



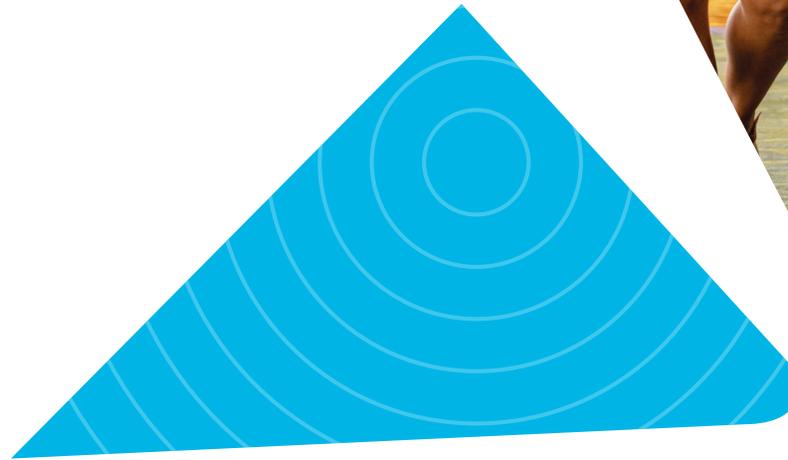
IAAPA[®]

The Global Association
for the Attractions Industry

Advertising Opportunities

Reach Decision-Makers in the Attractions Industry

2020 Media Kit





IAAPA is the premier trade association for the global attractions industry, representing more than 6,000 attraction owners, operators, buyers, suppliers, manufacturers, and individual members from more than 100 countries.

IAAPA Advertising Opportunities Increase Your Global Exposure to Influence Potential Buyers!

**See the Possibilities.
Contact our team.**

Brian Skepton, Senior Director, Advertising Sales

E-mail: BSkepton@IAAPA.org Phone/Fax: +1 321.319.7644

Michelle Williamson, Advertising & Sponsorship Coordinator

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Advertise Where the Global Attractions Industry Does Business

24/7
Exposure
IAAPA.org



35,000
attendees
IAAPA Expo
Program and Show Daily



15,000
subscribers
IAAPA News Daily
E-Newsletter



47,000
monthly
Funworld readers



9,200
attendees
IAAPA Expo Asia
Program



15,900
attendees
IAAPA Expo Europe
Program



Funworld

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

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.

Each monthly issue has a readership of more than 47,000.

32% are in executive management (owners, presidents, CEOs, GMs, executive directors, managing directors, VPs, etc.).

66% have taken action in the past 12 months as a result of reading advertisements in Funworld.

\$22.2 million: average reported revenue of reader companies.

88% are involved in purchasing products and services for their organizations, including 60% who approve/authorize purchases.



Published 11 times a year

Mailed to all IAAPA members

JANUARY

Deadline 12/1/19

TOPICS

IAAPA Expo Recap, 2020 And Beyond

FEBRUARY

Deadline 12/21/19

TOPICS

Family Entertainment Centers

BONUS DISTRIBUTION

Amusement Expo, New Orleans, Louisiana, United States; IAAPA FEC Summit, Atlanta, Georgia, United States; Indian Association Amusement Parks and Industries (IAAPI), Bombay, India

MARCH

Deadline 1/28/20

TOPICS

Entertainment

BONUS DISTRIBUTION

IAAPA Leadership Summit Los Angeles, California, United States; Dubai Entertainment, Amusement, and Leisure Exhibition (DEAL), 2020, United Arab Emirates

APRIL

Deadline 2/25/20

TOPICS

Latin American

MAY

Deadline 3/25/20

TOPICS

Asia-Pacific Edition

BONUS DISTRIBUTION

IAAPA Expo Asia Macao, China

JUNE

Deadline 4/22/20

TOPICS

Theme Parks

JULY

Deadline 5/27/20

TOPICS

Water Parks

BONUS DISTRIBUTION

World Waterpark Association Symposium & Tradeshow (WWA), Las Vegas, Nevada, United States

AUGUST

Deadline 6/24/20

TOPICS

Attractions

SEPTEMBER

Deadline 7/22/20

TOPICS

Trends in Europe, Middle East, and Africa

BONUS DISTRIBUTION

IAAPA Expo Europe, London, United Kingdom; Association of Zoos and Aquariums (AZA) Annual Conference 2020, Columbus, Ohio, United States

OCTOBER

Deadline 8/26/20

TOPICS

What's New 2020 Pre-IAAPA Expo Edition

NOV/DEC

Deadline 9/24/20

TOPICS

IAAPA Expo

BONUS DISTRIBUTION

IAAPA Expo, Orlando, Florida, United States

JANUARY '21

Deadline 12/1/2020

TOPICS

IAAPA Expo 2020 Recap

Editorial calendar is subject to change.



