



PIA Northeast 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.

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.

Total Reach

20,000+

industry professionals

2026 Editorial calendar

January

Economy and trends

February

Innovation

March

Claims

April

Leadership and entrepreneurship

May

Excess and surplus

June

Customer strategy

July/August

The carrier edition

September

The crisis edition

October

Business growth and marketing

November

Niche markets

December

Legal

What's inside our pages

- **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
- **Risks**—considerations for agencies beyond E&O
- **Sales**—tips on sales and marketing
- **Staffing**—HR concerns for your business
- **Tech**—research and new developments

Contact: Adam Wolfe (800) 424-4244 • www.pia.org • awolfe@pia.org

2026 Advertising Rates*

Full page — Full color

NY NJ CT NH VT	\$1,502
NY	\$1,156
NJ	\$910
New England (CT NH VT)	\$581

½ page full width — Full color

NY NJ CT NH VT	\$957
NY	\$862
NJ	\$726
New England (CT NH VT)	\$428

⅔ page — Full color

NY NJ CT NH VT	\$1,235
NY	\$1,046
NJ	\$852
New England (CT NH VT)	\$525

¼ page — Full color

NY NJ CT NH VT	\$831
NY	\$560
NJ	\$515
New England (CT NH VT)	\$371

½ page island — Full color

NY NJ CT NH VT	\$1,067
NY	\$915
NJ	\$768
New England (CT NH VT)	\$523

⅓ page — Full color

NY NJ CT NH VT	\$507
NY	\$434
NJ	\$371
New England (CT NH VT)	\$289

*Net rates per insertion

- Discounts available for full year contracts and multimedia add-ons.
- Preferred positions (i.e., inside front cover, back cover, etc.) are available for an upcharge.
- Inserts and advertorials available. Contact for rates.

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 design.print@pia.org for your customized quote.**

Mechanical requirements

Format

Magazine size: 8½" x 11"

Live matter margin: 7½" x 10"

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 colors to CMYK before creating the PDF file. If PDF is black and white, convert all images and text to grayscale.

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

Ad deadlines

The deadline for print-ready ads is the 1st of the month, one month prior to publication.

Print Ad Specs

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"**

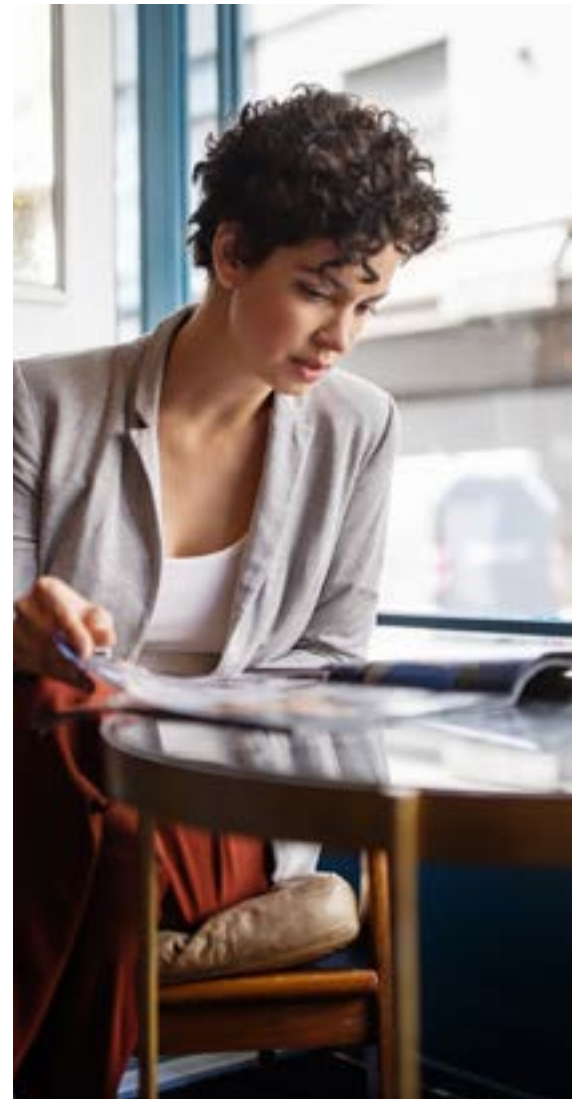
½ page island **4¾" x 7¾"**

½ page **7½" x 4¾"**

¼ page **4¾" x 3½"**

⅓ horizontal **4¾" x 2¼"**

⅓ vertical **2¼" x 4¾"**



Digital Advertising Packages

Exclusively for PIA Magazine Advertisers

You've already made a smart investment with print advertising—trusted, credible, and highly visible. But why stop there?

