



2026 MEDIA PLANNING GUIDE



ABOUT IAAPA

A GLOBAL CONNECTION POINT FOR THE ATTRACTIONS INDUSTRY

IAAPA is more than an association—it's a global community connecting the people, ideas, and innovations that power the future of the attractions industry.

With regional teams in Orlando, Brussels, Hong Kong, Mexico City, Dubai, and Shanghai, IAAPA delivers local expertise with a truly global perspective—helping you navigate challenges, share knowledge, and grow your business.

TARGETED REACH. PROVEN IMPACT.

IAAPA offers a range of high-visibility advertising opportunities designed to connect your brand with industry professionals and key decision makers. Whether you're looking to reach specific industry segments or maximize broad visibility, we help tailor your message for maximum exposure.

PRINT

Funworld magazine and other targeted publications offer premium visibility. With repeat exposure, make a lasting impact on influential industry leaders.

DIGITAL

Digital advertising with IAAPA provides high-impact options to connect with the industry. Choose from IAAPA.org ads, sponsored content articles, ad retargeting/geofencing, and IAAPA News Daily.

8,500+
member companies
representing all areas of the
attractions industry

- ▶ Amusement & Theme Parks
- ▶ Family Entertainment Centers
- ▶ Museums & Science Centers
- ▶ Natural & Adventure Attractions
- ▶ Water Parks & Resorts
- ▶ Zoos & Aquariums

100+
different countries and regions

REACH THAT DELIVERS



160,000+
MONTHLY PAGE VIEWS

IAAPA.org



28,000+
SUBSCRIBERS

IAAPA News Daily E-Newsletter



47,000
BI-MONTHLY

Funworld physical and digital edition readers

ADVERTISE IN THE INDUSTRY'S TOP PUBLICATION FOR THE LATEST NEWS, MARKET TRENDS, AND SOLUTIONS

Maximize your brand's impact with *Funworld*, the leading publication for the global attractions industry. Reach industry leaders and decision-makers 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.



2026 EDITORIAL CALENDAR

| ISSUES | TOPICS | DEADLINE | DISTRIBUTION |
|-----------------------|---|----------------|--|
| JANUARY/ FEBRUARY | ▶ FECs: What's Coming Next | DEC. 5, 2025 | IAAPA FEC Summit 2026 Glendale, AZ, U.S. Feb. 1-3, 2026 |
| MARCH/APRIL | ▶ Middle East Momentum ▶ Adventure Attractions in Action ▶ Mastering the Halloween Scare | JAN. 30, 2026 | IAAPA Expo Middle East Abu Dhabi, UAE March 30 - April 2, 2026 IAAPA Honors 2026 Xcaret, Mexico May 12-14, 2026 |
| MAY/JUNE | ▶ Next Stop: Asia-Pacific ▶ The Backbone of Guest Experience ▶ F&B Events: The Revenue Engine | MARCH 27, 2026 | IAAPA EXPO ASIA Hong Kong SAR, China June 9-12, 2026 |
| JULY/AUGUST | ▶ All Eyes on Latin America ▶ Themed Entertainment Uncovered ▶ IAAPA Honors 2026 Recap | JUNE 5, 2026 | |
| SEPTEMBER/ OCTOBER | ▶ Insights from Europe ▶ Museums Meet the Moment ▶ Quick Thrills, Big Impact | JULY 31, 2026 | IAAPA EXPO EUROPE London, United Kingdom Sept. 21-24, 2026 |
| NOVEMBER/ DECEMBER | ▶ Retail Entertainment Spaces ▶ What's New in 2026? ▶ Countdown to IAAPA FEC Summit 2027 | OCT. 2, 2026 | IAAPA EXPO Orlando, FL, U.S. Nov. 17-20, 2026 |

This is the 2026 Funworld editorial plan as of September 2025. The topics, deadlines, and bonus distribution for each issue are subject to change.



6x

Published six times a year in 2026, 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

Source: 2023 Readex Research Survey

2026 ADVERTISING RATES

| Ad Size | 1x | 3x | 6x | IAAPA Expo edition 1x only ads |
|---------------|---------|---------|---------|--------------------------------|
| 2 Page Spread | \$4,300 | \$3,840 | \$3,610 | \$4,700 |
| Full Page | \$2,500 | \$2,265 | \$2,150 | \$2,750 |
| 1/2 Page | \$1,950 | \$1,770 | \$1,630 | \$2,150 |
| 1/3 Page | \$1,650 | \$1,500 | \$1,425 | \$1,900 |
| 1/4 Page | \$1,500 | \$1,365 | \$1,350 | \$1,650 |

All rates reflect IAAPA member pricing; nonmembers are welcome to participate with a 30% up-charge. For ad specs, visit IAAPA.org/Advertise.

