEIGHT
1/6 Horizontal	4.75"	2.375"
1/6 Vertical	2.25"	4.875"
1/12 Square	2.25"	2.25"