

Advertise to reach thousands of industry buyers!



Funworld Magazine

The official magazine of IAAPA reaches subscribers with the most purchasing involvement of products and services within their organizations. Each issue provides in-depth insight into the latest trends and innovations across the global attractions industry. PLUS, the Funworld digital edition is an interactive and search-optimized version of the print edition that enhances print ads by incorporating active links to deliver instant web presence at no additional cost.

33,000 people see Funworld Magazine each month*

83%

of subscribers have purchasing involvement for products and services within their organizations, 46% have approval/authorizing involvement.*

86%

of subscribers have taken at least one action in the past year as a result of reading articles, and 68% as a result of reading advertisements.*

61%

save their issues of Funworld; a typical subscriber has read or looked through all of the past four issues and spends nearly an hour with a typical issue.*

* 2011 Readex survey

FUNWORLD MAGAZINE ADVERTISING RATES

	1x	3x	6x	9x	11x
NONMEMBER RATES					
Spread	\$4,265	\$3,915	\$3,675	\$3,260	\$2,965
Full Page	\$2,550	\$2,375	\$2,195	\$2,080	\$1,960
2/3 Page	\$2,315	\$2,195	\$2,080	\$1,960	\$1,785
1/2 Page (H/V)	\$1,845	\$1,660	\$1,545	\$1,425	\$1,250
1/3 Page (Sq/V)	\$1,545	\$1,455	\$1,280	\$1,190	\$1,100
1/4 Page	\$1,335	\$1,245	\$1,140	\$1,070	\$ 900
MEMBER RATES					
Spread	\$3,200	\$2,940	\$2,760	\$2,450	\$2,230
Full Page	\$1,920	\$1,780	\$1,650	\$1,560	\$1,470
2/3 page	\$1,740	\$1,650	\$1,560	\$1,470	\$1,340
1/2 page (H/V)	\$1,390	\$1,160	\$1,160	\$1,070	\$ 940
1/3 (Sq/V)	\$1,160	\$1,100	\$ 960	\$ 890	\$ 830
1/4 page	\$1,000	\$ 940	\$ 860	\$ 800	\$ 680
PREMIUM PLACEMENTS - NONMEMBERS					
C2, C3, PG1	\$3,225	\$3,010	\$2,795	\$2,580	\$2,250
Cover 4	\$3,765	\$3,550	\$3,335	\$3,225	\$3,000
PREMIUM PLACEMENTS - MEMBERS					
C2, C3, Page 1	\$2,420	\$2,260	\$2,100	\$1,940	\$1,690
Cover 4	\$2,830	\$2,660	\$2,500	\$2,420	\$2,250

» See back page for ad sizes and specifications

FUNWORLD MAGAZINE 2013 EDITORIAL CALENDAR

JANUARY	Advertising Deadline 12/3/12
TOPICS:	Parks and Attractions; IAAPA Attractions Expo 2012 Review
BONUS DISTRIBUTION:	IAAPI Amusement Expo 2013, New Delhi, India
FEBRUARY	Advertising Deadline 12/21/12
TOPICS:	Family Entertainment Centers
BONUS DISTRIBUTION:	FEC PHOENIX, Phoenix, Arizona; IAAPA Leadership Conference, São Paulo, Brazil
MARCH	Advertising Deadline 1/18/13
TOPICS:	Zoos/Aquariums/Museums
BONUS DISTRIBUTION:	China Attractions Expo 2013 (CAAPA), Beijing, China; IAAPA Safety Institutes
APRIL	Advertising Deadline 2/15/13
TOPICS:	Parks and Attractions
BONUS DISTRIBUTION:	Dubai Entertainment Amusement & Leisure Show 2013 (DEAL), Dubai, United Arab Emirates
MAY	Advertising Deadline 3/22/13
TOPICS:	Trends in Asia
BONUS DISTRIBUTION:	Asian Attractions Expo 2013, Singapore; MuseumExpo 2013, Baltimore, Maryland
JUNE	Advertising Deadline 4/19/13
TOPICS:	Marketing
JULY	Advertising Deadline 5/17/13
TOPICS:	Family Entertainment Centers
BONUS DISTRIBUTION:	South American Leisure Exhibition (SALEX), São Paulo, Brazil
AUGUST	Advertising Deadline 6/21/13
TOPICS:	New Rides and Attractions
SEPTEMBER	Advertising Deadline 7/18/13
TOPICS:	Trends in Europe; IAAPA Attractions Expo 2013 Preview
BONUS DISTRIBUTION:	Euro Attractions Show 2013, Paris, France; Association of Zoos and Aquariums 2013 Annual Conference, Kansas City, Missouri; SAGSE Buenos Aires, Argentina; Mexican Waterpark Congress
OCTOBER	Advertising Deadline 8/23/13
TOPICS:	Water Parks
BONUS DISTRIBUTION:	World Waterpark Association Symposium (WWA)
NOVEMBER	Advertising Deadline 9/20/13
TOPICS:	Expo Issue
BONUS DISTRIBUTION:	IAAPA Attractions Expo 2013, Orlando