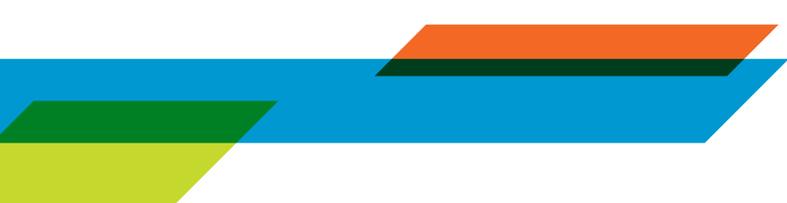


# GLOBAL MEDIA SOLUTIONS TO REACH DECISION-MAKERS ACROSS THE ATTRACTIONS INDUSTRY



2022 MEDIA PLANNING GUIDE





# REACH IAAPA MEMBER COMPANIES AROUND THE WORLD

IAAPA is the premier trade association for the global attractions industry, representing more attraction owners, operators, buyers, suppliers, manufacturers, and individual members worldwide.



**6,000+**  
**Member**  
**Companies**



**100+**  
**Different**  
**Countries**

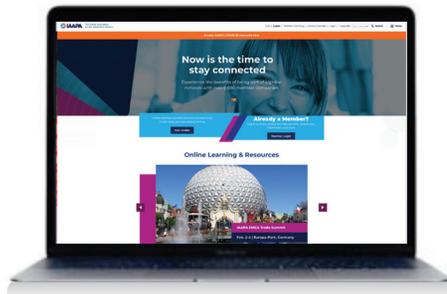


**RESERVE YOUR SPACE TODAY!**

Contact our Advertising Sales Team: [Advertising@IAAPA.org](mailto:Advertising@IAAPA.org)

# DIGITAL AND PRINT SOLUTIONS TO KEEP YOUR MESSAGE IN FRONT OF BUYERS

**175,000**  
monthly visitors  
IAAPA.org



**35,000**  
attendees  
IAAPA Expo  
Program and  
Show Daily

**15,000**  
subscribers  
IAAPA News Daily  
E-Newsletter



**8,500**  
attendees  
IAAPA Expo Asia  
Program

**47,000**  
bi-monthly  
Funworld and  
Funworld Digital  
Edition readers



**15,000**  
attendees  
IAAPA Expo Europe  
Program

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IAAPA.org

## KEEP YOUR MESSAGE IN FRONT OF A TARGETED, QUALIFIED AUDIENCE

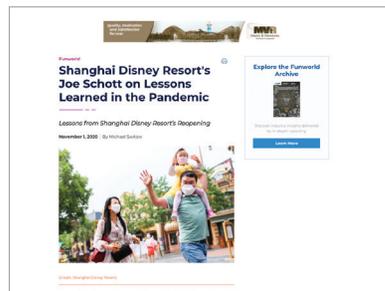
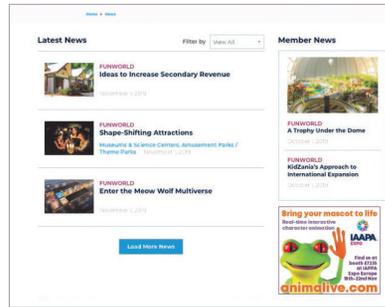
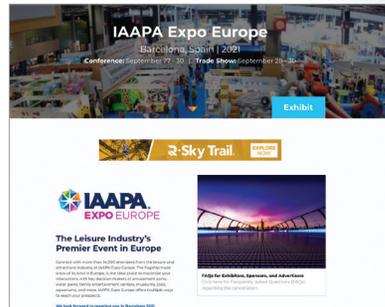
Drive traffic directly to your company's website with digital advertisements that connect with engaged industry professionals worldwide.

Banner advertising on IAAPA.org provides a dynamic way to establish and grow your brand awareness while maximizing the impact of your marketing campaign.

- ▶ Position your message alongside topics and resources essential to your business
- ▶ Metrics provided monthly to measure your ad's performance

**175,000**  
Average Monthly Unique Visits

**300,000**  
Average Monthly Page Views



## IAAPA.ORG DIGITAL AD RATES

Placement	Frequency	Member
<b>Homepage Premium Listing</b>	Call for pricing - limited availability!	
<b>Leaderboard</b> 780x90	1x	\$2,000
	3x	\$1,800
	6x	\$1,700
	8x	\$1,500
<b>Banner</b> 336 x 280	12x	\$1,200
	1x	\$1,400
	3x	\$1,200
	6x	\$1,100
	8x	\$1,000
	12x	\$850

**MEMBERS SAVE UP TO 40%** when you reserve placement for the year

Please note listed rates are for members only. Nonmembers are subject to an upcharge of 30%.

