PUBLIC RISK MANAGEMENT ASSOCIATION

REACH YOUR AUDIENCE
With *PUBLIC RISK*, the official print publication of PRIMA

2026 MEDIA GUIDE

About PRIMA

For four decades, the Public Risk Management Association (PRIMA) has been the one-stop resource for education and training, risk resources and networking opportunities for public sector risk managers.

Headquartered in Alexandria, VA, PRIMA is the largest risk management association dedicated solely to the practice of risk management in the public sector. PRIMA's membership is made up of more than 1,400 entities.

Digital advertising

EDUCATION NEWS

Reach thousands of risk professionals by purchasing ad space in PRIMA's *Education News*, distributed weekly to over 4,300 members. PRIMA offers one advertising zone per issue. Banner ads can be purchased for a maximum of two issues per month.

Education News has an average open rate of 51%.

Send advertising inquiries and artwork to **marketing@primacentral.org.**

AD PLACEMENT	SPECS	RATE
Banner ad	600 x 100 px Click thru URL	$100 per issue

2026 *Education News* ad deadlines

MONTH AD IS RUNNING IN	ART DEADLINE
January	12/15/2025
February	1/12/2026
March	2/16/2026
April	3/16/2026
May	4/13/2026
June	5/11/2026

MONTH AD IS RUNNING IN	ART DEADLINE
July	6/15/2026
August	7/13/2026
September	8/17/2026
October	9/14/2026
November	10/12/2026
December	11/16/2026

SPONSORED EMAILS

Sponsored emails are sent from the PRIMA communications address and reach over 4,300 public risk professionals. Advertisers can purchase a maximum of one sponsored email per month.

Sponsored email requirements and deadlines

Sponsored emails are a great way to promote a new product or an upcoming webinar. Advertisers must submit content for sponsored emails in a Word document containing the text of the message as well as the HTML code, along with any accompanying graphics.

Send advertising inquiries and artwork to **marketing@primacentral.org.**

AD PLACEMENT	CONTENT DEADLINE	RATE
Standalone email	One week before send date	$500 per email

PUBLIC RISK Magazine

Public Risk is the ONLY publication that exclusively targets risk management practitioners in the public sector. It provides readers with cutting-edge articles and practical industry advice in four mailed and online magazine issues.

PRIMA's *Public Risk* magazine is published quarterly for a total of four issues.

85.6%
read *Public Risk* on a regular basis

2/3rd
of readers say that if all five leading risk management publication arrived on their desks on the same day, *Public Risk* would be the publication they read FIRST

93.5%
used a *Public Risk* article for ideas, discussed with a colleague, and/or referenced in a meeting

94%
give *Public Risk* a high satisfaction rating

WHAT YOU GAIN

Readers of *Public Risk* account for billions of dollars in annual spending power.

Public risk managers are an influential group with tremendous purchasing power for a variety of products and services, including computer hardware and software, education and training resources, insurance and consultant services. They also provide influential evaluations to senior managers that impact how their organizations handle risk. Put your company front and center with ads in PRIMA's flagship publication, and make it easy for public risk managers to find you.

REACH EVEN MORE READERS

Online versions of the *Public Risk* magazine guides traffic directly to your website.

Reach even more readers with PRIMA's online version of *Public Risk*. Readers will be able to click through your "print" ad in this fully digital version of *Public Risk* and reach your company's website. This ensures you'll reach readers long after your ad runs in the print version of *Public Risk*.

**This service is free with your paid print ad. Online-only ads are not available.*

2026 Editorial Calendar

ISSUE	ARTICLE DEADLINE	AD DEADLINE	DATE MAILED
QUARTER ONE **JANUARY/FEBRUARY/MARCH**	January 15	February 16	March 16
QUARTER TWO **APRIL/MAY/JUNE** ***SPECIAL CONFERENCE ISSUE***	March 16	April 20	May 18
QUARTER THREE **JULY/AUGUST/SEPTEMBER**	June 15	July 20	August 24
QUARTER FOUR **OCTOBER/NOVEMBER/DECEMBER**	September 15	October 19	November 16

We accept articles on a variety of topics and themes, including (but not limited to):

- **Human Resources**
- **Loss Control**
- **Workers' Comp**
- **Self-Insurance**
- **Cybersecurity**
- **Risk Administration**
- **Wellness**
- **Claims Management**
- **General Liability**

VISIT US AT
primacentral.org

PUBLIC RISK Advertising Rates

FOUR-COLOR	1X	3X	6X
Full page	$2,459	$2,339	$2,219
2/3 page	$2,063	$1,967	$1,871
1/2 page	$1,823	$1,739	$1,659
1/3 page	$1,475	$1,403	$1,327
Cover 2	$2,931	$2,787	$2,651
Cover 3	$2,691	$2,559	$2,431
Cover 4	$3,171	$3,011	$2,859

* PLEASE NOTE: All rates listed herein are net rates. Agencies please add commissions.

PUBLIC RISK MAGAZINE AD SPECS		
UNIT SIZE	**WIDTH**	**DEPTH**
Full page non-bleed	7.5″	10″
Full page bleed	8.75″	11.25″
Spread non-bleed	16″	10″
Gutter-bleed spread	17.25″	11.25″
2/3 vertical	4.92″	9.125″
1/2 horizontal	7.5″	4.625″
1/3 square	4.92″	4.92″
1/3 vertical	2.33″	9.125″
Trim size: 8.5″ x 11″		
Printing Method: Sheet-fed offset		

ADVERTISING MATERIALS

All advertising materials should be submitted digitally to marketing@primacentral.org. PRIMA cannot be held responsible for the reproduction of ads submitted without printed proofs. Artwork not prepared according to these specifications may be rejected or alterations deemed necessary will be billed to the advertiser.

ELECTRONIC FILES

Applications/Software recommended: **PDF/X-1a** (preferred) or Photoshop JPEG/TIFF, Illustrator EPS, or InDesign.

ARTWORK FILE REQUIREMENTS

- **PDF/X-1a preferred**
- **All ads must have 1/8″ (0.125″) bleed and have crop marks**
- All PDFs need to be formatted for high-end printing. All embedded images should be hi res (300 dpi). CMYK color mode, all fonts embedded.
- Artwork files must be saved as PDF, JPEG, TIFF, or Adobe Illustrator EPS
- All art must be high-res and submitted in CMYK, not RGB
- Remove all unused colors from files (including graphic files)
- Correct colors must be indicated in the format
- For 2-page spreads, prepare each page separately to allow 1/8″ (0.125″) bleed and 1/8″ (0.125″) gutter

BLEEDS

Available (no extra charge).

SPECIAL POSITIONS

Position requests other than premium positions cannot be guaranteed.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used.

CANCELLATION

Notice of cancellation of scheduled advertising must be received seven business days before the material's deadline. Advertisers will be billed if cancellation is received after this date.

INSERTION ORDERS/CONTRACTS

Send ad contracts and creatives to:
marketing@primacentral.org