



2025 MEDIA PLANNING GUIDE

everything is
new rules,
more marketer
out-through,
asure

Instagram, TikTok, Google, Facebook icons



ABOUT IAAPA

IAAPA is more than an association - it's a passport to a world of opportunities. With members spanning over 100 countries, our vibrant global network connects you to the brightest minds and biggest hearts in the attractions industry.

From Orlando to Hong Kong, Mexico City to Brussels, and Dubai to Shanghai, our dedicated regional teams ensure you have access to insights, resources, and programming tailored to your unique needs and challenges.

Whether you're looking to expand your reach, gain a global perspective, or simply connect with like-minded professionals, IAAPA's global network is your key to unlocking success on a worldwide stage.

ELEVATE YOUR BRAND VISIBILITY WITH PRIORITY ADVERTISING

IAAPA members enjoy a distinct advantage when it comes to reaching a targeted audience of industry professionals. Our priority ranking system ensures your message gets noticed and makes a lasting impression:

WEB

Connect with the right audience within the global attractions industry. IAAPA's website advertising offers flexible solutions to meet your needs. Choose to personalize your banner ads and sponsored content to reach specific industry segments, or maximize your exposure with a broad reach across our high-traffic platform.

PRINT

Reach a dedicated audience of industry leaders and make a lasting impact with print advertising in IAAPA's renowned publications. Funworld magazine and other targeted publications deliver your message directly to key buyers, offering extended visibility and repeated exposure among attractions professionals.

8,000+

member companies representing a variety of attractions

- ▶ Amusement and Theme Parks
- ▶ Attractions
- ▶ Family Entertainment Centers
- ▶ Museums and Science Centers
- ▶ Water Parks
- ▶ Zoos and Aquariums

100+

different countries and regions



500,000+
MONTHLY PAGE VIEWS

IAAPA.org



16,000+
SUBSCRIBERS

IAAPA News Daily E-Newsletter



47,000
BI-MONTHLY

Funworld physical and digital edition readers

ADVERTISE IN THE INDUSTRY'S LEADING SOURCE FOR NEWS, INFORMATION, TRENDS, AND SOLUTIONS

Maximize your brand's impact with **Funworld**, the leading publication for the global attractions industry. Reach key decision-makers and influencers with your message in this preferred source for industry insights, trends, and best practices. With extensive reach throughout the industry and beyond, **Funworld** drives action and delivers results.



6x

Published six times a year in 2025, mailed to all IAAPA members, and available online year round.



47,000+
readership
per issue



53%
have taken
action after
reading **Funworld**
advertisements



28%
of **Funworld** readers
are in executive
management



86%
are involved in
purchasing products
and services for their
organizations



61%
of readers pass
along the magazine
to colleagues

2025 ADVERTISING RATES

Ad Size	1x	IAAPA Expo editions 1x only ads
Spread	\$4,200	\$4,600
Full Page	\$2,400	\$2,650
1/2 Page	\$1,850	\$2,050
1/3 Page	\$1,550	\$1,800
1/4 Page	\$1,400	\$1,550

Rates are for a one time insertion. Frequency discounts are available.

NOTE: This offer is available to IAAPA members at the listed price. Nonmembers are welcome to participate at a 30% upcharge.

This is the 2025 Funworld editorial plan as of September 2024. The feature focus, deadlines, and bonus distribution for each issue are subject to change.

For ad specs, visit www.IAAPA.org/Advertise.

PREMIUM PLACEMENTS

Position	1x	IAAPA Expo editions 1x only ads
Back Cover	\$3,600	\$4,050
Inside Cover	\$3,400	\$3,500
Guaranteed Position	\$3,000	\$3,300
Bellybands or other Specialty Advertising	Quoted upon request	Quoted upon request

2025 EDITORIAL CALENDAR

ISSUES	ENGAGEMENT THEMES	FOCUS	DEADLINE	DISTRIBUTION
JANUARY/ FEBRUARY	Technology	FECs and Physical Fitness	NOV. 22, 2024	IAAPA FEC Summit 2025 New Orleans, LA, U.S. Jan. 19-21, 2025
MARCH/APRIL	Women in Attractions	Latin America, Caribbean	JAN. 29, 2025	
MAY/JUNE	Polishing the Guest Experience	Asia-Pacific	MARCH 24, 2025	IAAPA EXPO ASIA Shanghai, China July 1-3, 2025
JULY/AUGUST	Back of House Unsung Heros, Physical Plant, and Maintenance	Water Parks	MAY 27, 2025	
SEPTEMBER/ OCTOBER	Food and Beverage / Rev. Ops	EMEA	JULY 22, 2025	IAAPA EXPO EUROPE Barcelona, Spain Sept. 23-25, 2025
NOVEMBER	Learning from Challenges	Trends for the 2nd Half of the Decade	SEPT. 23, 2025	IAAPA EXPO Orlando, FL, U.S. Nov. 18-21, 2025
NEW! DECEMBER	Manufacturer and Supplier Partnerships Special Edition	What's New in 2025	TBA	IAAPA EXPO Orlando, FL, U.S. Nov. 18-21, 2025

