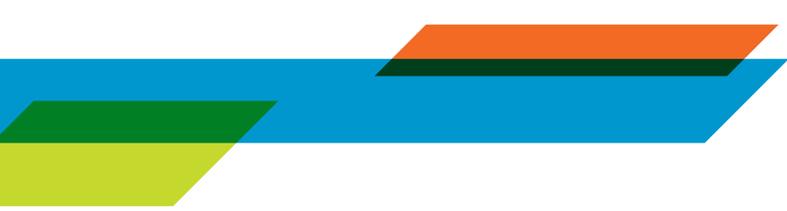


# GLOBAL MEDIA SOLUTIONS TO REACH DECISION-MAKERS ACROSS THE ATTRACTIONS INDUSTRY



2021 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**

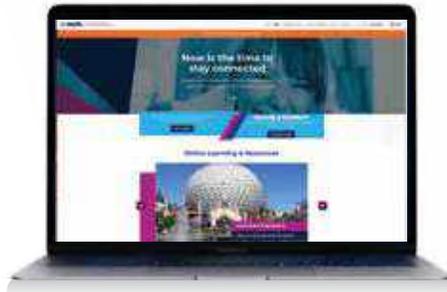
**RESERVE YOUR SPACE TODAY!**

Contact IAAPA Global Sales Team at +1 321/319-7645 or [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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# 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

Source: 2018 Readex Research Survey

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## 2021 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
Nonmember Rates	1x	3x SAVE 10%	6x SAVE 15%	IAAPA Expo editions 1x only ads
Spread	\$5,100	\$4,590	\$4,335	\$5,700
Full-Page	\$3,200	\$2,880	\$2,720	\$3,400
1/2 Page	\$2,500	\$2,250	\$2,125	\$2,650
1/3 Page	\$2,000	\$1,800	\$1,700	\$2,200
1/4 Page	\$1,800	\$1,620	\$1,530	\$2,000

## 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
Nonmember Rates	1x	3x SAVE 10%	6x SAVE 15%	IAAPA Expo editions 1x only ads
Back Cover	\$4,900	\$4,410	\$4,165	\$5,500
Inside Cover	\$4,500	\$4,050	\$3,825	\$4,800
Guaranteed Position	\$4,200	\$3,780	\$3,570	\$4,300

NOTE: Editorial plan as of October 2020. 2021 story lineup, deadlines, and bonus distribution are subject to change.

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

## 2021 EDITORIAL CALENDAR

ISSUES	FEATURE FOCUS	SECTIONS	DEADLINE	DISTRIBUTION
JANUARY/ FEBRUARY	<b>Leadership Profiles</b> <ul style="list-style-type: none"> <li>Silver Dollar City VP Brad Thomas</li> </ul>	<ul style="list-style-type: none"> <li>Family Entertainment Centers</li> <li>How attractions can tap into podcasts</li> <li>Drafting a crisis communication plan</li> </ul>	Dec. 2, 2020	<b>IAAPA FEC Summit</b> Scottsdale, Arizona, U.S. <b>IAAPA EMEA Trade Summit 2021</b> Rust, Germany
MARCH/ APRIL	<b>The Securities Issue</b> <ul style="list-style-type: none"> <li>Safety</li> <li>Finance</li> <li>Technology</li> </ul>	<ul style="list-style-type: none"> <li>Devices and tactics that can save cash, solve problems, and drive sales</li> <li>Best practices, examples, technologies, and tactics every attraction can implement to stay safe and secure</li> </ul>	Jan. 19, 2021	<b>IAAPA Latin American Summit</b> Iguazu, Brazil
MAY/ JUNE	<b>Water Parks</b>	<b>Getting Creative</b> <ul style="list-style-type: none"> <li>Fresh ideas and unconventional thinking to help solve challenges that owners and operators face in a new way.</li> </ul>	Mar. 23, 2021	
JULY/ AUGUST	<b>Asia-Pacific and Global Theme Parks</b>	<b>The Art of Welcome</b> <ul style="list-style-type: none"> <li>Ideas, suggestions and winning strategies to make guests feel welcome as they return to parks and attractions in 2021</li> <li>Spotlight on techniques that allow seasonal employees feel valued</li> </ul>	May 25, 2021	 Macao, China
SEPTEMBER/ OCTOBER	<b>Europe, Middle East and Africa</b>	<b>New Rides and Attractions 2021</b> <ul style="list-style-type: none"> <li>Celebrating the new roller coasters, family rides, dark rides, water slides, and attractions</li> </ul>	Jul. 20, 2021	 Barcelona, Spain
NOVEMBER/ DECEMBER	<b>IAAPA Expo 2021 Preview</b>	<ul style="list-style-type: none"> <li>Incoming IAAPA Chairman Ken Whiting</li> </ul>	Sept. 21, 2021	 Orlando, Florida, U.S.