Premium ads now available on our homepage. For ad specs, visit [www.IAAPA.org/Advertise](http://www.IAAPA.org/Advertise).

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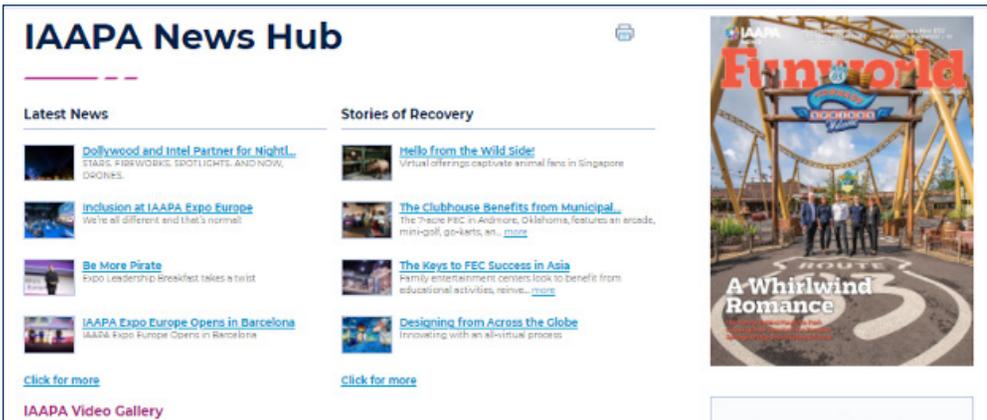
# IAAPA News Hub

## GET FEATURED ON THE IAAPA NEWS HUB PAGE!

**IAAPA Sponsored Content** allows you to promote your product or service with greater detail. Have a new product launch? Looking to draw attention to the services you provide? **IAAPA Sponsored Content** is perfect for manufacturers and suppliers looking to share news with decision makers and buyers. You will work with a Funworld writer to produce your professional advertorial which is then your property to use in other publications, or the marketing vehicle of your choice.

**Space is limited!** Cost is \$4,500

Consistently one of the top visited pages on IAAPA.org



## 2022 IAAPA NEWS HUB CALENDAR

MONTH	THEME
February	The Heart of Your Organization - People Services
April	Cash is King - Maintaining a Healthy Financial Portfolio
June	Day-to-Day Operations - Best Business Practices
August	Putting the FUN in Fundamentals - Special Events and Entertainment 101
October	The Age of Engagement - Digital Marketing and Social Media Basics
December	Cheers to 2023 - What's Ahead

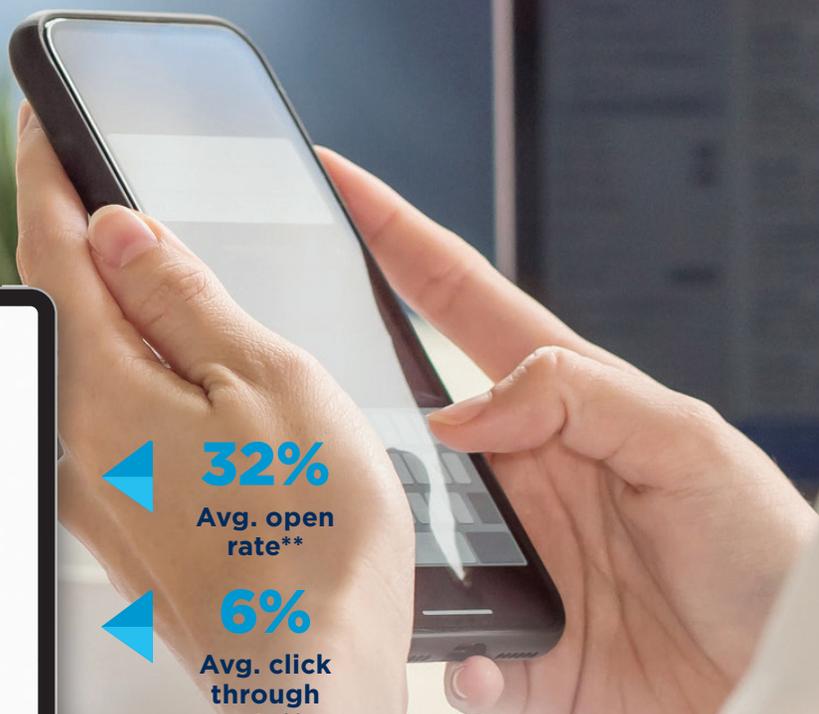
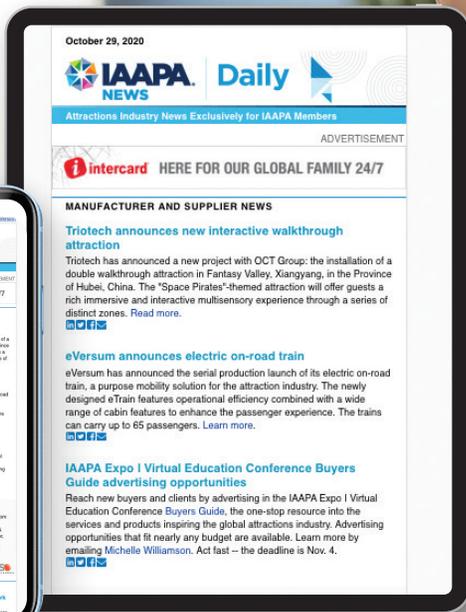
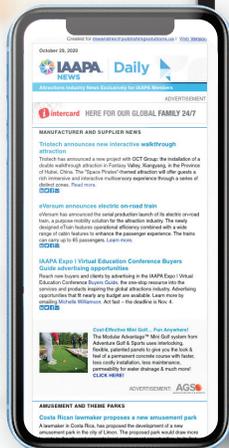
NOTE: 2022 IAAPA News Hub editorial plan as of September 2021. Themes and deadlines are subject to change.