KEEP YOUR MESSAGE IN FRONT OF A TARGETED, QUALIFIED AUDIENCE

Elevate your brand presence within the global attractions industry and reach the right audience with IAAPA's digital advertising solutions. Targeted banner ads on IAAPA.org connect your brand with engaged industry professionals by driving website traffic, increasing brand awareness, and generating valuable leads.

- Position your message alongside topics and resources essential to your business
- Metrics provided monthly to measure your ad's performance

NEW IN 2025:

Expect a new look and fresh insights on IAAPA.org. We are completely redesigning our website to ensure a unique experience for our visitors and many more brand exposure possibilities for our partners.

DIGITAL AD OPPORTUNITIES

- Leaderboard
- Premium tile ad
- Skyscraper

► **CONTACT US FOR FIRST-HAND INFORMATION AND QUOTES.**

IAAPA.ORG DIGITAL AD RATES

Homepage Leaderboard (728x90)	\$2,000*
Run of Site Leaderboard (728x90)	\$2,500*
Run of Site Tile Ad (300x250)	\$1,500*
Expo Related Pages (728x90)	\$3,500*

**Rates are per month. Frequency discounts are available.*

The listed rates are available to IAAPA members only. Nonmembers are welcome to participate at a 30% upcharge.

GET FEATURED ON THE IAAPA HOMEPAGE AND NEWS HUB!

Generate leads and position your brand as a thought leader with **IAAPA Sponsored Content**. Reach key buyers and decision-makers with in-depth advertorials that showcase your latest innovations and service offerings while sharing your expertise and insights with the attractions industry. Our experienced writers will help you create high-impact content that you own and control for use across multiple platforms.

ONE PLACEMENT AVAILABLE EACH MONTH: \$4,500

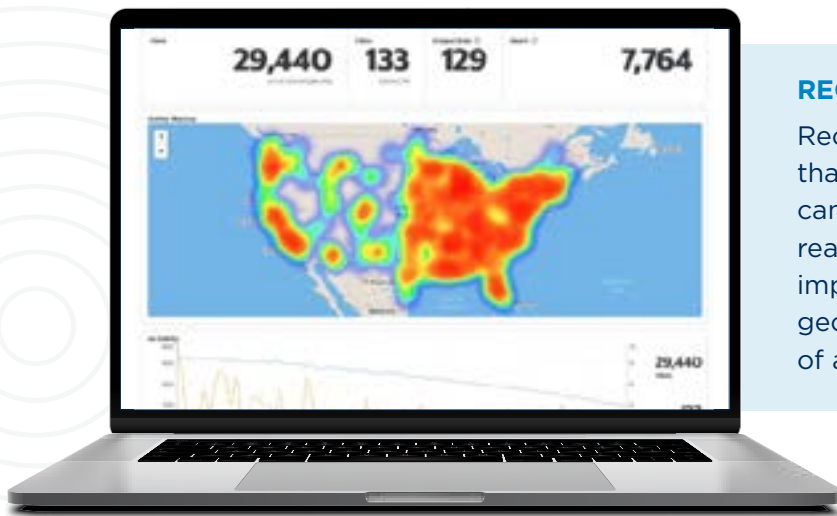
THE POWER OF RETARGETING GUARANTEED DIGITAL REACH WITH EVERY WEBSITE VISITOR

► WHAT IS AD RETARGETING?

It is the most effective form of digital advertising — offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.

► WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to IAAPA's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.



RECEIVE QUANTIFIABLE RESULTS!

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.



HOW DOES IT WORK?

Retargeting uses a pixel placed on IAAPA.org to tag visitors and then follow them online, displaying ads for your product or service.



STEP 1: Attractions industry professionals visit IAAPA.org.



STEP 2: Visitors leave the IAAPA website and go to other sites on the web.



STEP 3: Your ad is displayed on websites they visit.



