

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

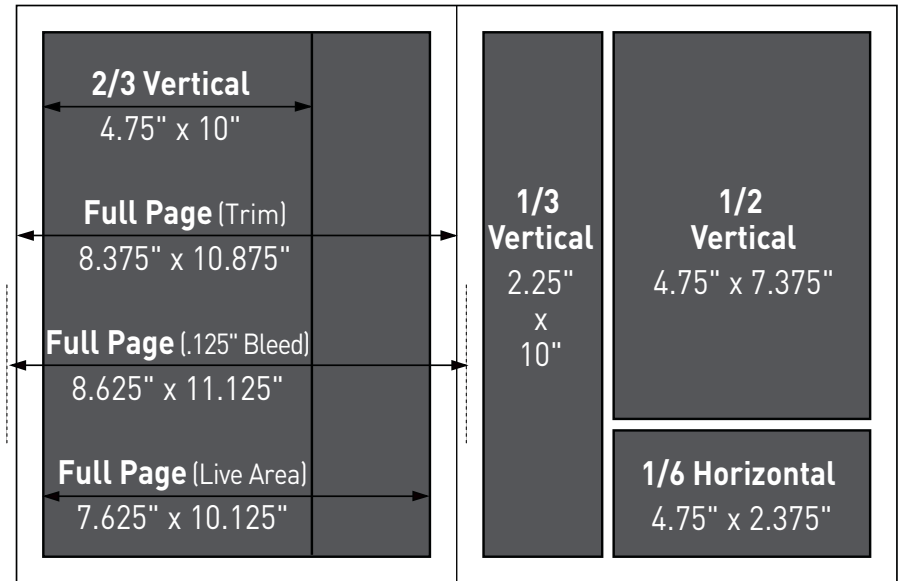
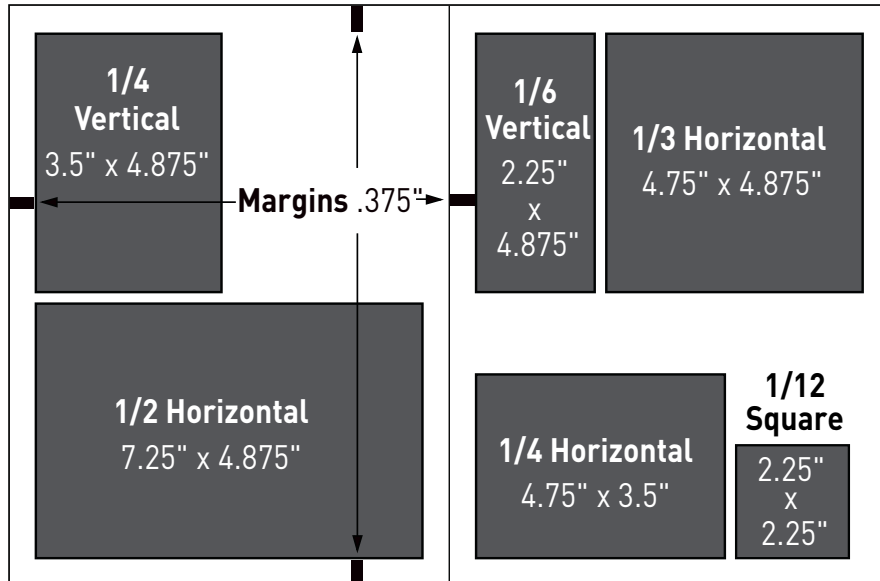
- Exhibitor Listing
 - Events Schedule
 - Education Programs
 - Show Floor Plan
 - Race Car Showcase
 - Featured Products
 - Indianapolis City Directory
 - & More
- AD CLOSE 9/18/23 • ARTWORK DUE 9/27/23
MAILED 10/26/23

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 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" |