**RESERVE YOUR SPACE TODAY!**  
Contact our Advertising Sales Team: [Advertising@IAAPA.org](mailto:Advertising@IAAPA.org)



## AN E-NEWSLETTER EXCLUSIVELY FOR IAAPA MEMBERS

**THE IAAPA NEWS DAILY E-NEWSLETTER DELIVERS** the attractions industry's top news of the day straight to the inboxes of attractions owners, operators, and buyers. This exclusive member digital publication offers a limited number of high-profile banner advertisements positioned alongside timely industry news to reach the most influential professionals in the attractions industry.



**32%**  
Avg. open rate\*\*

**6%**  
Avg. click through rate\*\*

**15K**  
Subscribers worldwide\*\*

- ▶ Delivered to over 15,000 global IAAPA members\*\*
- ▶ Ads positioned within relevant editorial link directly to your website
- ▶ Ad creative and URL can be updated monthly
- ▶ Monthly metrics to evaluate your exposure
- ▶ Published daily, March through November, and three days per week (Monday, Wednesday, and Friday) December through February

\*\*Metrics provided by SmartBrief

For ad specs, visit [www.IAAPA.org/Advertise](http://www.IAAPA.org/Advertise).

## IAAPA NEWS DIGITAL AD RATES

Placement	Frequency	Member
<b>Billboard</b> 728x90	1x	\$3,600
	3x	\$3,200
	6x	\$2,800
	8x	\$2,600
	12x	\$2,400
<b>Enhanced Text Ad Unit</b>	1x	\$3,200
	3x	\$2,900
	6x	\$2,650
	8x	\$2,400
	12x	\$2,200

**MEMBERS SAVE UP TO 30%** when you reserve placement for the year

Please note listed rates are for members only. Nonmembers are subject to an upcharge of 30%.

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# ADVERTISE IN THE INDUSTRY'S LEADING SOURCE FOR NEWS, INFORMATION, TRENDS, AND SOLUTIONS

The official magazine of IAAPA, Funworld, has a strong presence within the global attractions industry and is the preferred source for valuable insight into the latest trends, new products, and best practices reaching key decision-makers, and high-level professionals with purchasing power in their organizations.

Funworld has extensive reach beyond its circulation within the attractions industry, and its advertising is effective in motivating action.



**6x**

Published six times a year in 2021 and mailed to all IAAPA members



**47,000+**

readership per issue



**66%**

have taken action after reading Funworld advertisements



**32%**

of Funworld readers are in executive management



**88%**

are involved in purchasing products and services for their organizations



**\$22.2M**

average reported revenue of reader companies



## 2022 ADVERTISING RATES

Member Rates	1x	3x SAVE 10%	6x SAVE 15%	IAAPA Expo editions 1x only ads
Spread	\$4,100	\$3,690	\$3,485	\$4,500
Full-Page	\$2,350	\$2,115	\$2,000	\$2,500
1/2 Page	\$1,800	\$1,620	\$1,530	\$2,000
1/3 Page	\$1,500	\$1,350	\$1,275	\$1,750
1/4 Page	\$1,350	\$1,215	\$1,150	\$1,500

## PREMIUM PLACEMENTS

Member Rates	1x	3x SAVE 10%	6x SAVE 15%	IAAPA Expo editions 1x only ads
Back Cover	\$3,600	\$3,240	\$3,060	\$4,050
Inside Cover	\$3,400	\$3,060	\$2,890	\$3,500
Guaranteed Position	\$3,000	\$2,700	\$2,550	\$3,300

Please note listed rates are for members only. Nonmembers are subject to an upcharge of 30%.

