

InPark Magazine

This full color, glossy print magazine is distributed at major global trade events, reaching core industry markets:

- Theme & Amusement Parks
- Waterparks
- Museums
- World's Fairs
- Themed Entertainment
- Dome & Giant Screen

InPark Magazine is published five times per year. In addition to being available in print format, each article is available on inparkmagazine.com and a virtual issue is also available in several formats.



inparkmagazine.com / social media

The IPM website is constantly updated with the latest news stories and exclusive features. The website is also home to a digital version of each issue of InPark Magazine.

The site is integrated with our core social media channels, which promote your content to an extended and growing audience around the world. We promote through paid and organic reach on:



Facebook



Twitter



LinkedIn



YouTube



Top 5 News Weekly Email

Every week our editors select five important, recent stories featured on inparkmagazine.com. Designed to be easily scanned by busy professionals, the email links to full length stories. The Top 5 is sent to all subscribers and promoted through social media.

Each Top 5 also includes a feature section that highlights an exclusive InPark interview, story, job posting or a collection of news items that revolve around a theme or idea.

Issue 79 - EME / Waterparks

Editorial deadline: July 12; Ad deadline: August 2 • Published: September, 2019

Bonus Distribution:

- Euro Attractions Show (Paris) *September 17 - 19*
- World Waterpark Association (Orlando) *October 7 - 10*

Issue 79.5 - IAAPA preview issue

Editorial deadline: August 23; Ad deadline: Sept 6 • Published: late October, 2019

Bonus Distribution:

- IAAPA Attractions Expo (Orlando) *November 18 - 22*



Issue 80 - IAAPA

Editorial deadline: Sept 13; Ad deadline: October 4 • Published: November 19, 2019

Bonus Distribution:

- IAAPA Attractions Expo (Orlando) *November 18 - 22*

2020

Issue 81 - The best in themed entertainment

Editorial deadline: January 17; Ad deadline: January 31 • Published: March, 2020

Bonus Distribution:

- TEA Summit (Anaheim) *April 16-17, 2020*

Issue 82 - Asia / Tech

Editorial deadline: TBD; Ad deadline: TBD • Published: June, 2020

Bonus Distribution:

- Asian Attractions Expo *June, 2020*
- InfoComm *June, 2020*

Issue 83 - EME / Waterparks

Editorial deadline: TBD; Ad deadline: TBD • Published: September, 2020

Bonus Distribution:

- Euro Attractions Show *September 2020*
- World Waterpark Association *October 2020*

Issue 84 - IAAPA preview issue

Editorial deadline: TBD; Ad deadline: TBD • Published: late October, 2020

Bonus Distribution:

- IAAPA Attractions Expo (Orlando) *November 2020*

Issue 85 - IAAPA

Editorial deadline: TBD; Ad deadline: TBD • Published: November 17, 2020

Bonus Distribution:

- IAAPA Attractions Expo (Orlando) *November 2020*

Tell your story! InPark's team and resources can help you get the word out across the industry. We offer professional content marketing services from start to finish, or to help fill in the gaps as needed. Take advantage of our reputation, robust social media channels and experience.

Company / Personal Positioning Piece

InPark's team will help you tell your story to our audience with a two-page article in a print and online issue of InPark Magazine. You will also receive a high resolution PDF and rights to reproduce the article. \$3,700

Cover Feature Story

Enjoy premier coverage through a carefully crafted story featured on an InPark Magazine cover. Includes a 3-5 page article, high resolution PDF and rights to reproduce the article. \$7,900

Press Release Writing

InPark's team of experts will work with you and craft a press release and distribute to a targeted media list based on your needs. *price varies*

Press Release Promotion

- + Email blast of your press release to the InPark database \$1,200
- + Boosted posting of your press release on our social media channels \$ 300
- + Press release link and teaser in one Top 5 Feature section \$ 300
- + Featured on website home page for minimum of one week \$ 500

In-Article Companion Ads

Ads can be permanently placed in specific articles in the body of the text exclusively in the HTML version of the article at inparkmagazine.com. Sizes roughly correspond to half page (horizontal) and full page (vertical) print ad sizes.

Title (Size)	Regular Price	Discount Price with print ad buy
Horizontal (740x496 pixels)	\$400	\$150
Vertical (599x800 pixels)	\$500	\$200

Statistics and Demographics

Subscribers: 3,950

Unique web visitors per month: 12,000

Readership:

- Theme park/waterpark owners/operators: 50%
- Museum curators/staff: 20%
- Suppliers: 25%
- Others: 5%

Geographic reach:

- Americas: 50%
- Europe: 32%
- Asia: 15%
- Others: 3%

Social Media Network: over 25,000 social media connections and followers

Print Ad Rates

Title (Size)	Price per ad:			
	1x	2x	3x/4x	5x
Back Cover (8.5in x 11in)	\$2,900	\$2,800	\$2,600	\$2,500
Inside Cover (8.5in x 11in)	\$2,700	\$2,600	\$2,400	\$2,300
Two Page Spread (17in x 11in)	\$3,300	\$3,000	\$2,900	\$2,700
Full Page (8.5in x 11in)	\$1,750	\$1,550	\$1,300	\$1,200
Half Page (8.5in x 5.5in)	\$1,100	\$1,000	\$ 900	\$ 800
Quarter Page (4.25in x 5.5in)	\$ 700	\$ 650	\$ 625	\$ 600
Business card (3.5in x 2in)	\$ 350	\$ 340	\$ 330	\$ 320

Print ads appear in the printed magazine, in the virtual copy available on the website, and in PDF versions available online.

Files should be CMYK, a minimum 300DPI and sent as PDF, JPG or TIFF. Please add 1/8 inch (.125) bleed to each edge of the ad. Critical text & images should be kept at least 1/8 inch from the edge.

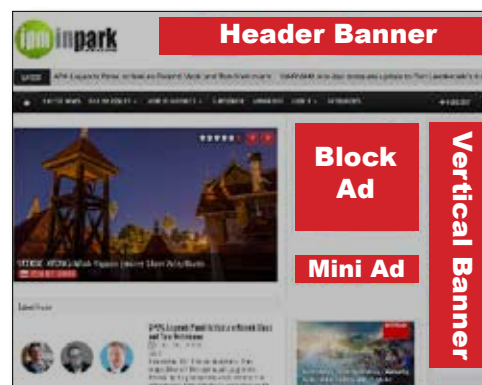
Website Ad Rates

Title (Size)	1 month	3 months	6 months	12 months
Header banner (728 x 90 pixels)	\$ 700	\$1,500	\$2,600	\$5,000
Vertical banner (160 x 600 pixels)	\$ 500	\$1,200	\$2,000	\$3,500
Block ad (300 x 250 pixels)	\$ 400	\$1,000	\$1,700	\$3,200
Mini ad (300 x 60 pixels)	\$ 200	\$ 500	\$ 900	\$1,600

All website ads are rotated on each page refresh and are located on every page of the website.

The maximum slots per month for each space are as follows:

- Header Banner: 4
- Vertical Banner: 6
- Block Ad: 8
- Mini Ad: 16



Include your ad in our weekly Top 5 News email. Ads can be JPG or an animated GIF. Button Ads run along the left side of the email. Banner Ads run horizontally between news items.

Title (Size)	1 month	3 months	6 months	12 months
Button Ad (124 x 160 pixels)	\$ 300	\$ 800	\$1,500	\$2,000
Banner Ad (417 x 80 pixels)	\$ 600	\$1,600	\$3,000	\$5,000