PREMIUM PLACEMENTS

| Position | 1x | IAAPA Expo edition 1x only ads |
|---------------------|---------|--------------------------------|
| Back Cover | \$3,700 | \$4,150 |
| Inside Cover | \$3,500 | \$3,600 |
| Guaranteed Position | \$3,100 | \$3,400 |



SPECIALTY ADVERTISING OPTIONS

ADDITIONAL OPPORTUNITIES

- ▶ Belly Band
- ▶ Fold-Out Inserts
- ▶ Cover Treatments
- ▶ Tip-on Inserts
- ▶ Bind-in Postcards

All specialty advertising prices will be quoted upon request

FUNWORLD FIRST LOOK

EXCLUSIVE EMAIL ADVERTISER PER ISSUE

Reach all IAAPA members the moment Funworld is released. Be the exclusive advertiser in our most-read email: "Funworld First Look - Presented by [Your Brand]" - delivered twice per issue.

***Limited availability—only 12 emails per year!**



\$3,500

includes prominent logo placement and a banner ad in both emails

REACH INDUSTRY DECISION-MAKERS DAILY

IAAPA News Daily is the go-to email briefing for attractions professionals worldwide—delivering the latest news, trends, and IAAPA updates every weekday morning. Advertising here places your brand in front of a highly engaged, global subscriber base that relies on IAAPA for trusted industry content.



AT-A-GLANCE:

- ▶ Daily Distribution (Monday-Friday)
- ▶ Above average open and click-through rates
- ▶ Monthly campaign reports
- ▶ Ad creative can be updated monthly

IDEAL FOR LEAD GENERATION, PRODUCT LAUNCHES, AND BRAND AWARENESS.

AD OPPORTUNITIES

Billboard (Top Banner)

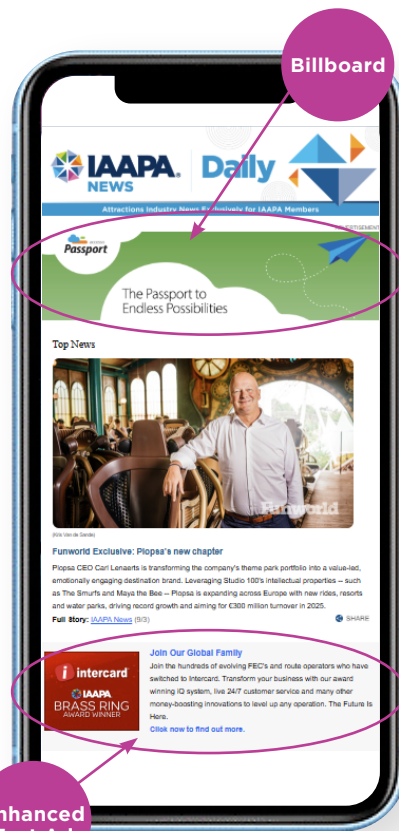
- ▶ 728 x 90 Ad Image

Enhanced Text Ad Unit

- ▶ 180 x 150 Ad Image + Headline, Ad Copy, URL, and Logo

All rates reflect IAAPA member pricing; nonmembers are welcome to participate with a 30% up-charge. ▶

**Metrics provided by SmartBrief



| IAAPA NEWS DAILY AD RATES | |
|---|----------|
| Billboard (728x90) | \$3,850* |
| 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.ORG DISPLAY ADS

IAAPA.org is the digital home of the global attractions industry—connecting you with our global, professional audience through high-visibility placements across our newly redesigned site.

WHY ADVERTISE ON IAAPA.ORG?

- ▶ Strategic placements alongside trusted industry content
- ▶ Targeted reach or broad exposure - you choose
- ▶ Monthly performance reports
- ▶ New layout = higher visibility

| IAAPA.ORG AD PLACEMENTS | |
|-------------------------------|--|
| LEADERBOARD (970X90) | |
| LOCATION: | RATE: |
| Homepage | \$2,000 |
| Run of Site (ROS) | \$2,500 |
| Expo Related Pages | \$3,500 |
| STICKY FOOTER (970X90) | |
| Page Specific Only | \$4,000 - \$8,000 (rates vary by page) |
| TILE AD (300X250) | |
| Run of Site (ROS) | \$1,500 |
| SKYSCRAPER (160X600) | |
| Run of Site (ROS) | \$1,500 |

All rates reflect IAAPA member pricing; nonmembers are welcome to participate with a 30% up-charge.

