

2027 MEDIA PLANNING GUIDE



ABOUT IAAPA

THE GLOBAL CONNECTION POINT FOR THE ATTRACTIONS INDUSTRY

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

With regional teams around the world, IAAPA delivers global reach and local expertise—helping industry professionals grow, connect, and lead.

CONNECT YOUR BRAND TO THE INDUSTRY

IAAPA offers a range of advertising and marketing opportunities designed to connect your brand with industry professionals and key decision makers — whether you're seeking targeted engagement or broad global visibility.



PRINT — Premium advertising in Funworld, IAAPA's official publication, delivering repeat exposure to a highly engaged global readership.

► *Pages 3-5*



EMAIL — Direct access to engaged industry professionals through IAAPA News Daily, Inside Funworld, Pre-Show Newsletters and The Prize, our FEC Newsletter.

► *Pages 6-8*



DIGITAL — High-impact digital opportunities across IAAPA.org, Sponsored Content, WeChat, and advanced targeting solutions including retargeting and geofencing.

► *Pages 9-11*

9,500+
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

110+
different countries and regions



FUNWORLD ADVERTISING REACH

ONE PUBLICATION. MULTIPLE WAYS TO REACH THE INDUSTRY.

Funworld extends beyond the printed magazine, reaching attractions professionals through multiple distribution channels throughout the year.



28,000+

FUNWORLD PRINT DISTRIBUTION

PLUS BONUS DISTRIBUTION

- ▶ 4 Global Expos
- ▶ Leadership Conference Featuring IAAPA Honors
- ▶ Select Regional Summits



40,000+

INSIDE FUNWORLD EMAIL DISTRIBUTION

Delivered twice per issue

- ▶ 34% Open Rate
- ▶ 4.3% Click-Through Rate*



40,000+

IAAPA NEWS DAILY DISTRIBUTION

Delivered every weekday

- ▶ 14,000+ Average Unique Readers Per Edition
- ▶ 1,300+ Average Unique Clicks Per Edition*



440,000+

AVERAGE MONTHLY IAAPA.ORG PAGE VIEWS

- ▶ 80,000+ Monthly Unique Visitors
- ▶ 230+ Countries Reached



126,000+

COMBINED SOCIAL MEDIA FOLLOWERS

- ▶ 69k followers on LinkedIn
- ▶ 30k followers on Facebook
- ▶ 27k followers on Instagram

*Source: May 2026 newsletter analytics



PUT YOUR BRAND AT THE CENTER OF THE ATTRACTIONS INDUSTRY

Reach professionals worldwide through Funworld, IAAPA's official bi-monthly publication. Align your brand with trusted industry insights and trends while building visibility with an engaged global audience.

WHY FUNWORLD?

- ▶ **PRINT** source for industry insights and trends
- ▶ **EMAIL** distribution across IAAPA membership
- ▶ **AUDIENCE** of highly engaged decision-makers
- ▶ **PROVEN** influence on purchasing decisions



2027 EDITORIAL CALENDAR

Plan your messaging alongside key industry topics and strategic moments throughout the year.

ISSUES	EDITORIAL TOPICS	DEADLINE	DISTRIBUTION
JANUARY/ FEBRUARY	▶ FEC Member Spotlights ▶ Winter Attractions Evolve ▶ Halloween's New Playbook	Dec. 4	IAAPA FEC Summit 2027 Atlanta, GA, U.S. Feb. 7-9, 2027
MARCH/APRIL	▶ Middle East Momentum ▶ The Rise of Mega Museums ▶ Next-Generation Zoo Habitats ▶ Latin America in Focus	Jan. 28	IAAPA Expo Middle East Abu Dhabi, UAE April 12-15, 2027 IAAPA Latin America Summit 2027 <i>Dates to be confirmed</i>
MAY/JUNE	▶ Spotlight on Asia-Pacific ▶ Entertainment Beyond the Ride ▶ Nighttime Spectaculars	April 1	Leadership Conference featuring IAAPA Honors Liseberg Sweden June 8-10, 2027 IAAPA Expo Asia Osaka, Japan June 28-July 1, 2027
JULY/AUGUST	▶ Water Parks Make Waves ▶ Zoos & Aquariums Making an Impact ▶ Weatherproofing the Guest Experience	June 3	
SEPTEMBER/ OCTOBER	▶ Insights from Europe ▶ Sustainability in Action ▶ Expansion of Global Snow Parks	Aug. 5	IAAPA Expo Europe Vienna, Austria Sept. 20-24, 2027
NOVEMBER/ DECEMBER	▶ Family-Owned Success ▶ Trends Shaping 2028 ▶ What's New Worldwide	Sept. 30	IAAPA Expo Orlando, FL, U.S. Nov. 15-19, 2027

This editorial calendar reflects the planned 2027 Funworld content schedule and is subject to change.