Funworld



2020 Advertising Rates

Member Rates	1x	3x	6x	9x	11x	IAAPA Expos editions 1x only ads
Spread	\$4,053	\$3,591	\$3,444	\$3,010	\$2,779	\$4,438
Full-Page	\$2,199	\$2,097	\$1,985	\$1,861	\$1,759	\$2,455
1/2 Page	\$1,752	\$1,449	\$1,402	\$1,345	\$1,204	\$1,957
1/3 Page	\$1,491	\$1,407	\$1,233	\$1,174	\$1,072	\$1,663
1/4 Page	\$1,324	\$1,238	\$1,155	\$1,075	\$920	\$1,477

Nonmember Rates	1x	3x	6x	9x	11x	
Spread	\$5,113	\$4,716	\$4,403	\$3,909	\$3,608	\$5,709
Full-Page	\$3,000	\$2,779	\$2,584	\$2,421	\$2,339	\$3,350
1/2 Page	\$2,341	\$2,104	\$1,996	\$1,847	\$1,668	\$2,615
1/3 Page	\$1,978	\$1,854	\$1,655	\$1,537	\$1,426	\$2,208
1/4 Page	\$1,779	\$1,627	\$1,512	\$1,442	\$1,222	\$1,985

PREMIUM PLACEMENTS

Member Rates	1x	3x	6x	9x	11x	IAAPA Expos editions 1x only ads
C4	\$3,615	\$3,407	\$3,265	\$3,126	\$3,014	\$4,036
C2, C3	\$3,114	\$2,915	\$2,712	\$2,512	\$2,256	\$3,475
Select Guaranteed Position	\$2,958	\$2,772	\$2,524	\$2,402	\$2,131	\$3,304

Nonmember Rates	1x	3x	6x	9x	11x	
C4	\$4,868	\$4,613	\$4,364	\$4,229	\$3,986	\$5,433
C2, C3	\$4,323	\$3,912	\$3,642	\$3,384	\$3,021	\$4,827
Select Guaranteed Position	\$3,823	\$3,775	\$3,547	\$3,274	\$2,799	\$4,269



Daily

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.

- ▲ **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



ADVERTISEMENT

Personalize and Elevate the Guest Experience.
Learn more at accesso.com

April 18, 2019 Translations:

IAAPA NEWS Daily

Attractions Industry News Exclusively for IAAPA Members

ASSOCIATION NEWS

IAAPA Expo Asia exhibitors
Order forms for [AMC](#), the official contractor of IAAPA Expo Asia, are due 3 May. Complete the required [Shell Scheme](#) or [Raw Space](#) form and submit orders [online](#) to receive the best pricing. Find a complete list of upcoming and past deadlines [here](#) and the Exhibitor Services Guide [here](#).
[in](#) [t](#) [f](#) [e](#)

intercard **LEADING THE WAY**
CLICK HERE TO FIND OUT WHY ▶

ADVERTISEMENT

AMUSEMENT AND THEME PARKS

Rides unveiled for amusement park at Margaritaville Resort Biloxi in Mississippi
Developers of an amusement park to rise next to Margaritaville Resort Biloxi in

IAAPA News Digital Ad Rates

Placement	Frequency	Member	Nonmember
Leaderboard 728x90	1x	\$3,626	\$4,049
	3x	\$3,132	\$3,831
	6x	\$2,609	\$3,380
	8x	\$2,433	\$3,210
	12x	\$2,320	\$2,959
Banner 468x60	1x	\$2,772	\$3,443
	3x	\$2,587	\$3,187
	6x	\$2,328	\$2,850
	8x	\$2,113	\$2,626
	12x	\$1,926	\$2,376

Contact the Team

Brian Skepton, Senior Director, Advertising Sales
E-mail: BSkepton@IAAPA.org Phone/Fax: +1 321.319.7644

Michelle Williamson, Advertising & Sponsorship Coordinator
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IAAPA.org

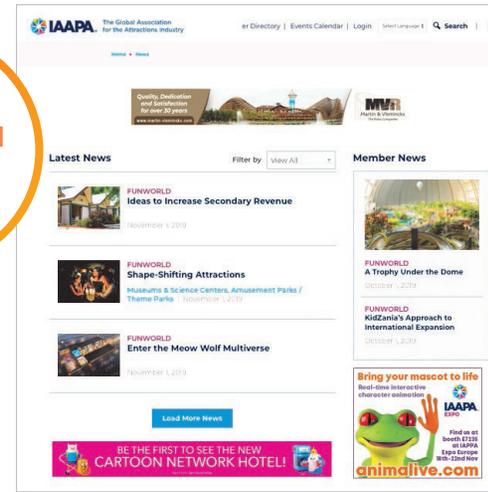
Digital advertising builds your brand image to gain a competitive edge in the market.

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

Amplify your global exposure 24/7



IAAPA.org Digital Ad Rates

Placement	Frequency	Member	Non-member
Leaderboard 1 780x90, Max. size 300KB	1x	\$1,994	\$2,650
	3x	\$1,802	\$2,341
	6x	\$1,671	\$2,247
	8x	\$1,449	\$1,964
	12x	\$1,147	\$1,505
Leaderboard 2 780x90, Max. size 300KB (Exclusivity available)	1x	\$1,894	\$2,550
	6x	\$1,571	\$2,147
	8x	\$1,349	\$1,864
	12x	\$1,047	\$1,405
Banner 336 x 280, Max. size 150KB	1x	\$1,363	\$1,785
	3x	\$1,223	\$1,565
	6x	\$1,136	\$1,481
	8x	\$ 975	\$1,320
	12x	\$ 745	\$ 975

Propel Your Brand Recognition to the Next Level. Advertise in the Official Media of IAAPA Expo.

