

# PRESS RELEASE PROMO

## Looking for a way to increase your press release reach?

Use InPark's established audience and social media network to get additional exposure.

### Brand Builder - \$200

- Featured spot in a weekly Top 5 "+5" section
- Boosted position on Facebook to reach 6,000-10,000 users
- LinkedIn personal and group posting

### Brand Builder Plus - \$400

- Everything in the Brand Builder, and
- Email blast to the InPark email database

### Brand Builder Platinum - price varies

- Everything in the Brand Builder, and
- Newswire distribution
- Distribution to other media outlets

*We can also assist with press release writing and editing.  
Inquire for pricing.*

# STATISTICS

**InPark Magazine subscribers:** 3,179

**Top 5 subscribers:** 2,294

**Unique web visitors per month:** 12,000

### Bonus distribution:

International Association of Amusement Parks & Attractions,  
European Attractions Show, Dubai Entertainment Amusement  
& Leisure Show, World Waterpark Association, Asian  
Attractions Expo

### Readership:

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

### Web traffic:

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

# INPARK MAGAZINE MEDIA KIT

InPark Magazine provides media publicity solutions for the themed entertainment industry. Our portfolio includes three core elements:

- **InPark Magazine** - published five times
- **Top 5 Email newsletter** - published weekly
- **InParkMagazine.com** - constantly updated

Based in the US Midwest, InPark focuses on new projects, thought leaders, markets and trends from a global perspective.



# POPULAR PACKAGES

## \$10,000

- Five back cover ads
- One year Top 5 ads
- One year rotated block ad
- Two Brand Builder Plus releases

## \$8,000

- Five (2 page) spread ads
- One year Top 5 ads
- One year rotated block ad
- Two Brand Builder Plus releases

## \$6,500

- Five full page ads
- One year Top 5 ads
- One year rotated Mini Ad

## \$3,500

- Five half page ads
- Six months Top 5 ads
- Two Brand Builder releases

## \$2,500

- Three half page ads
- Six months Top 5 ads
- Two Brand Builder releases

## \$1,500

- Three quarter page ads
- Six months Top 5 ads
- One Brand Builder release

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## MAGAZINE

InPark Magazine is distributed through several channels:

- Print subscriptions
- Virtual and PDF issues online
- Articles on [inparkmagazine.com](http://inparkmagazine.com)
- Email subscriptions
- Bonus distribution at trade shows

All magazine ads are printed in the magazine, in the virtual edition, within a website article for that issue, and listed by name and link in the email issue announcement

### calendar

| Time/Theme                        | Deadline    | Show Distribution |
|-----------------------------------|-------------|-------------------|
| Mar : Emerging Markets            | February 15 | DEAL - Dubai      |
| May: International                | April 15    | AAE - Shanghai    |
| Jul: Technology                   | June 15     | EAS - Barcelona   |
| Sep: Waterparks, Zoos & Aquariums | August 15   | WWA - New Orleans |
| Nov: IAAPA special                | October 1   | IAAPA - Orlando   |

### rates

| Title/Size              | 1x      | 2x      | 3x      | 5x      |
|-------------------------|---------|---------|---------|---------|
| Inside Cover (8.5 x 11) | \$2,500 | \$2,400 | \$2,200 | \$2,100 |
| Back Cover (8.5 x 11)   | \$2,700 | \$2,600 | \$2,400 | \$2,300 |
| Spread (17 x 11)        | \$3,000 | \$2,500 | \$2,100 | \$1,900 |
| Full Page (8.5 x 11)    | \$1,500 | \$1,300 | \$1,100 | \$1,000 |
| Half Page (8.5 x 5.5)   | \$900   | \$800   | \$750   | \$600   |
| 1/4 Page (4.25 x 5.5)   | \$500   | \$475   | \$450   | \$420   |

### front cover showcase

A front cover showcase includes the front cover photo, a full page ad, and a 3-5 page feature article for \$6,000

## TOP 5 WEEKLY DIGEST

Each e-newsletter recaps the top 5 news stories of the week based on views at [inparkmagazine.com](http://inparkmagazine.com) and includes an additional 5 editorial staff selections & a featured item.

|                       |           |
|-----------------------|-----------|
| 4 weeks.....          | \$250     |
| 5-11 weeks.....       | \$60/week |
| 12-23 weeks.....      | \$50/week |
| 24+ weeks.....        | \$40/week |
| Full year (47 wks)... | \$1450    |

- 124X160 PIXELS
- JPG OR ANIMATED GIF
- LINK TO ANY PAGE YOU CHOOSE
- PICK THE WEEKS YOU WANT
- CHANGE YOUR AD AS OFTEN AS YOU WANT

## WEBSITE

InParkMagazine.com offers four ad banner positions on the website. All positions (except for Header Banner) are randomly rotated on each page view.



**Header Banner** – (728x90) located to the right of the InPark logo on all pages, this is a highly visible position.

|                   |                 |
|-------------------|-----------------|
| 1 year: \$3,500   | 3 months: \$950 |
| 6 months: \$1,800 | 1 month: \$350  |

**Vertical Banner** – (160x600) located on right column of home page.

|                   |                 |
|-------------------|-----------------|
| 1 year: \$2,000   | 3 months: \$700 |
| 6 months: \$1,200 | 1 month: \$250  |

**Block Ad** – (300x250) located in middle column of every page.

|                   |                 |
|-------------------|-----------------|
| 1 year: \$2,000   | 3 months: \$700 |
| 6 months: \$1,200 | 1 month: \$250  |

**Mini Ad** – (300x60) Same positioning as “Block Ad” only smaller, and located alongside other ads.

|                 |                 |
|-----------------|-----------------|
| 1 year: \$1,000 | 3 months: \$350 |
| 6 months: \$600 | 1 month: \$150  |