



inparkmagazine.com

2021 Media Kit & Editorial Calendar

InPark (IPM) covers the intersection of themed entertainment and technology. We specialize in creating custom-crafted content designed to appeal to the industry's top designers, creators, developers, owners and operators. IPM provides a weekly email, monthly digest, quarterly print publication, an engaging website & strong social media communities to help your business grow.

HELPING TELL YOUR STORY TO THE INDUSTRY

We help you build and foster connections in the visitor attractions industry by helping to tell your story - thoughtfully, in words and pictures - and to share that story with the right audiences, online, in print and in person.

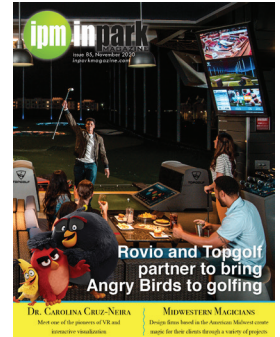
IPM's professional editorial team will work to convey a clear understanding and appreciation of what you bring to the table in a business context. IPM has been serving the industry for 16 years, and our team represents decades of industry knowledge and experience. We have the expertise, the skillsets and the channels for distribution.

Editorial

Our editorial services center around content marketing: positioning articles, case studies, exclusive features and interviews, technology deep-dives, thought leadership, company culture stories, project overviews, installation profiles, roundtables, backgrounders, coverage of openings and announcements.

PR and marketing

Press release services include writing, editing and distribution to the media and social media channels. Call on us for all kinds of internal and external communications, from executive bios to one-sheets to website copy, articles for your company blog, mission and vision statements, whitepapers, conference speaker pitches and awards submissions.



EDITORIAL CALENDAR (PRINT)

#86 - MARCH 2021

Looking to the future

Deadline: March 5, 2021



#87 - JULY 2021

Technology & Asian attractions

Deadline: June 7, 2021

#88 - SEPTEMBER 2021

Waterparks & our European review

Deadline: August 6, 2021

#89 - NOVEMBER 2021

IAAPA Expo: The year in review

Deadline: October 1, 2021

SPONSORSHIPS

Top 5 Weekly Email Sponsor

Reach our subscribers every week by being the sole presenting sponsor of the InPark Top 5 email. Sponsorship includes your logo in our header and a Top 5 Banner Ad for the duration of your sponsorship.

Monthly Digest Sponsor

Appearing on our website and in our subscribers' emails, our new monthly digest contains up to ten interesting stories curated by the InPark editorial team. As the sole presenting sponsor, your logo will be included in the header along with the only Banner Ad in the email.

Magazine Issue Sponsor

As the sponsor of an issue, you receive a 3-5 page cover feature story (written by InPark), a one page guest editorial spot (edited by InPark) and a full page ad. Sponsors receive a high-resolution PDF of the article and rights to reprint.

NUMBERS & DEMOGRAPHICS

Magazine Subscribers

4,160

Industry breakout

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

Geography

- 67% Americas
- 15% Europe
- 15% Asia
- 3% Oceania & Africa

Website

Average visitors (per month): 13,000
Average sessions (per month): 15,000

Social Media Network

- 15,500 Facebook
- 8,100 LinkedIn
- 4,000 Twitter
- 750 Instagram
- 400 YouTube

TRADE SHOW DISTRIBUTION

Thousands of copies of InPark Magazine are distributed at various trade shows around the world every year.

We look forward to the safe resumption of in-person events (hopefully in 2021) so we can continue to share print issues of InPark with the global industry.

SPONSORSHIP RATES

Magazine Issue Sponsor	\$ 8,900	
Top 5 Weekly Email Sponsor	\$ 4,000 (3 months)	\$ 15,000 (12 months)
Monthly Digest Sponsor	\$ 2,000 (3 months)	\$ 7,500 (12 months)

PRINT AD RATES

Title (Size)	Price per ad:			
	1x	2x	3x	4x
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 mo	3 mo	6 mo	12 mo
Header banner (728 x 90 pixels)	\$ 700	\$1,500	\$2,600	\$5,000
Block ad (300 x 250 pixels)	\$ 400	\$1,000	\$1,700	\$3,200

All website ads are rotated on each page refresh. A maximum of eight ads can be rotated for each spot. Ads can be a JPG, PNG or animated GIF.

In-Article Companion Ads

Ads are placed in specific articles 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 w/ print ad buy
Horizontal (740x496 pixels)	\$400	\$150
Vertical (599x800 pixels)	\$500	\$200

TOP 5 NEWS EMAIL AD RATES

Title (Size)	1 mo	3 mo	6 mo	12 mo
Button Ad (124 x 160 pixels)	\$ 400	\$1,000	\$1,700	\$2,500
Banner Ad (417 x 80 pixels)	\$ 700	\$1,800	\$3,400	\$5,500

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

PR RATES

InPark is a leading media outlet for the global attractions industry. Tell your story across the industry and around the world with InPark's team and resources. We offer professional content marketing services from start to finish, or to help you fill any gaps in your campaign. Take advantage of our high editorial standards, experienced industry writers, robust social media channels and reputation.

Custom Written Editorial Feature - Online & Print

InPark's team will help you tell your story to our audience with an article in a print and online issue of InPark Magazine. You will also receive a high resolution PDF and rights to reproduce the article.

up to 750 words	\$1,800
1,000-1,300 words	\$2,800
1,400-1,600 words	\$3,500
1,700-2,000 words	\$4,000

Cover Feature Story - Online & Print

Tell your story on the cover! Enjoy top positioning and visibility with an InPark cover feature. Includes "Magazine Issue Sponsor" components: a 3-5 page article, 1 page guest editorial, high resolution PDF and rights to reproduce the article.

\$ 8,900

Press Release Writing

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

\$ 1,200+

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



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