

2012 media kit

info

InPark Magazine publishes four quarterly issues, plus a special issue for the IAAPA Expo in November. Each issue features original content catered to our readership of owners, operators and managers of theme parks, waterparks, museums, and themed attractions. InPark covers the themed entertainment market from a unique position. Based in the Midwest, InPark looks at trends affecting the global market, not just one region or country. We address issues affecting parks, museums, attractions, and more.

WINTER (March, 2012) : museums	<i>deadline january 15</i>
SPRING (May, 2012): technology, green	<i>deadline march 15</i>
SUMMER (July, 2012): international projects	<i>deadline may 15</i>
FALL (September, 2012): waterparks	<i>deadline july 15</i>
IAAPA (November, 2012): bonus IAAPA	<i>deadline october 1</i>

Starting in 2010, InPark switched to an On-Demand publishing system. A free iPad version is also available. All print advertising includes ads in the digital version and on the inparkmagazine.com website.

rates / specs

Title/Size	1x	2x	3x	5x
Inside Cover (8.25 x 10.5)	\$2,500	\$2,400	\$2,200	\$2,100
Back Cover (8.25 x 10.5)	\$2,700	\$2,600	\$2,400	\$2,300
Spread (16.5 x 10.5)	\$3,000	\$2,500	\$2,100	\$1,900
Full Page (8.25 x 10.5)	\$1,500	\$1,300	\$1,100	\$1,000
Half Page (8.25 x 5.25)	\$700	\$600	\$550	\$500
1/4 Page (4.125 x 5.25)	\$300	\$275	\$250	\$220

All ad rates include 4-color processing and electronic PDF proofs. Spot colors and laser proofs are available at an additional charge. Ads are acceptable in most formats, though high resolution (300dpi minimum). Please leave .25 inch margin on all sides clear of text. All ad sizes are in inches and are trim size. For full bleed, add .25 inch to each side.

marketing services

InPark Magazine has partnered with leading industry publicist **Judith Rubin** to provide comprehensive marketing and publicity services for growing companies.

We understand the marketing landscape is changing and **we are experts at social media marketing**. We can develop consistent and strong marketing messages and use **InPark's established and respected social media streams** or work with you on developing your own.

In addition to the exposure in InPark Magazine, Judith also has **long-established relationships with other industry publications and editors** and will work to position your message in the right venues.

We will work on developing **a plan that fits your needs and accomplishes your goals**. Services often include:

- Press release writing
- Copywriting services
- Blog authoring and maintenance
- Website upgrades
- Company bios & profiles
- PR distribution
- Article writing and placement
- Industry consultation

For more information, or to request a rate package, contact:

Martin Palicki, martin@inparkmagazine.com, 262.412.7107
www.inparkmagazine.com



ipm
print & publicity



info

InPark Magazine has two digital publications that reach out to the themed entertainment marketplace:

InPark Magazine Digital Edition

- Published 5 times per year
- Same as print issue + bonus content
- Available as a full issue PDF, individual article PDFs and HTML
- Published in inparkmagazine.com website
- Emailed directly to over 1,700 subscribers

IPM Top 5 Weekly Digest

- Published weekly, 47 times per year (no distribution weeks that the print issue is released)
- Recaps the top 5 news stories of the week based on views at the inparkmagazine.com website
- Includes additional 5 editorial staff selections & blog post
- Emailed directly to over 1,700 subscribers

stats

Both digital publications are sent to over 1,700 subscribers with an average net of an additional 12 new subscribers per week.

	Open Rate	Click Rate
In Park Digital ¹	30.80%	33.60%
IPM Top 5 ²	27.57%	27.53%
Industry Average ³	18.17%	27.60%

1- Based on 2011 issues to date; 2- Based on past six distributions; 3- Source: ConstantContact.com

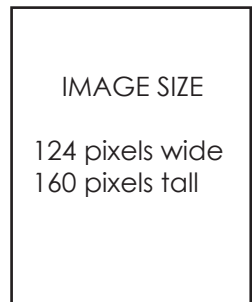
rates

InPark Magazine Digital Ads are included in print advertising (see reverse)

IPM Top 5 Weekly Digest rates are affordable and flexible:

- You pick the weeks you want
- Change your ad as often as you want
- Links to any page you choose
- Use standard JPG or ANIMATED GIF

4 weeks.....	\$250
5-11 weeks.....	\$60/week
12-23 weeks.....	\$50/week
24+ weeks.....	\$40/week
Full year (47 wks)..	\$1450



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