

2019 IAAPA ADVERTISING PREVIEW

ADVERTISE WHERE THE GLOBAL ATTRACTIONS INDUSTRY DOES BUSINESS ...



IAAPA offers print and digital marketing opportunities in our well-respected media to reach the most influential audience in the global attractions industry.

The International Association of Amusement Parks and Attractions (IAAPA), is the premier trade association for the global attractions industry, representing more than 5,600 attraction owners, operators, buyers, suppliers, and individual members from more than 100 countries. Members include amusement and theme parks, water parks, family entertainment centers, zoos, aquariums, science centers, museums, and more.

See how IAAPA's century in the attractions industry can bolster your success!

- FUNWORLD MAGAZINE
- IAAPA NEWS DAILY
- IAAPA.ORG
- IAAPA EXPO PROGRAMS
- IAAPA EXPO SHOW DAILY



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Advertise in the Industry's Top Source for Attractions News and Information!

The official magazine of IAAPA, Funworld is the preferred source for timely information and insight into the latest trends, new products, and best practices across the global attractions industry. Each issue reaches key decision-makers at the highest levels with the most purchasing involvement for products and services within their organizations.

Good news for advertisers! Funworld has extensive reach beyond its circulation, and its advertising is effective in prompting action.

- **38,000+ industry professionals** read Funworld magazine each month*†
- **Three in four (75%) share their copies** of Funworld with others. The average pass-along rate is 2.4 other readers, more than tripling the publication's reach.
- **Two-thirds (66%) have taken action** in the past 12 months as a result of reading advertisements in Funworld, such as discussing an ad with others (37%), visiting an advertiser's website (36%), and/or passing an ad along to others (26%).
- **One in ten (11%) recommended a product/service** to others, while a similar proportion (7%) purchased/ordered a product/service.
- **88% of subscribers** have purchasing involvement
- **\$22.2 million: average reported revenue** of reader companies*

Recipients are experienced, high-level professionals with purchasing power in their organizations.

- The average recipient has been involved in the attractions industry for 18.2 years.
- One-third (32%) are in executive management (owners, presidents, CEOs, GMs, executive directors, managing directors, VPs, etc.).
- Nine in ten employed respondents (88%) are involved in purchasing products and services for their organizations, including 60% who approve/authorize purchases.



Funworld Digital Edition—

An interactive PDF that includes graphics, text, photos, and advertisement—that acts just like a physical magazine with active URLs connecting your ad directly to your website!

*2018 Reader Research Survey

ADVERTISING RATES



Member Rates	*1x	3x	6x	9x	11x	Expo* Issue 1x only advertisers
Spread	\$3,935	\$3,486	\$3,344	\$2,922	\$2,698	\$4,438
Full-Page	\$2,135	\$2,036	\$1,927	\$1,807	\$1,708	\$2,455
1/2 Page	\$1,701	\$1,407	\$1,361	\$1,306	\$1,169	\$1,957
1/3 Page	\$1,448	\$1,366	\$1,197	\$1,140	\$1,041	\$1,663
1/4 Page	\$1,285	\$1,202	\$1,121	\$1,044	\$893	\$1,477
Non-Member Rates						
Spread	\$4,964	\$4,579	\$4,275	\$3,795	\$3,503	\$5,709
Full-Page	\$2,913	\$2,698	\$2,509	\$2,350	\$2,271	\$3,350
1/2 Page	\$2,273	\$2,043	\$1,909	\$1,793	\$1,619	\$2,615
1/3 Page	\$1,920	\$1,800	\$1,607	\$1,492	\$1,384	\$2,208
1/4 Page	\$1,727	\$1,580	\$1,468	\$1,400	\$1,186	\$1,985
PREMIUM PLACEMENTS						
Member Rates						
C2, C3	\$3,023	\$2,830	\$2,633	\$2,439	\$2,190	\$3,475
Page One, Etc.	\$2,872	\$2,691	\$2,450	\$2,332	\$2,069	\$3,304
C4	\$3,510	\$3,308	\$3,170	\$3,035	\$2,926	\$4,036
Non-Member Rates						
C2, C3	\$4,197	\$3,807	\$3,536	\$3,285	\$2,933	\$4,827
Page One, Etc.	\$3,712	\$3,665	\$3,444	\$3,179	\$2,717	\$4,269
C4	\$4,726	\$4,479	\$4,237	\$4,106	\$3,870	\$5,433