Maximize your message by adding on the following to your magazine advertising contract. Each at directly links to your website and limited space means greater attention for advertisers.

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.

Advertising Rates and Specs

Landing page ads

1 st position (320 x 181px)	\$1,200
2 nd position (320 x 181px)	\$925
3 rd position (320 x 181px)	\$675

Article page ads

Sidebar position (320 x 543px)	\$540
Bottom position (700 x 250px)	\$475

PIA Digital Channels

~75,000

impressions per month

PIA Northeast Weekly Dispatch

Through the *Weekly Dispatch* members receive the latest state-specific industry news directly in their inbox every Thursday. And, independent agents can access the publication on *PIA Northeast News & Media*.

Weekly Dispatch Advertising Rates and Specs

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

PIA Website Ads

Maximize your message by adding web banners at www.pia.org. Our new website is under development, and we'll be offering two ad sizes to fit your budget.

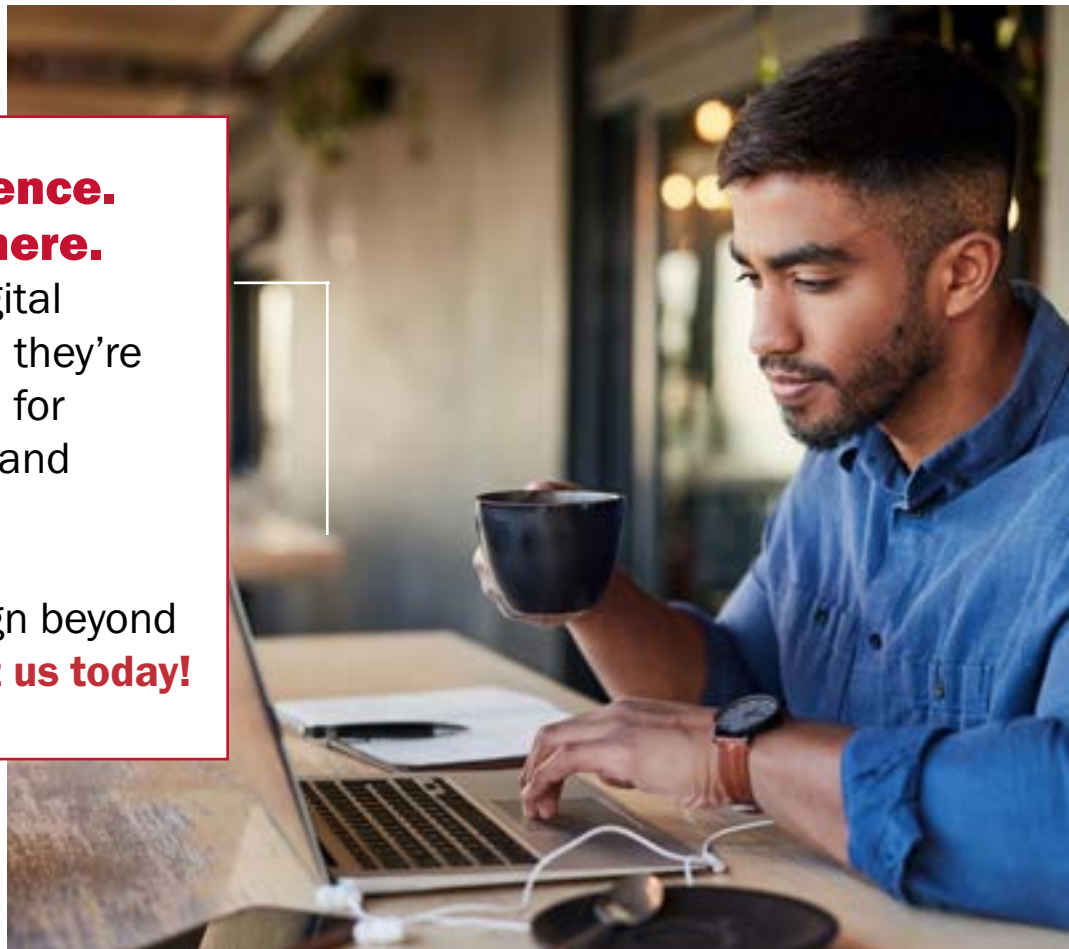
Web Site Advertising Rates

Large ad	\$495
Small ad	\$295

We've Got Your Audience. Reach Them Everywhere.

Print gets you noticed. Digital gets you results. Together, they're a powerful one-two punch for awareness, engagement, and conversions.

Let's extend your campaign beyond the printed page. **Contact us today!**



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