



Funworld delivers added value online with a digital edition— an interactive and search-optimized version of the print edition with active advertisement URLs to deliver immediate web presence at no additional cost.

## Powerful partnership. Proven results.

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

Global attractions industry revenues exceed \$24 billion per year. Tap into the market with Funworld's worldwide distribution.

“Kern Studios advertises in Funworld and on IAAPA's website each month. This year we added the IAAPA Attractions Expo Program to the mix, steadily expanding our brand awareness within the entertainment industry.

We're happy with the exposure that is being generated. People know how and where to find us.”

— Corine Regelink  
Marketing Manager, Kern Studios

- **34,000+** industry professionals read Funworld magazine **each month.\***
- **89%** of subscribers have **purchasing involvement.**
- **60%** of readers have taken action in the past year as a result of reading advertisements.\*
- **\$24.6 million:** average reported **revenue of reader companies.\***
- Subscribers are **long-tenured professionals**, on average involved in the attractions industry for nearly 18 years.\*
- IAAPA members choose to read Funworld more regularly **over any other amusement and attractions industry publication.\***

\*2014 Readex Research Survey

Contact Brian Skepton, Senior Advertising Sales Executive to book your 2016 reservations NOW for best positioning!

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Funworld Rates, Specs, and Editorial Calendar

## ADVERTISING RATES

MEMBER RATES	1x*	3x	6x	9x	11x
Spread	\$3,569.00	\$3,161.00	\$2,957.00	\$2,650.00	\$2,447.00
Full Page	\$1,999.00	\$1,906.00	\$1,784.00	\$1,692.00	\$1,600.00
2/3 page	\$1,892.00	\$1,790.00	\$1,688.00	\$1,586.00	\$1,479.00
1/2 page (H/V)	\$1,514.00	\$1,252.00	\$1,211.00	\$1,161.00	\$1,040.00
1/3 (Sq/V)	\$1,275.00	\$1,203.00	\$1,056.00	\$1,005.00	\$917.00
1/4 page	\$1,100.00	\$1,030.00	\$960.00	\$894.00	\$758.00
NON-MEMBER RATES	1x*	3x	6x	9x	11x
Spread	\$4,634.00	\$4,274.00	\$3,991.00	\$3,543.00	\$3,270.00
Full Page	\$2,807.00	\$2,600.00	\$2,418.00	\$2,265.00	\$2,189.00
2/3 Page	\$2,524.00	\$2,389.00	\$2,265.00	\$2,152.00	\$1,983.00
1/2 Page (H/V)	\$2,023.00	\$1,817.00	\$1,699.00	\$1,596.00	\$1,440.00
1/3 Page (Sq/V)	\$1,692.00	\$1,586.00	\$1,416.00	\$1,315.00	\$1,220.00
1/4 Page	\$1,479.00	\$1,352.00	\$1,257.00	\$1,199.00	\$1,015.00



### PREMIUM PLACEMENTS—Upfront positioning +10% of your earned frequency rate.

MEMBERS	1x*	3x	6x	9x	11x
C2, C3	\$2,807.00	\$2,627.00	\$2,446.00	\$2,265.00	\$2,034.00
Page One, Opposite TOC, or Introductory Letter	\$2,688.00	\$2,519.00	\$2,294.00	\$2,182.00	\$1,937.00
Cover 4	\$3,244.00	\$3,058.00	\$2,883.00	\$2,802.00	\$2,704.00
NON-MEMBERS	1x*	3x	6x	9x	11x
C2, C3	\$3,899.00	\$3,535.00	\$3,285.00	\$3,052.00	\$2,725.00
Page One, Opposite TOC, or Introductory Letter	\$3,474.00	\$3,430.00	\$3,223.00	\$2,974.00	\$2,542.00
Cover 4	\$4,367.00	\$4,140.00	\$3,916.00	\$3,795.00	\$3,577.00

\*1x advertising in the November IAE issue is subject to a +15% surcharge.

### MAXIMIZE IMPACT WITH SPECIAL CREATIVE OPTIONS:

- » **Mobile engagement:** Scan to View launches interactive multimedia content from your print ad to the Web.
- » **Belly band:** The first thing readers see when they pick up the magazine.
- » **Inserts:** Removable cover page offers the most premium exposure.