STEP 4: Visitor clicks on your ad to visit your website.

CHOOSE YOUR REACH

Start dates are flexible based on your needs, and total ad views are guaranteed.

CAMPAIGN LENGTH 3 MONTHS	PRICING	CPM
100,000 Impressions	\$3,500	\$35
150,000 Impressions	\$4,500	\$30
200,000 Impressions	\$5,000	\$25

Customized campaigns with adjusted campaign length or impressions are available by request.

AN E-NEWSLETTER EXCLUSIVELY FOR IAAPA MEMBERS

THE IAAPA NEWS DAILY E-NEWSLETTER DELIVERS the attractions industry's top news of the day straight to the inboxes of attractions owners, operators, and buyers. This exclusive member digital publication offers a limited number of high-profile banner advertisements positioned alongside timely industry news to reach the most influential professionals in the attractions industry.

32%

Average open rate**

6%

Average click through rate**

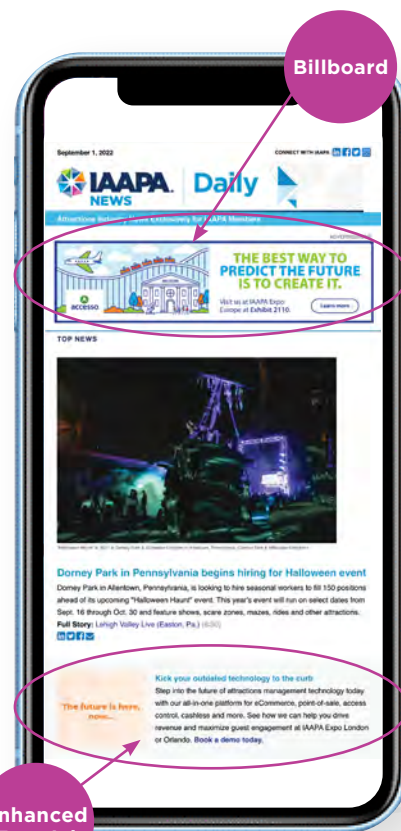
16,000+

Subscribers worldwide**

- ▶ Delivered to over 20,000 global IAAPA members**
- ▶ Our native advertising solutions place your message within relevant editorial content, ensuring an engaging experience for potential customers.
- ▶ Ad creative and URL can be updated monthly
- ▶ Monthly metrics and demographic details provided to evaluate your exposure
- ▶ Published each weekday

***Metrics provided by SmartBrief*

The listed rates are available to IAAPA members only. Nonmembers are welcome to participate at a 30% upcharge.



IAAPA NEWS DAILY AD RATES

Billboard (728x90)	\$3,600*
Enhanced Text Ad Unit:	
Amusement Parks & Theme Parks, Association News, Top News, or Upcoming Events	\$3,200*
Family Entertainment Centers or Water Parks	\$2,900*
Museums and Science Centers or Zoos and Aquariums	\$2,650*
Related News	\$2,200*

**Rates are per month. Frequency discounts are available.*

IAAPA NEWS DAILY PRE-SHOW ISSUE AVAILABLE AT EACH EXPO:

Be the exclusive advertiser in one or all of the “Know Before You Go” emails that will be distributed to all registered attendees for IAAPA Expo Asia, IAAPA Expo Europe, and IAAPA Expo.

- ▶ **ONE EMAIL: \$5,000** ▶ **EXCLUSIVE: \$12,500**
- ▶ Advertiser receives three (3) ad placements within newsletter



IAAPA EXPO INSIDER BOOKLET:

Participate in our passport initiative designed to drive traffic to your IAAPA Expo exhibit space. Promote your product and on-site offerings, and engage with attendees when they come to your booth to get stamped.

- ▶ **PASSPORT PARTICIPANT WITH ADVERTISEMENT: \$3,500**
- ▶ **ADVERTISEMENT ONLY: \$2,000**

WeChat

Connect with buyers in the APAC market by advertising on the official IAAPA WeChat Channel.



11,750
FOLLOWERS



500+ READS
PER ARTICLE



800 VIEWS
PER VIDEO

Opportunities are limited, and translation is available.

WeChat AD RATES

- ▶ **SPONSORED ARTICLE** (title, bilingual content, pictures from advertiser): **\$850**
- ▶ **EN-CN TRANSLATION AND REVIEW** (per 1,000 words): **\$150**
- ▶ **VIDEO CHANNEL** (less than 3 minutes) New Products Video: **\$1,200**



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