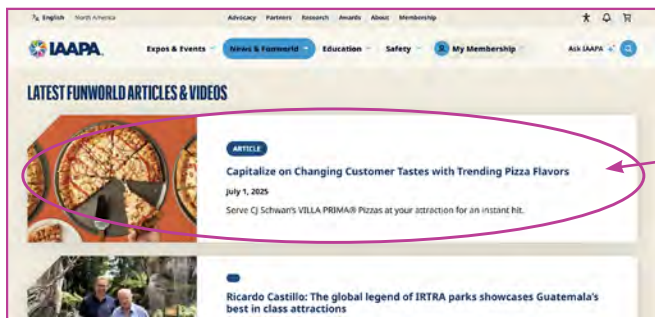
SPONSORED CONTENT

Feature your brand's story with a custom, editorial-style article crafted in partnership with Funworld's editorial team to engage the IAAPA audience.

WHAT'S INCLUDED?

- ▶ 30-day featured placement on IAAPA.org homepage and News page
- ▶ One-time promotion in IAAPA News Daily
- ▶ Archived for one year on IAAPA.org
- ▶ Full content rights to reuse for your own marketing
- ▶ Collaborative development with Funworld's editorial team

ONE PLACEMENT AVAILABLE PER MONTH: \$4,750



Sponsored Content News Page Feature



Sponsored Content Homepage Feature

Homepage Leaderboard Display Ad

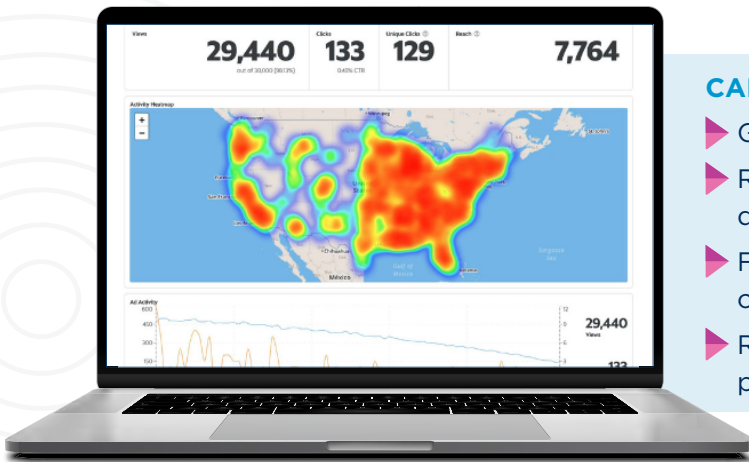
RETARGETING & GEOFENCING REACH VISITORS AGAIN - OR TARGET BY LOCATION

▶ WHAT IS AD RETARGETING?

Connect with IAAPA.org visitors across the web after they've left the site—staying top of mind, and increasing return traffic to your website, with an already engaged audience.

▶ WHAT IS GEOFENCING?

Serve ads to people in specific geographic area (like convention centers) as they use apps or browse websites during events. Your ads are served in real time—increasing visibility exactly where your audience is gathering.



CAMPAIGN HIGHLIGHTS:

- ▶ Guaranteed impression-based delivery
- ▶ Real-time reporting (clicks, impressions, geographic data)
- ▶ Flexible start dates and custom targeting options
- ▶ Retargeting & Geofencing priced equally

AD RETARGETING

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.



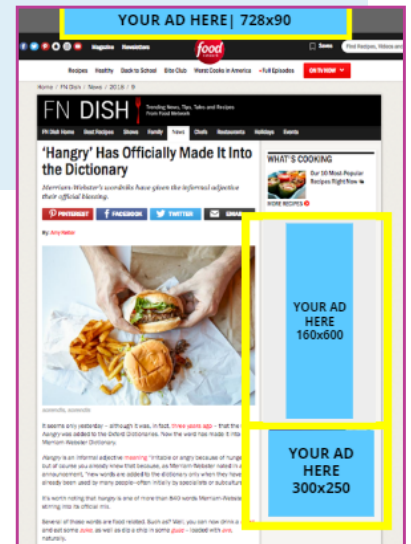
STEP 2: They leave IAAPA.org and visit other websites.