NOTE: 2022 Funworld editorial plan as of September 2021. The feature focus, deadlines, and bonus distribution for each issue are subject to change.

For ad specs, visit [www.IAAPA.org/Advertise](http://www.IAAPA.org/Advertise).

## 2022 EDITORIAL CALENDAR

ISSUES	FEATURE FOCUS	DEADLINE	DISTRIBUTION
<b>JANUARY/ FEBRUARY</b>	Family Entertainment Centers (FECs)	<b>Nov 19, 2021</b>	<b>IAAPA FEC Summit 2022</b> Scottsdale, Arizona, U.S. (January 23-25, 2022)
<b>MARCH/ APRIL</b>	Attractions	<b>Jan 18, 2022</b>	<b>DEAL 2022</b> Dubai, United Arab Emirates (March 28-30, 2022)
<b>MAY/ JUNE</b>	Asia-Pacific Region	<b>March 22, 2022</b>	 Hong Kong, China (June 7-10, 2022)
<b>JULY/ AUGUST</b>	Zoos, Aquariums, and Animals in Professional	<b>May 24, 2022</b>	
<b>SEPTEMBER/ OCTOBER</b>	Europe, Middle East, and Africa (EMEA) Region  • <b>Special Section:</b> 2022 New Rides and Attractions	<b>July 19, 2022</b>	 London, United Kingdom (Sept. 12-15, 2022)
<b>NOVEMBER/ DECEMBER</b>	Global Attractions Industry and Trends	<b>Sept 20, 2022</b>	 Orlando, Florida, U.S. (Nov. 14-18, 2022)

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## Digital Show Daily

IAAPA Show Daily is going digital! Daily news, highlights, and videos from IAAPA Expo will be hosted on IAAPA.org. QR codes will drive attendees from the education conference and trade show floor directly to this new site.



Your ad will run for the duration of the show and placements include:

- ▶ Premium Leaderboard - located at top of page
- ▶ Premium Banner Ad - located mid page in the "Hot Zone"
- ▶ Premium Tile Ad - located on right rail
- ▶ Video player sponsorship - pre-roll mention and option for 30 second promotion at conclusion



**Integrated marketing packages available!**  
Contact our Advertising Sales Team: [Advertising@IAAPA.org](mailto:Advertising@IAAPA.org)



## Trade Show Programs

Advertise in the official programs provided to attendees at the premier international business events for attractions industry professionals.

### EXPOS TRADE SHOW PROGRAM RATES

	IAAPA EXPO	IAAPA EXPO ASIA	IAAPA EXPO EUROPE
<b>Member Rates</b>			
<b>Size</b>			
Spread	\$3,500	\$2,500	\$2,700
Full-Page	\$2,000	\$1,400	\$1,600
<b>PREMIUM PLACEMENTS</b>			
Inside Front Cover	\$4,125	\$3,900	\$4,000
Inside Back Cover	\$4,000	\$3,800	\$3,850
Back Cover	\$5,000	\$4,700	\$4,750
Cover Strip	\$8,750	\$5,700	\$5,750
Specific interior placement	\$2,400	\$1,950	\$2,050

For ad specs, visit [www.IAAPA.org/Advertise](http://www.IAAPA.org/Advertise).

Dates, events and locations are subject to change.



- ▶ 35,000+ participants
- ▶ 1,100+ exhibiting companies from more than 100 countries

▶ 21,000+ buyers from around the world  
**DEADLINE: Oct 13, 2022**



- ▶ 9,200+ participants
- ▶ 300+ exhibiting companies from more than 50 countries

▶ 6,000+ buyers from around the world  
**DEADLINE: April 6, 2022**



- ▶ 15,900+ participants
- ▶ 600+ exhibiting companies from more than 100 countries

▶ 11,000+ buyers from around the world  
**DEADLINE: Aug 1, 2022**

**Integrated marketing packages available!**  
Contact our Advertising Sales Team: [Advertising@IAAPA.org](mailto:Advertising@IAAPA.org)