inparkmagazine.com

2027
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. Call on us for help with all kinds of internal and external communications.



PRINT & EDITORIAL

EDITORIAL CALENDAR

Most targeted distribution includes full magazines available in publication bins. However, customs and shipping restrictions prevent us from sending full issues to some locations, in which case QR code digital versions of the magazine are available instead.

#112 – WINTER 2026

Deadline: 16 October

Targeted distribution at:

- **IAAPA Expo** (17Nov-20Nov, Orlando)

#113 – SPRING 2027

Deadline: 26 February

Targeted distribution at:

- **TEA INSPIRE** (31Mar-03Apr, Orlando)
- **IAAPA Expo Middle East** (13Apr-15Apr, Abu Dhabi)
- **Licensing Expo** (25May-27May, Las Vegas)

#114 – SUMMER 2027

Deadline: 14 May

Targeted distribution at:

- **InfoComm** (12Jun-18Jun, Orlando)
- **IAAPA Expo Asia** (28Jun-01Jul, Osaka)
- **AZA** (28Aug-02Sep, Cleveland)

#115 – FALL 2027

Deadline: 20 August

Targeted distribution at:

- **IAAPA Expo Europe** (21Sep-23Sep, Vienna)
- **WWA** (October, TBD)
- **TEA SATE North America** (TBD)

#116 – WINTER 2027

Deadline: 15 October

Targeted distribution at:

- **IAAPA Expo** (16Nov-19Nov, Orlando)

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)	$900 per ad
• Half Page (8.5in x 5.5in)	$700 per ad

Special Positions:

• Back cover	$2,000 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.

• Q&A-style interview (1-2 pages)	$1,600
• Feature article (1,500 words, 3-4 pages)	$2,600
• XL article (2,000+ words, 5-6 pages)	$3,200

Cover Feature Story - Online & Print

Tell your story on the cover! Enjoy top positioning and visibility with an InPark cover feature. Includes a 5-6 page article, high resolution PDF and rights to reproduce the article.

$7,000

Guest Editorials

Your voice and your message, our editorial team. One page maximum. Inquire about more regular column opportunities or longer editorial options.

$1,000

DIGITAL & DIGITS



WEBSITE

Ad Size	1 mo	3 mo	6 mo	12 mo
Header banner (728 x 90 pixels)	$ 750	$1,550	$2,650	$5,050
Block ad (300 x 250 pixels)	$ 450	$1,050	$1,750	$3,250

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.

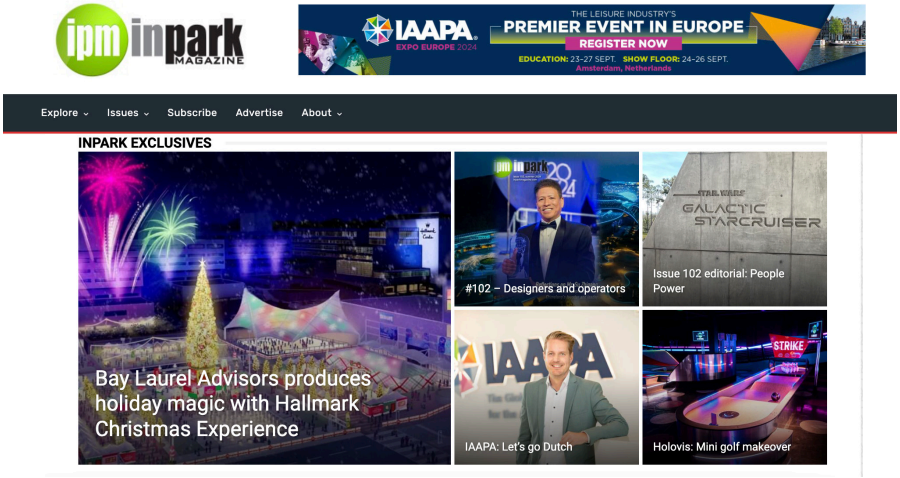
WEEKLY EMAIL

Ad Size	1 mo	3 mo	6 mo	12 mo
Weekly Email Sponsor (includes banner ad)		$4,100		$15,500
Banner Ad (417 x 80 pixels)	$ 800	$1,900	$3,500	$5,600
Button Ad (124 x 160 pixels)	$ 500	$1,100	$1,800	$2,600

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 $400
- **Top 5 Feature section** press release link and teaser $400
- **Featured on website home page** for minimum of one week $600
- **Email blast** of your HTML formatted press release to our digital list $1,400



NUMBERS & DEMOGRAPHICS

Website
Annual views: 186,000
Annual users: 122,000

Magazine Subscribers
4,510

Industry breakout
50% Theme parks and waterparks
20% Museums, zoos, aquariums
25% Suppliers
5% Others

Readership geography ranking
1. Americas
2. Asia
3. Europe
4. Africa, Oceania

Social Media Network
14,000 Facebook
6,000 LinkedIn
1,450 Instagram
1,300 YouTube

Weekly and Issue Emails
Subscribers: 4,060
Average Open rate: 43%
Industry average: 32%
Average Click rate: 5%
Industry average: 3%

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 four 2027 issues
- Three months block ad on website
- 1,500 word custom editorial feature

$5,000
- Full page ad in all four 2027 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 four 2027 issues
- One month block ad on website

$2,000
- Half page ad in three 2027 issues
- One month block ad on website

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