

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, exhibitions and themed attractions in addition to the design and vendor community. Based in the US Midwest, InPark looks at projects, people, companies, markets and trends – from regional to international. We address issues affecting theme parks and amusement parks, museums, visitor attractions, resorts, water parks, seasonal events, world expos and more.

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

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

In collaboration with **Judith Rubin**, prominent industry editor and publicist, InPark Magazine offers public relations services, marketing support and social media visibility for growing companies.

We can help raise your profile and position your company - its people, products, services and accomplishments - in the context of the themed entertainment industry with on-target written materials and supporting media. Our **experience in online publishing, social media, email marketing and Internet visibility** will enable you to make the most of **InPark's established and social media channels** or help to develop your own.

We will work to help tell your story in the right venues, using our relationships with industry media outlets, editors, associations and news services as well as InPark's own distribution channels. 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
- Newsletters
- Awards nominations
- Company bios & profiles
- PR distribution
- Article writing and placement
- Industry consultation
- Photo & Video Libraries
- Email marketing



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