



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

InPark also has an active news site updated daily with the latest industry news as well as The Editor's Blog, featuring stories, interviews with key industry players, videos and more.

stats

Both digital publications are sent to over 1,700 opt-in subscribers and is steadily increasing in circulation.

	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

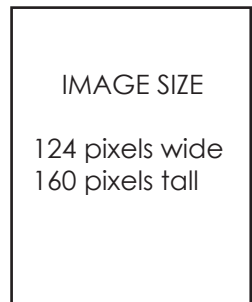
rates

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

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



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

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