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



STEP 4: They click on your ad to visit your website.



CAMPAIGN OPTIONS & RATES

| CAMPAIGN LENGTH 3 MONTHS | RATE | 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.

All rates reflect IAAPA member pricing; nonmembers are welcome to participate with a 30% up-charge.

PRE-SHOW NEWSLETTERS

These special edition newsletters are sent in the weeks leading up to each Expo, designed to highlight key features and help attendees prepare for the event. With just one sponsor per email and multiple placements available, this is a premium opportunity to promote booth visits, product launches, or simply your presence at the show.

Choose to appear in a single email, or secure all available sends to become the exclusive advertiser for that expo's Pre-Show Newsletter series.

HIGHLIGHTS:

- ▶ Sent to registered attendees and News Daily subscribers.
- ▶ High open rates and strong pre-show engagement
- ▶ Full series buyout = exclusive advertiser across all emails for that Expo

RATES

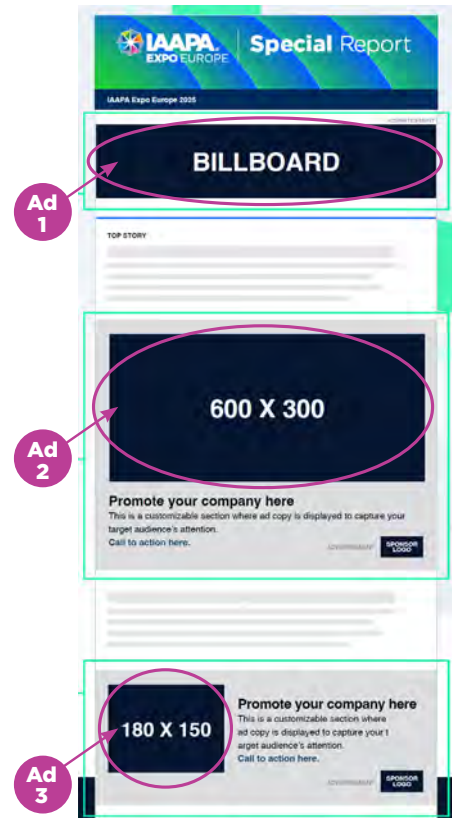
One advertiser per email with three ad placements

IAAPA EXPO

- ▶ ONE EMAIL (1 OF 3): **\$5,500**
- ▶ FULL SERIES BUYOUT (3 EMAILS): **\$13,500**

ALL OTHER EXPOS

- ▶ ONE EMAIL (1 OF 2): **\$5,000**
- ▶ FULL SERIES BUYOUT (2 EMAILS): **\$8,500**



WECHAT

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

Opportunities are limited, and translation is available.



14,000+
FOLLOWERS



500+ READS
PER ARTICLE



600 VIEWS
PER VIDEO

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 three minutes) New Products Video: **\$1,200**

DRIVE TRAFFIC TO YOUR BOOTH

The IAAPA Expo Insider Booklet is a dynamic and interactive print piece designed to drive on-site engagement through a sticker-based collection activity—like a passport for the show floor. This fun, gamified experience helps promote your brand and encourages attendees to visit your booth as part of their Expo journey.



THERE ARE TWO WAYS TO PARTICIPATE:

GAME PARTICIPANT: \$3,500

Encourage attendees to visit your booth, interact with your team, and receive a branded sticker to complete their booklet. You choose the level of engagement.

INCLUDES:

- ▶ Full-page advertisement in the Insider Booklet (7.25" x 4.5")
- ▶ Dedicated space on the game board with your company name and booth number
- ▶ Company logo inclusion within the Booklet
- ▶ Participation in the on-site game

GENERAL ADVERTISER: \$2,000

Feature your ad in the booklet for high visibility, even without the sticker activity. Make an impact through print alone.

INCLUDES:

- ▶ Full-page advertisement in the Insider Booklet (7.25" x 4.5")



Each year's booklet has a unique theme but the same goal: help attendees discover exhibitors and drive quality leads to your booth.



IAAPA®

The Global Association
for the Attractions Industry

Global Headquarters

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Phone: +1 321-319-7600

Email: Advertising@IAAPA.org

NEED HELP GETTING STARTED?

We'll walk you through the process, provide specs, and help match the best placements to your goals. Contact us today!