

Media Kit & Editorial Calendar

InPark tells the story of branding, IP, entertainment, theming and technology in the attractions industry. We highlight innovation and leadership for designers, creators, developers, owners and operators.

WHY SHOULD YOU CHOOSE INPARK?

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 marketplace. We have the expertise, the skills and the distribution to boost your credibility globally.

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 and more. Press release services include writing, editing and distribution to the media and social media channels. Call on us for help with all kinds of internal and external communications.

PRINT & EDITORIAL

EDITORIAL CALENDAR

#100 – JAN/FEB/MAR 2024

Deadline: February 16, 2024

Targeted distribution at:

- TEA INSPIRE / Theas (March 14-15, Los Angeles)
- USITT (March 20-23, Seattle)

#101 – APR/MAY/JUN 2024

Deadline: March 29, 2024

Targeted distribution at:

- Saudi Entertainment + Attractions (May 7-9, Riyadh)
- IAAPA Expo Asia (May 27-30, Bangkok)
- Licensing Expo (May 21-23, Las Vegas)
- ACM children's museums (May 15-17, Madison, WI)
- InfoComm (June 12-14, Las Vegas)

#102 – JUL/AUG 2024

Deadline: June 7, 2024

Targeted distribution at:

- IAAPA Expo Europe (September 24-26, Amsterdam)
- Licensing Expo Europe (September 24-26, London)

#103 – SEP/OCT 2024

Deadline: August 4, 2023

Targeted distribution at:

- WWA (October, TBD)
- TEA SATE (TBD)

#104 – NOV/DEC 2024

InPark's 20th Anniversary Issue

Deadline: October 4, 2024

Targeted distribution at:

- IAAPA Expo (November 19-22, Orlando)
- MAPIC (TBD, Cannes)
- ISE (TBD, Barcelona)

PRINT AD RATES

We have streamlined our print ad pricing to reflect the current advertising environment. Print ads work best with repetition and we've priced our ads to make that affordable for every business. Ask about discounts for ads paired with paid editorial.

- | | |
|-----------------------------|--------------|
| • Full Page (8.5in x 11in) | \$800 per ad |
| • Half Page (8.5in x 5.5in) | \$600 per ad |

Special Positions:

- | | |
|----------------------|----------------|
| • Back cover | \$2,500 per ad |
| • Inside front cover | \$1,500 per ad |
| • Inside back cover | \$1,200 per ad |

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.

EDITORIAL RATES

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 1,500 words | \$2,500 |
| • 2,000+ words | \$3,500 |

Cover Feature Story - Online & Print

Tell your story on the cover! Enjoy top positioning and visibility with an InPark cover feature. Includes a 3-5 page article, high resolution PDF and rights to reproduce the article.

\$8,000

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.

\$1,000+

Rush Service

Need something fast? Standard editorial turnaround is six weeks. For projects in four weeks or less...

+\$750

DIGITAL & DIGITS

WEBSITE

Ad 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.

WEEKLY EMAIL

Ad Size	1 mo	3 mo	6 mo	12 mo
Weekly Email Sponsor (includes banner ad)		\$4,000		\$15,000
Banner Ad (417 x 80 pixels)	\$ 750	\$1,850	\$3,450	\$5,550
Button Ad (124 x 160 pixels)	\$ 450	\$1,050	\$1,750	\$2,550

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

A LA CARTE PROMO

- **Boosted posting** of your press release on our social media channels \$350
- **Top 5 Feature section** press release link and teaser \$350
- **Featured on website home page** for minimum of one week \$550
- **Email blast** of your HTML formatted press release to our digital list \$1,350

Leftover 2023 budget?

Take advantage of our special end-of-year offer!!

Print ads in all five issues for 2024
Receive an invoice the next day

- Offer ends December 12, 2023
- Payment must be received by January 31, 2024
- Artwork deadline for first issue is February 16, 2024

5 FULL PAGE ADS - \$3,000
5 HALF PAGE ADS - \$2,000

POPULAR PACKAGES

All InPark clients are encouraged to submit one press release per month for complimentary posting on our website and LinkedIn.

\$7,000

- Full page ad in all five 2023 issues
- Three months block ad on website
- 1,500 word custom editorial feature

\$5,000

- Full page ad in all five 2023 issues
- Three months block ad on website
- Boosted posting of press release + Top 5 inclusion

\$4,000

- 1,500 word custom editorial feature
- Three months block ad on website
- Boosted posting of press release + Top 5 inclusion

\$3,000

- Half page ad in all five 2023 issues
- One month block ad on website

\$2,000

- Half page ad in 4 (four) 2023 issues
- One month block ad on website



Or let us build a custom package for you! Contact martin@inparkmagazine.com



NUMBERS & DEMOGRAPHICS

Website

Average page views (per month): 46,000
Average users (per month): 40,800

Magazine Subscribers

4,400

Industry breakout

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

Readership geography ranking

1. Americas
2. Asia
3. Europe
4. Africa, Oceania

Social Media Network

15,500 Facebook
4,450 LinkedIn
1,310 Instagram
1,140 YouTube

Weekly and Monthly Emails

Subscribers: 3,500
Average Open rate: 36%
Industry average: 26%
Average Click rate: 3%
Industry average: 1%