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## AN E-NEWSLETTER EXCLUSIVELY FOR IAAPA MEMBERS

**AN E-NEWSLETTER EXCLUSIVELY FOR IAAPA MEMBERS & OPT-IN SUBSCRIBERS.** 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	Nonmember
<b>Leaderboard</b> 728x90	1x	\$3,600	\$4,100
	3x	\$3,200	\$3,800
	6x	\$2,800	\$3,500
	8x	\$2,600	\$3,200
	12x	\$2,400	\$3,000
<b>Enhanced Text Ad Unit</b>	1x	\$3,200	\$3,800
	3x	\$2,900	\$3,500
	6x	\$2,650	\$3,100
	8x	\$2,400	\$2,950
	12x	\$2,200	\$2,750

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

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IAAPA.org

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

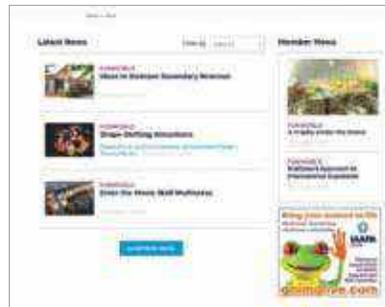
Drive traffic directly to your company's website with digital advertisements that connect with engaged industry professionals worldwide.

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	Non-member
<b>Leaderboard</b> 780x90	1x	\$2,000	\$2,650
	3x	\$1,800	\$2,400
	6x	\$1,700	\$2,300
	8x	\$1,500	\$2,000
	12x	\$1,200	\$1,600
<b>Banner</b> 336 x 280	1x	\$1,400	\$1,800
	3x	\$1,200	\$1,600
	6x	\$1,100	\$1,500
	8x	\$1,000	\$1,300
	12x	\$850	\$1,100

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

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

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## Trade Show Program and Show Daily

Advertise in the official publications distributed on site at IAAPA Expo, the largest business event and global marketplace for the attractions industry. Encourage attendees to visit your booth before they even enter the show floor.

**35,000+**

**Registered Participants**

**1,100+**

**Exhibitors from more than 100 countries**

**21,000+**

**Buyers from around the world**



Advertisements are available only to IAAPA Expo sponsors and exhibitors.

### Show Daily Rates

Size	Rate
Spread	\$8,000
Full-Page	\$4,100
1/2	\$2,500
1/4	\$1,900

Premium Placement	Rate
Inside Front Cover	\$4,800
Inside Back Cover	\$4,650
Back Cover	\$5,900
Cover Strip	\$5,950

**SHOW DAILY DEADLINE: November 1, 2021**

### Expo Program Rates

Size	Rate
Spread	\$3,350
Full-Page	\$2,000

Premium Placement	Rate
Specific interior placement	\$2,400
Inside Front Cover	\$4,125
Inside Back Cover	\$4,000
Cover Strip	\$8,750

