



Powerful partnership. Proven results.

The official magazine of IAAPA, Funworld is the number-one source for timely information and insight into the latest trends, innovations, and best practices across the global attractions industry. Each issue reaches industry decision-makers at the highest levels, with the most purchasing involvement for products and services within their organizations.

Funworld's worldwide distribution taps into the \$39.5 billion global attractions industry!

"When **Dynamic Attractions** plans our marketing campaign for the year, Funworld is always at the top of our list of publications to help generate awareness of our products and services. We know that Funworld is one of the industry's most trusted sources of themed entertainment news. Advertising with Funworld ensures that we achieve the highest possible reach to qualified buyers and it has repeatedly generated solid leads for our sales staff. Funworld is an integral part of our advertising and marketing strategy!"

— Karen Atkins, Sales and Marketing Administrator, Dynamic Attractions

- **38,000+** industry professionals read Funworld magazine each month. **
- **89%** of subscribers have **purchasing involvement**.
- **66%** of readers have taken action in the past year as a result of reading advertisements.*
- **\$22.2 million:** average reported **revenue of reader companies**.*
- Subscribers are **long-tenured professionals**, on average involved in the attractions industry for nearly 18 years.*

*2016 Reader Research Survey **Does not include digital readership

Contact **Brian Skepton**, Director, Advertising Sales to book your 2018 reservations TODAY and secure best positioning!

E-mail: BSkepton@IAAPA.org Office: +1 321/319-7644 Mobile: +1 703/981-5505

Funworld Rates, Specs, and Editorial Calendar



ADVERTISING RATES



*IAE Expo Issue 1x only advertisers

Member Rates	*1x	3x	6x	9x	11x	
Spread	\$3,821	\$3,385	\$3,247	\$2,837	\$2,620	\$4,309
Full Page	\$2,083	\$1,987	\$1,880	\$1,763	\$1,667	\$2,395
1/2 Page	\$1,605	\$1,328	\$1,284	\$1,232	\$1,103	\$1,846
1/3 Page	\$1,366	\$1,289	\$1,130	\$1,076	\$982	\$1,569
1/4 Page	\$1,201	\$1,124	\$1,048	\$976	\$835	\$1,381

Non-Member Rates						
Spread	\$4,820	\$4,446	\$4,151	\$3,685	\$3,401	\$5,543
Full Page	\$2,842	\$2,632	\$2,448	\$2,293	\$2,216	\$3,268
1/2 Page	\$2,145	\$1,927	\$1,801	\$1,692	\$1,527	\$2,467
1/3 Page	\$1,811	\$1,698	\$1,516	\$1,408	\$1,306	\$2,083
1/4 Page	\$1,614	\$1,476	\$1,372	\$1,308	\$1,108	\$1,855

Premium Placements						
Member Rates						
C2, C3	\$2,949	\$2,760	\$2,569	\$2,379	\$2,137	\$3,390
Page One, Etc.	\$2,802	\$2,626	\$2,391	\$2,275	\$2,019	\$3,223
C4	\$3,408	\$3,212	\$3,028	\$2,947	\$2,841	\$3,919

Non-Member Rates						
C2, C3	\$4,095	\$3,714	\$3,450	\$3,205	\$2,862	\$4,709
Page One, Etc.	\$3,622	\$3,576	\$3,360	\$3,101	\$2,651	\$4,165
C4	\$4,588	\$4,349	\$4,114	\$3,986	\$3,758	\$5,275

*1x advertising in the November IAAPA Attractions Expo Bonus Distribution Issues subject to a +15% surcharge

MAXIMIZE IMPACT WITH SPECIAL CREATIVE OPTIONS:

- » **Mobile engagement:** Scan to View launches interactive multimedia content from your print ad to the Web.
- » **Belly band:** The first thing readers see when they pick up the magazine.
- » **Inserts:** Removable cover page offers the most premium exposure.

Other creative options available—contact us for more details.

ADVERTISING SIZES

Ad Size	Inches (width x height)	Millimeters (width x height)
2-Page Spread Trim	16.25" x 10.75"	412.75 mm x 273.05 mm
Bleed	16.5" x 11."	419.1 mm x 279.283 mm
Live Area/Nonbleed	15.75" x 10.25"	400.05 mm x 260.35 mm
<i>*Leave .5" (12.7 mm) center gutter from from critical copy on spread ads</i>		
Full Page Trim	8.125" x 10.75"	206.375 mm x 273.05 mm
Bleed	8.375" x 11."	212.725 mm x 279.4 mm
Live Area/Nonbleed	7.625" x 10.25"	193.675 mm x 260.35 mm
Two-Thirds-Page Vertical	4.5" x 9.25"	114.3 mm x 234.95 mm
Half-Page Horizontal	6.75" x 4.5"	171.45 mm x 114.299 mm
<i>*For a half-page horizontal bleed, add .875" (22.098 mm) left, right and bottom to bleed images—no live copy</i>		
Half-Page Vertical	3.25" x 9.25"	82.55 mm x 234.95 mm
<i>*For half-page vertical bleed, add .875" (22.098 mm) top, right and bottom for a right-hand page placement and top, left and bottom for a left-hand page placement, to bleed images—no live copy</i>		
Third-Page Vertical	2.125" x 9.25"	53.975 mm x 234.95 mm
Third-Page Square	4.5" x 4.5"	114.3 mm x 114.3 mm
Quarter-Page	3.25" x 4.5"	82.55 mm x 114.299 mm

2018 Funworld Editorial Calendar

with special issues, bonus distributions, and advertising materials deadlines:

JANUARY	Deadline 11/22/17
TOPICS:	IAAPA Attractions Expo 2017 Recap
FEBRUARY	Deadline 12/22/17
TOPICS:	IAAPA Centennial Issue
BONUS DISTRIBUTION:	FEC Summit 2018, Laguna Beach California, USA
MARCH	Deadline 1/22/18
TOPICS:	Amusement/Theme Parks
BONUS DISTRIBUTION:	China Attractions Expo 2018 (CAE), Beijing
APRIL	Deadline 2/19/18
TOPICS:	Family Entertainment Centers
BONUS DISTRIBUTION:	Dubai Entertainment Amusement & Leisure Show 2018 (DEAL), Dubai, UAE
MAY	Deadline 3/19/18
TOPICS:	Trends in Asia-Pacific
BONUS DISTRIBUTION:	Asian Attractions Expo 2018, Hong Kong; AALARA 2018, Queensland, Australia
JUNE	Deadline 4/16/18
TOPICS:	Creativity and Design
JULY	Deadline 5/14/18
TOPICS:	Museums/Science Centers/Zoos/Aquariums
BONUS DISTRIBUTION:	Association of Zoos and Aquariums 2018 Annual Conference, Seattle, Washington, USA
AUGUST	Deadline 6/18/18
TOPICS:	2018 New Rides and Attractions Year in Review
SEPTEMBER	Deadline 7/16/18
TOPICS:	Trends in Europe, Middle East, and Africa
BONUS DISTRIBUTION:	Euro Attractions Show 2018, Amsterdam
OCTOBER	Deadline 8/13/18
TOPICS:	Water Parks
BONUS DISTRIBUTION:	World Waterpark Association Symposium 2018 (WWA)
NOVEMBER	Deadline 9/17/18
TOPICS:	IAAPA Attractions Expo 2018 Issue
BONUS DISTRIBUTION:	IAAPA Attractions Expo 2018, Orlando

Editorial calendar is subject to change.

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