2019 Funworld Editorial Calendar with special issues, bonus distributions, and advertising materials deadlines:

JANUARY	Deadline 12/1/18
TOPICS:	IAAPA Attractions Expo 2018 Review, Abu Dhabi
BONUS DISTRIBUTION:	IAAPA Leadership Conference 2019, Abu Dhabi/Dubai, UAE
FEBRUARY	Deadline 12/21/18
TOPICS:	Family Entertainment Centers
BONUS DISTRIBUTION:	IAAPA FEC Summit 2019, Austin, Texas, United States
MARCH	Deadline 1/28/19
TOPICS:	Museums, Science Centers, and Unique Attractions
BONUS DISTRIBUTION:	Distribution: Indian Association of Amusement Parks and Industries (IAAPI), Mumbai, India; Dubai Entertainment, Amusement, and Leisure Exhibition (DEAL), Dubai, UAE; China Attractions Expo, Beijing, China
APRIL	Deadline 2/25/19
TOPICS:	Sustainability
MAY	Deadline 3/25/19
TOPICS:	Food and Beverage
JUNE	Deadline 4/22/19
TOPICS:	Trends in Asia Pacific Region
BONUS DISTRIBUTION:	Shanghai, China
JULY	Deadline 5/27/19
TOPICS:	Creativity and Design
AUGUST	Deadline 6/24/19
TOPICS:	New Rides and Attractions 2019
SEPTEMBER	Deadline 7/22/19
TOPICS:	Trends in Europe, Middle East, and Africa
BONUS DISTRIBUTION:	Paris, France; Association of Zoos and Aquariums 2019 Annual Conference, New Orleans, Louisiana, United States
OCTOBER	Deadline 8/26/19
TOPICS:	Water Parks
BONUS DISTRIBUTION:	World Waterpark Association Symposium 2019 (WWA)
NOV/DEC	Deadline 9/23/19
TOPICS:	IAAPA Expo 2019 Issue
BONUS DISTRIBUTION:	Orlando, Florida, United States

Editorial calendar is subject to change.

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Invite Mobile Engagement with IAAPA's Digital Advertisement Opportunities

Digital advertising allows you to reach your audience anywhere, any time. Campaigns can be executed quickly, and success is easy for you to measure with monthly metrics including impressions, page views, click throughs, and rates of interaction that yield results.



IAAPA News Daily

IAAPA News Daily newsletter delivers the attractions industry's top news of the day straight to the inboxes of attractions owners, operators, and buyers. This exclusive member publication offers a limited number of high-profile banner advertisement opportunities positioned alongside timely industry news to reach the most influential professionals in the attractions industry every day.

- Delivered daily* to approximately 13,000 IAAPA members around the world and translated into 11 languages
- Advertisements positioned within relevant editorial to build brand awareness
- Banners link directly to your website
- Ad creative and URL can be updated monthly
- Monthly metrics to evaluate your ad's performance

*Published daily, March through November; and three days per week (Monday, Wednesday, and Friday) December through February.

**Metrics provided by SmartBrief

IAAPA News Daily Rates:

Placement	Frequency	Member	Non-member
Leaderboard 728x90	1x	\$3,520	\$4,049
	3x	\$3,041	\$3,831
	6x	\$2,533	\$3,380
	8x	\$2,363	\$3,210
	12x	\$2,252	\$2,959
Banner 468x60	1x	\$2,692	\$3,443
	3x	\$2,512	\$3,187
	6x	\$2,260	\$2,850
	8x	\$2,052	\$2,626
	12x	\$1,870	\$2,376

34%
Avg. Open Rate**

6.27%
Avg. Click-Through Rate**



IAAPA.org

Drive traffic directly to your company's website with digital advertisement that connects with our engaged industry professionals worldwide. Banner advertising on IAAPA.org provides a dynamic way to establish and grow your brand awareness and maximize the impact of your marketing campaign.