- ▲ Reach more than 35,000 IAAPA Expo attendees from more than 100 countries
- ▲ Gain significant exposure in IAAPA Expo's official publications distributed on site
- ▲ Generate attention and create participant engagement
- ▲ Encourage attendees to visit your booth before they even enter the show floor

Advertisements are available only to IAAPA Expo sponsors and exhibitors.



The Show Daily, a tabloid-size magazine, is distributed on site for three consecutive days. It contains new content on IAAPA Expo activities, awards, and new products. **DEADLINE: Oct. 30, 2020**

Show Daily Rates

Size	Rate	Premium Placement	Rate
Spread	\$8,012	C2	\$4,805
Full-Page	\$4,077	C3	\$4,633
1/2 Page	\$2,456	C4	\$5,909
1/4 Page	\$1,874	Cover Strip	\$5,961



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



Expo Program

Gain prominent exposure with an advertisement in the official guide to the premier conference and trade show for the global attractions industry. Attendees reference the IAAPA Expo Program time and time again for its complete exhibitor list, event schedules, and show information. **DEADLINE: Oct. 2, 2020**

Expo Program Rates

Size	Rate	Premium Placement	Rate
Spread	\$3,336	Specific interior Placement	\$2,402
Full-Page	\$1,973	C2	\$4,112
		C3	\$4,006
		C4	\$5,960
		Cover Strip	\$8,735

Visit www.IAAPA.org/Advertise for more information including ad specifications.



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.

DEADLINE: April 7, 2020

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



DEADLINE: July 20, 2020

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



Program Rates

Size	IAAPA EXPO ASIA		IAAPA EXPO EUROPE	
	Member Rate	Non-Member Rate	Member Rate	Non-Member Rate
Spread	\$2,510	\$3,338	\$2,647	\$3,468
Full-Page	\$1,448	\$1,916	\$1,576	\$2,058
PREMIUM PLACEMENTS				
Specific interior Placement	\$1,947	\$2,644	\$2,030	\$2,723
C2	\$3,911	\$5,341	\$3,973	\$5,391
C3	\$3,788	\$5,169	\$3,856	\$5,222
C4	\$4,692	\$6,205	\$4,748	\$6,248
Cover Strip	\$5,692	\$7,393	\$5,738	\$7,426

Visit www.IAAPA.org/Advertise for more information including ad specifications.



Contact IAAPA Today

**Brian Skepton, Senior Director,
Advertising Sales**
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**Michelle Williamson, Advertising
& Sponsorship Coordinator**
E-mail: MWilliamson@IAAPA.org
Phone/Fax: +1 321.319.7659

SPONSORSHIP OPPORTUNITIES AVAILABLE

**Contact Emily Popovich,
Director of Global Sponsorships**
E-mail: EPopovich@IAAPA.org
Phone/Fax: +703.850.4115



Bundled Advertising Opportunities Offer Savings



Ultimate Level Full Year Print and Digital Bundle

- Full page ad in all 11 Funworld issues
- Banner in IAAPA News Daily e-newsletter for 12 months
- Leaderboard #1 on IAAPA.org for 12 months

\$42,667 30% discount

**Advance to the next level.
Contact our team.**

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Ad Packages to Maximize Your Exposure at IAAPAs Expos

GLOBAL BUNDLE - OPTIMUM LEVEL

IAAPA Expo, Expo Asia, Expo Europe Programs

- Two-page Spread in Funworld May, September, November Issues
- Two-page Spread in each IAAPA Expo Program stated above

\$14,119 25% discount

GLOBAL BUNDLE - PREMIUM LEVEL

IAAPA Expo, Expo Asia, Expo Europe Programs

- Full page ad in Funworld May, September, November issues
- Full page ad in each IAAPA Expo Program stated above

\$8,762 20% discount

IAAPA EXPO BUNDLE - OPTIMUM LEVEL

- Two-page Spread in Funworld November issue
- Full page ad in Trade Show Program
- Full page ad in all three Show Daily editions

\$7,713 20% discount

IAAPA EXPO BUNDLE - PREMIUM LEVEL

- Full page ad in Funworld November issue
- Full page ad in Trade Show Program
- Full page ad in all three Show Daily editions

\$6,925 15% discount

IAAPA EXPO BUNDLE - DISTINGUISHED LEVEL

- Half page ad in Funworld November issue
- Full page ad in Trade Show Program
- Half page ad in all three Show Daily editions

\$5,290 10% discount



*Optimum, premium and distinguished level packages only available to exhibitors and sponsors at their respective IAAPA Expos.



**Take the next step.
Contact our team.**

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