Other creative options available—contact us for more details.

## ADVERTISING SIZES

Ad Size	Inches (width x height)	Millimeters (width x height)
2-Page Spread Trim	16.25" x 10.75"	412.75 mm x 273.05 mm
Bleed	16.5" x 11."	419.1 mm x 279.283 mm
Live Area/Nonbleed	15.75" x 10.25"	400.05 mm x 260.35 mm
*Leave .5" (12.7 mm) center gutter from from critical copy on spread ads		
Full Page Trim	8.125" x 10.75"	206.375 mm x 273.05 mm
Bleed	8.375" x 11."	212.725 mm x 279.4 mm
Live Area/Nonbleed	7.625" x 10.25"	193.675 mm x 260.35 mm
Two-Thirds-Page Vertical	4.5" x 9.25"	114.3 mm x 234.95 mm
Half-Page Horizontal	6.75" x 4.5"	171.45 mm x 114.299 mm
*For a half-page horizontal bleed, add .875" (22.098 mm) left, right and bottom to bleed images—no live copy		
Half-Page Vertical	3.25" x 9.25"	82.55 mm x 234.95 mm
*For half-page vertical bleed, add .875" (22.098 mm) top, right and bottom for a right-hand page placement and top, left and bottom for a left-hand page placement, to bleed images—no live copy		
Third-Page Vertical	2.125" x 9.25"	53.975 mm x 234.95 mm
Third-Page Square	4.5" x 4.5"	114.3 mm x 114.3 mm
Quarter-Page	3.25" x 4.5"	82.55 mm x 114.299 mm

## 2016 Funworld Editorial Calendar

with special issues, bonus distributions, and advertising materials deadlines:

<b>JANUARY</b>	<b>Deadline 12/4/15</b>
TOPICS:	IAAPA Attractions Expo 2015 Review, Latin America
BONUS DISTRIBUTION:	IAAPA Leadership Conference, Mexico City; FEC- Florida 2016, St. Augustine, Florida
<b>FEBRUARY</b>	<b>Deadline 1/5/15</b>
TOPICS:	Human Resources
<b>MARCH</b>	<b>Deadline 1/25/16</b>
TOPICS:	Family Entertainment Centers
BONUS DISTRIBUTION:	China Attractions Expo 2016 (CAAPA), Beijing, China; CIAE, Guangzhou, China
<b>APRIL</b>	<b>Deadline 2/22/16</b>
TOPICS:	Theme/Amusement Parks
BONUS DISTRIBUTION:	Dubai Entertainment Amusement & Leisure Show 2016 (DEAL), Dubai, UAE
<b>MAY</b>	<b>Deadline 3/21/16</b>
TOPICS:	Holidays
BONUS DISTRIBUTION:	Museum Expo 2016, Washington, DC
<b>JUNE</b>	<b>Deadline 4/18/16</b>
TOPICS:	Trends in Asia
BONUS DISTRIBUTION:	Asian Attractions Expo 2016, Shanghai
<b>JULY</b>	<b>Deadline 5/23/16</b>
TOPICS:	Family Entertainment Centers
<b>AUGUST</b>	<b>Deadline 6/20/16</b>
TOPICS:	New Rides and Attractions
<b>SEPTEMBER</b>	<b>Deadline 7/18/16</b>
TOPICS:	Trends in Europe
BONUS DISTRIBUTION:	Euro Attractions Show 2016, Barcelona, Spain; Association of Zoos and Aquariums 2016 Annual Conference, San Diego, California
<b>OCTOBER</b>	<b>Deadline 8/22/16</b>
TOPICS:	Water Parks
BONUS DISTRIBUTION:	World Waterpark Association Symposium (WWA 2016)
<b>NOVEMBER</b>	<b>Deadline 9/20/16</b>
TOPICS:	IAAPA Attractions Expo 2016
BONUS DISTRIBUTION:	IAAPA Attractions Expo 2016, Orlando



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Editorial calendar is subject to change.