**TRADE SHOW PROGRAM DEADLINE: October 10, 2021**

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

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## Trade Show Programs

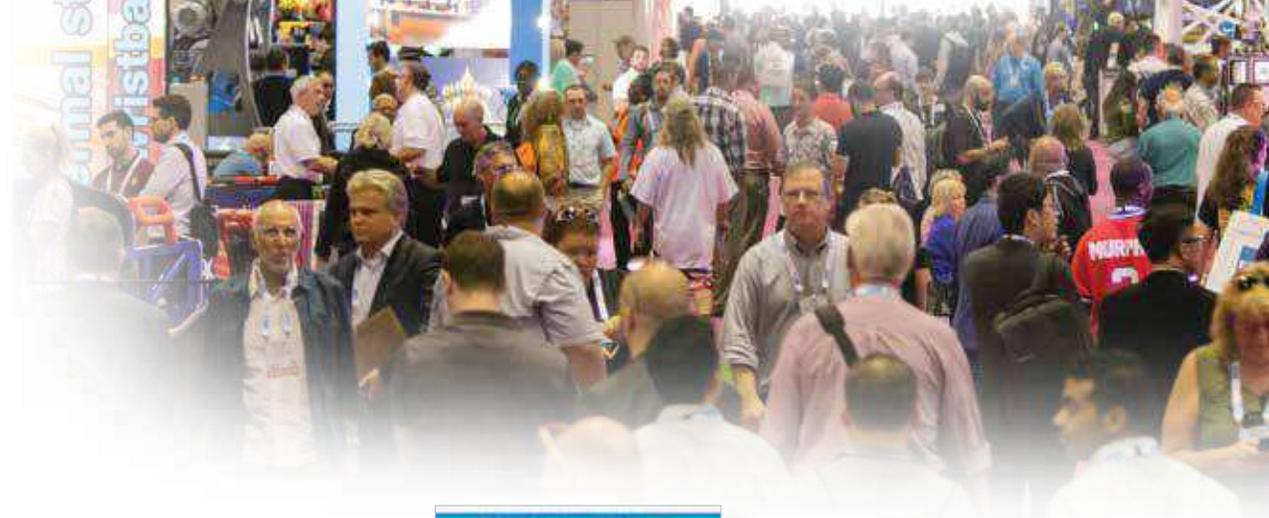
Advertise in the official programs provided to attendees at the premier international business events for attractions industry professionals.

*Advertisements are available only to IAAPA Expo Asia and IAAPA Expo Europe sponsors and exhibitors.*

### EXPOS TRADE SHOW PROGRAM RATES

Size	IAAPA EXPO ASIA		IAAPA EXPO EUROPE	
	Member Rate	Non-Member Rate	Member Rate	Non-Member Rate
Spread	\$2,500	\$3,400	\$2,700	\$3,500
Full-Page	\$1,400	\$1,900	\$1,600	\$2,100
<b>PREMIUM PLACEMENTS</b>				
Inside Front Cover	\$3,900	\$5,350	\$4,000	\$5,400
Inside Back Cover	\$3,800	\$5,200	\$3,850	\$5,225
Back Cover	\$4,700	\$6,200	\$4,750	\$6,250
Cover Strip	\$5,700	\$7,400	\$5,750	\$7,425
Specific interior placement	\$1,950	\$2,600	\$2,050	\$2,750

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



**DEADLINE: April 7, 2021**

- ▶ 9,200+ participants
- ▶ 300+ exhibiting companies from more than 50 countries
- ▶ 6,000+ buyers from around the world



**DEADLINE: July 20, 2021**

- ▶ 15,900+ participants
- ▶ 600+ exhibiting companies from more than 100 countries
- ▶ 11,000+ buyers from around the world

*Dates, events and locations are subject to change*

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## Bundled Advertising Opportunities



### Ultimate Level Full Year Print and Digital Bundle

**\$35,280**

*A 30% discount*

- ▶ Full page ad in all 6 Funworld issues
- ▶ Banner in IAAPA News Daily e-newsletter for 12 months
- ▶ Leaderboard on IAAPA.org for 12 months

## AD PACKAGES TO MAXIMIZE YOUR EXPOSURE AT IAAPA EXPOS



### IAAPA EXPO BUNDLE - OPTIMUM LEVEL

**\$8,480** 20% discount

- ▶ Two-page Spread in Funworld November/December issue
- ▶ Full page ad in Trade Show Program
- ▶ Full page ad in all three IAAPA Expo Show Daily editions

### IAAPA EXPO BUNDLE - PREMIUM LEVEL

**\$7,310** 15% discount

- ▶ Full page ad in Funworld November/December issue
- ▶ Full page ad in IAAPA Expo Trade Show Program
- ▶ Full page ad in all three IAAPA Expo Show Daily editions

### IAAPA EXPO BUNDLE - DISTINGUISHED LEVEL

**\$5,850** 10% discount

- ▶ Half page ad in Funworld November/December issue
- ▶ Full page ad in IAAPA Expo Trade Show Program
- ▶ Half page ad in all three Show Daily editions

### GLOBAL BUNDLE - OPTIMUM LEVEL

**\$14,715** 25% discount

- ▶ Two-page Spread in Funworld May/June, September/October, November/December Issues
- ▶ Two-page Spread in IAAPA Expo, Expo Asia, and Expo Europe Trade Show Programs

### GLOBAL BUNDLE - PREMIUM LEVEL

**\$9,076** 20% discount

- ▶ Full page ad in Funworld May/June, September/October, November/December issues
- ▶ Full page ad in IAAPA Expo, Expo Asia, and Expo Europe Trade Show Programs

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