



# PRICING MAGAZINE MEDIA GUIDE 2021

[propricer.com/pricing-magazine](http://propricer.com/pricing-magazine)

## PRICING FOR CONTRACT AND GOVERNMENT PROFESSIONALS MAGAZINE

Reach Nearly 10,000 Pricing and  
Procurement Professionals Working  
in Both Government and Industry

For Information Please Contact:  
[marketing@propricer.com](mailto:marketing@propricer.com)



# About Pricing Magazine

ProPricer, a pioneer in government contracting software, is the world's leading proposal pricing software for federal contractors and agencies.



**10,000**

Pricing Magazine has an almost 10,000 subscription base.

On average, the publication gains three new daily subscribers.

**90%**

of Pricing Magazine subscribers work in or directly for a pricing, estimating, or procurement department.

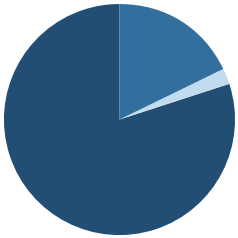
**3 out of 5**

of Pricing Magazine readers work for large organizations with annual revenues more than \$500 million. Only 3% indicated they work at organizations with annual revenues/budgets under \$10 million.

With customers all over the world, our team is dedicated to professional growth and education advancements of pricing, procurement, and contract professionals. The Pricing Magazine (PM) is a free, online publication that provides insights on news that is impacting the industry, and helps our readers get in touch with the government contract pricing community.

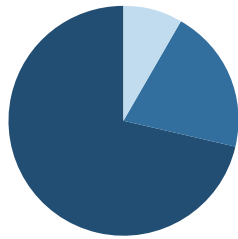


# Subscriber Base



## Employers

18% Government  
2% Other  
80% Industry



## Management Level

18% of readers are C-level executives  
26% of readers are supervisors/managers  
59% of readers are non-supervisory staff

*\*ProPricer-Owned Data*

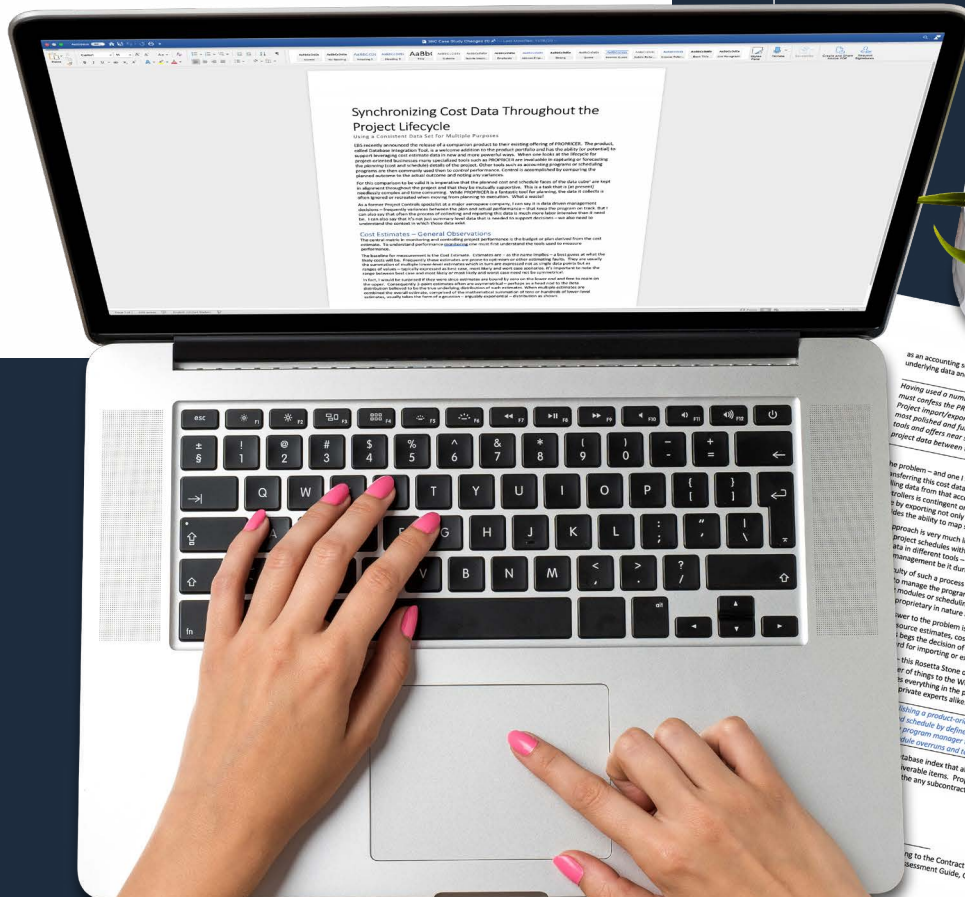


Are you interested in  
contributing  
to the next issue?

Learn More at  
[www.propricer.com/pricing-magazine](http://www.propricer.com/pricing-magazine)

# Future Issues of Pricing Magazine for 2022

- March, 2022
- June, 2022
- September, 2022
- December, 2022



# Net Advertising Rates



Full Color Rates	1x	2x	3x	4x
Full Page	\$1,200	\$1,050	\$900	\$750
Double-Spread	\$1,750	\$1,500	\$1,200	\$950
Sponsored Content	\$2,500	\$1,950	n/a	n/a

*\*A charge of \$50 will be applied for artwork that is not publishing ready, exceeds deadline, or requires major creation or changes.*

## **All article contributors receive a complimentary full page, color advertisement.**

- Ad specifications: 8.5 x 11" with 0.125 bleed @ 300 dpi.
- Creative accepted: .pdf (preferred), .jpg, .png.
- Deadline is 3 weeks before publication date (if late will be moved to the next issue)
- Publication date(s) will be able to be found at <https://www.propricer.com/pricing-magazine>

## **Sponsored content:**

- Exclusive: Only 2 articles available per issue
- Suggested article length of 250-500 words with 2-5 images/logos
- All sponsored content submissions are at the discretion of the Pricing Magazine team. Editorial suggestions may apply.

Page size 8,5 x 11 inches  
Bleed 0.125 inches  
Total image size with bleed area 8,75 x 11,25  
300 DPI  
CMYK format

TEXT  
area size  
7,3 x 10 inches



Bleed 0.125 inches



Visible area 8,75 x 11,25



# Deadlines

Magazine Issue	Send ad/content to ProPricer	Final approval of issue proof needed from advertiser ProPricer to send final mockup/placement
March 2022	February 1st	February 20th
June 2022	May 1st	May 20th
September 2022	August 1st	August 20th
December 2022	November 1st	November 20th

*\*Schedule is tentative and subject to change without notice.*

