



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

2024 MEDIA PLANNING GUIDE





REACH IAAPA MEMBER COMPANIES AROUND THE WORLD

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

7,000+
member companies
representing a variety
of attractions

- ▶ Amusement and Theme Parks
- ▶ Attractions
- ▶ Family Entertainment Centers
- ▶ Museums and Science Centers
- ▶ Water Parks
- ▶ Zoos and Aquariums



100+
different countries

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



500,000+
MONTHLY PAGE VIEWS
IAAPA.org



CONNECT+
MARKETPLACE

A year-round, virtual space for
buyers and sellers to network from
anywhere in the world.



22,000+
SUBSCRIBERS
IAAPA News Daily E-Newsletter



47,000
BI-MONTHLY

Funworld and *Funworld* digital
edition readers



10,750+
FOLLOWERS

WeChat platform

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



IAAPA.ORG DIGITAL AD RATES	
Homepage Leaderboard (980x90)	\$2,000*
Run of Site Leaderboard (780x90)	\$2,500*
Run of Site Tile Ad (336x280)	\$1,500*

**Rates are per month. Frequency discounts are available.*

Please note that the listed rates are for members only. Not-yet members are subject to an upcharge of 30%.



500,000
Average monthly page views



175,000
Average monthly unique visits

WeChatConnect with buyers in the APAC market by advertising on the official IAAPA WeChat Channel.

Opportunities are limited, and translation is available.



10,750
FOLLOWERS



400+ READS
PER ARTICLE



800 VIEWS
PER VIDEO

WECHAT AD RATES

- ▶ SPONSORED ARTICLE (title, bilingual content, pictures from advertiser): **\$850**
- ▶ EN-CN TRANSLATION AND REVIEW (per 1,000 words): **\$150**
- ▶ VIDEO CHANNEL (less than 3 minutes) New Products Video: **\$1,200**

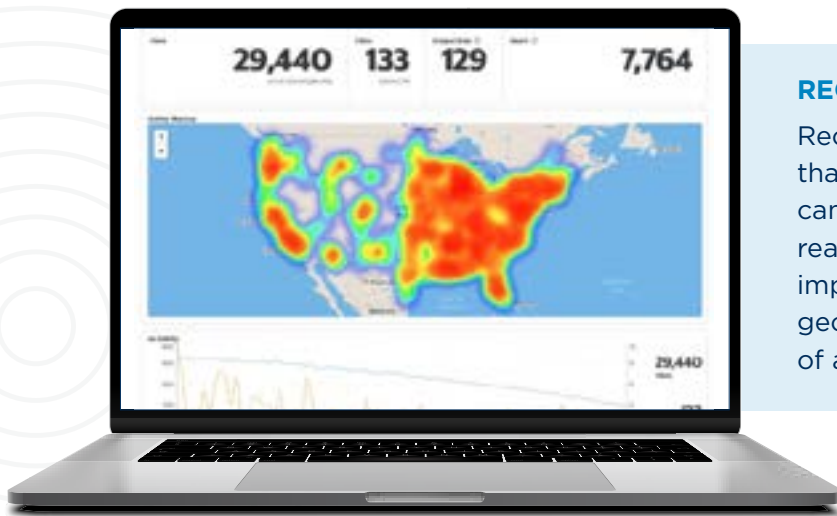
THE POWER OF RETARGETING GUARANTEED DIGITAL REACH WITH EVERY WEBSITE VISITOR

► WHAT IS AD RETARGETING?

It is the most effective form of digital advertising — offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.

► WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to IAAPA's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.



RECEIVE QUANTIFIABLE RESULTS!

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.



HOW DOES IT WORK?

Retargeting uses a pixel placed on IAAPA.org to tag visitors and then follow them online, displaying ads for your product or service.



STEP 1: Attractions industry professionals visit IAAPA.org.



STEP 2: Visitors leave the IAAPA website and go to other sites on the web.



STEP 3: Your ad is displayed on websites they visit.



STEP 4: Visitor clicks on your ad to visit your website.

CHOOSE YOUR REACH

Start dates are flexible based on your needs, and total ad views are guaranteed.

CAMPAIGN LENGTH 3 MONTHS	PRICING	CPM
100,000 Impressions	\$3,500	\$35
150,000 Impressions	\$4,500	\$30
200,000 Impressions	\$5,000	\$25

Customized campaigns with adjusted campaign length or impressions are available by request.

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%

Average open rate**

6%

Average click through rate**

22,000+

Subscribers worldwide**

- ▶ Delivered to over 22,000 global IAAPA members**
- ▶ Ads positioned within relevant editorial link directly to your URL
- ▶ Ad creative and URL can be updated monthly
- ▶ Monthly metrics and demographic details provided to evaluate your exposure
- ▶ Published daily

***Metrics provided by SmartBrief*



Please note that the listed rates are for members only. Not-yet members are subject to an upcharge of 30%.

IAAPA NEWS DAILY AD RATES

Billboard (728x90)	\$3,600*
Enhanced Text Ad Unit:	
Amusement Parks & Theme Parks, Association News, Top News, or Upcoming Events	\$3,200*
Family Entertainment Centers or Water Parks	\$2,900*
Museums and Science Centers or Zoos and Aquariums	\$2,650*
Related News	\$2,200*

**Rates are per month. Frequency discounts are available.*

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.