- Position your message alongside topics and resources essential to your business
- Run-of-website banner ads reach thousands of global attractions industry professionals, marketing your brand to the most significant audience possible
- Ad creative and URL can be updated on-the-fly, two times each month
- Metrics provided monthly to measure your ad's performance

IAAPA.org Banner Rates:

Placement	Frequency	Member	Non-member
Position one	1x	\$1,994	\$2,650
	3x	\$1,802	\$2,341
	6x	\$1,671	\$2,227
	8x	\$1,449	\$1,964
	12x	\$1,147	\$1,505
Position two	1x	\$1,890	\$2,550
	3x	\$1,696	\$2,237
	6x	\$1,576	\$2,116
	8x	\$1,354	\$1,886
	12x	\$1,033	\$1,393

75K
visits per month*

191K
page views per month*

2.5 min.
Avg. per visit*

*Google Analytics

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IAAPA Expo Show Daily and IAAPA Expo Programs

Push Your Brand Recognition to a Higher Level. Advertise in the Official Media of IAAPA Expos.

IAAPA Expos are the global marketplaces of innovation for the attractions industry. Exhibitors enjoy an exclusive opportunity to advertise in the official media distributed on site at the Expos. Gain important exposure and an edge over the competition that drives traffic to your booth.

IAAPA Expo Show Daily

Get your information in the hands of trade show attendees before they even hit the Expo floor with our daily magazine, distributed on site for three consecutive days. The Daily contains new content on show activities, awards, and new products every morning—giving you a fresh chance to attract attention to your brand each day. **DEADLINE: Nov. 1, 2019**

Advertisements available only to sponsors and exhibitors.

Size	Rate	Premium Placement	Rate
Spread.....	\$7,855	C2.....	\$4,711
Full-Page.....	\$3,997	C3.....	\$4,542
1/2 Page.....	\$2,408	C4.....	\$5,793
1/4 Page.....	\$1,837	Cover Strip.....	\$5,844



IAAPA Expo Program

Gain repeated exposure with advertising in the official guide to the largest attractions industry event in the world. Attendees reference the Program time and time again for its complete exhibitor list, event schedules, and show information. **DEADLINE: TBD**

Advertisements available only to sponsors and exhibitors.

Size	Rate	Premium Placement	Rate
Spread.....	\$3,208	Specific interior Placement.....	\$2,310
Full-Page.....	\$1,897	C2.....	\$3,954
		C3.....	\$3,852
		C4.....	\$5,731
		Cover Strip.....	\$8,399



Who Uses the IAAPA Expo Program...

- 35,000+ participants
- 1,100+ exhibiting companies from more than 100 countries
- 21,000+ buyers from around the world

IAAPA Expo Asia Program

Elevate your brand with the official guide to the premier international business event for attractions industry professionals in the Asia-Pacific region. Limited advertisement is available in premium positions and alongside exhibitor listings to differentiate your brand from the competition. **DEADLINE: TBD**

Advertisements available only to sponsors and exhibitors.

Size	Member Rate	Premium Placement	Member Rate
Size.....	Member Rate	Premium Placement.....	Member Rate
Spread.....	\$2,437	Specific interior Placement.....	\$1,890
Full-Page.....	\$1,406	C2.....	\$3,797
		C3.....	\$3,678
		C4.....	\$4,555
		Cover Strip.....	\$5,526

Size	Non-Member Rate	Premium Placement	Non-Member Rate
Spread.....	\$3,241	Specific interior Placement.....	\$2,567
Full-Page.....	\$1,860	C2.....	\$5,185
		C3.....	\$5,018
		C4.....	\$6,024
		Cover Strip.....	\$7,178



Who Uses the IAAPA Expo Asia Program...

- 8,000+ participants
- 300+ exhibiting companies from more than 50 countries
- 6,000+ buyers from around the world

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