Source: 2023 Readex Research Survey



6x

Published six times a year in 2024, mailed to all IAAPA members, and available online year round.



47,000+
readership
per issue



53%

have taken action after reading *Funworld* advertisements



28%

of *Funworld* readers are in executive management



86%

are involved in purchasing products and services for their organizations



61%

of readers pass along the magazine to colleagues

2024 ADVERTISING RATES

Ad Size	1x	IAAPA Expo editions 1x only ads
Spread	\$4,200	\$4,600
Full Page	\$2,400	\$2,650
1/2 Page	\$1,850	\$2,050
1/3 Page	\$1,550	\$1,800
1/4 Page	\$1,400	\$1,550

Rates are for a one time insertion. Frequency discounts are available.

PREMIUM PLACEMENTS

Position	1x	IAAPA Expo editions 1x only ads
Back Cover	\$3,600	\$4,050
Inside Cover	\$3,400	\$3,500
Guaranteed Position	\$3,000	\$3,300
Bellybands or other Specialty Advertising	Quoted upon request	Quoted upon request

NOTE: The listed rates are for members only. Not-yet members are subject to an upcharge of 30%.

This is the 2024 *Funworld* editorial plan as of September 2023. The feature focus, deadlines, and bonus distribution for each issue are subject to change.

For ad specs, visit www.IAAPA.org/Advertise.

2024 EDITORIAL CALENDAR

ISSUES	ENGAGEMENT THEMES	FOCUS	DEADLINE	DISTRIBUTION
JANUARY/ FEBRUARY	Innovations	FECs and Thinking Outside the Box	NOV. 23, 2023	IAAPA FEC Summit 2024 San Antonio, TX, U.S. January 21-23, 2024
MARCH/APRIL	Leadership and Advancement	Young Professionals	JAN. 25, 2024	
MAY/JUNE	Special Events/ Entertainment	Asia-Pacific	MARCH 21, 2024	 Bangkok, Thailand May 27-30, 2024
JULY/AUGUST	Design/Creativity	Underdogs/ Water Parks	MAY 21, 2024	
SEPTEMBER/ OCTOBER	Navigating Uncertainty	EMEA/Women in Attractions	JULY 23, 2024	 Amsterdam, Netherlands Sept. 23-26, 2024
NOVEMBER/ DECEMBER	Technology	Admission Technology	SEPT. 24, 2024	 Orlando, Florida, U.S. Nov. 18-22, 2024

GET FEATURED ON THE IAAPA HOMEPAGE AND NEWS HUB!

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.

ONE PLACEMENT AVAILABLE EACH MONTH: \$4,500





IAAPA Expo Exclusive Opportunities

IAAPA EXPO NEWS HUB:

Daily news, highlights, and videos from IAAPA Expo will be hosted on the IAAPA News Hub. Attendees can access content from the news tab in the Connect+ application or online at IAAPA.org.

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

- **PREMIUM LEADERBOARD** — located at top of page: **\$4,500**
- **PREMIUM BANNER AD** — located mid page in the “Hot Zone”: **\$4,000**
- **PREMIUM TILE AD** — located on right rail: **\$3,500**
- **VIDEO PLAYER SPONSORSHIP** — pre-roll mention and option for 30-second promotion at conclusion:
Exclusive Sponsor: \$10,000 | Daily Video Sponsor: \$4,000

IAAPA NEWS DAILY PRE-SHOW ISSUE:

Be the exclusive advertiser in one or all of the “Know Before You Go” emails that will be distributed to all registered IAAPA Expo Attendees at 3 weeks, 2 weeks, and 1 week prior to the event

- **ONE EMAIL: \$5,000** ► **EXCLUSIVE: \$12,500**
- Advertiser receives three (3) ad placements within newsletter

IAAPA EXPO INSIDER BOOKLET:

Participate in our passport initiative designed to drive traffic to your IAAPA Expo exhibit space. Promote your product and on-site offerings, and engage with attendees when they come to your booth to get stamped.

- **PASSPORT PARTICIPANT WITH ADVERTISEMENT: \$3,500**
- **ADVERTISEMENT ONLY: \$2,000**



EXHIBITOR CLIP



IAAPA is partnering with CNTV to provide exhibitors the option to produce a professional 30-40 second video for marketing purposes. Your exhibitor clip can be posted on social media channels, your exhibitor profile, your company website, or anywhere you see fit. The video will be shot on the exhibit floor during IAAPA Expo with a quick turnaround so that you can upload and promote while on-site!

\$1,250

MAXIMIZE YOUR IAAPA RETURN ON INVESTMENT

The IAAPA Sponsorship offers unique and exciting opportunities to maximize your exposure at a variety of industry events throughout the year.

Sponsorships differentiate your company from competitors, increase your corporate visibility, and deliver an abundance of benefits to draw attention to your brand in front of important buyers.



Opening ceremony sponsor recognition



Sponsored expo bags



Global sponsor recognition



Leadership breakfast sponsor recognition

These limited opportunities are first come, first served, and many sell out early. To view sponsorship options, benefits, and pricing levels or to ask questions and make special requests to maximize your sponsorship investment, contact **Cheryl Sulock** at CSulock@IAAPA.org.



IAAPA®

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for the Attractions Industry

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