82%

are involved in purchasing products and services for their organizations



56%

have taken action after reading Funworld advertisements



25%

of Funworld readers are in executive management



56%

of readers pass along the magazine to colleagues



58%

of readers save the magazine for future reference



6x

Published six times a year in 2027, mailed to all IAAPA members, and available online year round.

Source: 2025 Readex Research Survey



FUNWORLD AD SIZES AND RATES

Ad Size	1x	3x	6x	IAAPA Expo (Nov./Dec. Issue 1x Placement)
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

Rates reflect IAAPA member pricing. Nonmember placements available at a 30% premium.
For ad specs, visit IAAPA.org/Advertise

SPECIALTY PRINT OPTIONS

CUSTOM FORMATS DESIGNED TO MAXIMIZE VISIBILITY AND ENGAGEMENT:

- ▶ Belly Band
- ▶ Fold-Out Insert (4-page extended format)
- ▶ Cover Treatments
- ▶ Tip-on Inserts
- ▶ Bind-in Postcards

PREMIUM POSITIONS

Position	1x	IAAPA Expo (Nov./Dec. Issue 1x Placement)
Back Cover	\$3,700	\$4,150
Inside Cover	\$3,500	\$3,600
Guaranteed Position	\$3,100	\$3,400



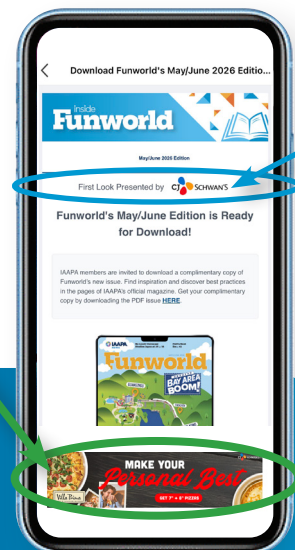
EXCLUSIVE EMAIL INSIDE FUNWORLD

- ▶ Reaches 40,000+ IAAPA members per send
- ▶ Featured in Inside Funworld – First Look Presented By [Your Brand]
- ▶ Delivered twice per issue
- ▶ Exclusive advertiser per send
- ▶ Includes 1 logo placement + 1 banner ad in each send

**Limited availability—only 12 emails per year! | \$3,500 per issue | Ideal for extending brand visibility beyond print!*

Banner Ad
Placement

Logo
Placement



RESERVE YOUR FUNWORLD PLACEMENT!

Contact: Advertising@IAAPA.org



EMAIL

IAAPA NEWS DAILY

REACH INDUSTRY DECISION-MAKERS EVERY DAY

IAAPA News Daily is the go-to email briefing for attractions professionals worldwide, delivering the latest industry news, trends, and IAAPA updates each weekday. With a rapidly growing audience of 40,000+ subscribers, advertising here positions your brand directly in front of a highly engaged, global audience that relies on IAAPA for trusted industry content.

CURRENT REACH & ENGAGEMENT

40,000+
Global
Subscribers

36%
Average Open
Rate

4.4%
Click Through
Rate

**Source: May 2026 newsletter analytics*

WHY IAAPA NEWS DAILY?

- ▶ Delivered daily (Monday-Friday) for consistent visibility
- ▶ Strong engagement among active readers
- ▶ Direct access to industry decision-makers
- ▶ Flexible creative updates (monthly)
- ▶ Performance reporting (monthly)

**Enhanced
Text Ad**



ADVERTISING OPTIONS

- ▶ **Billboard (Top Banner)**
728x90 Display ad at the top of the email
- ▶ **Enhanced Text Ad Unit**
Includes image, headline, ad copy, brand logo, and link.

For ad specs, visit [IAAPA.org/Advertise](https://iaapa.org/Advertise)

INVESTMENT

Flexible placement options designed to deliver consistent visibility and engagement across IAAPA News Daily.

Advertisers may select their preferred content section based on availability. Placements appear within IAAPA News Daily in a top-to-bottom order based on the newsletter layout.

IAAPA NEWS DAILY PLACEMENTS & RATES

Section	Rate (Per Month)
Billboard (728x90)	\$3,850
ENHANCED TEXT AD OPTIONS	
PREMIUM PLACEMENTS	
Top News	\$3,200
Rotating Editorial Content*	\$3,200
Upcoming IAAPA Events	\$3,200
Amusement & Theme Parks	\$3,200
CORE PLACEMENTS	
Water Parks	\$2,900
Family Entertainment Centers (FEC)	\$2,900
TARGETED PLACEMENTS	
Zoos & Aquariums	\$2,650
Museums & Science Centers	\$2,650
STANDARD PLACEMENT	
Related News	\$2,200

**Content and section titles rotate daily and may include Association News, M&S News, and Funworld Original Reporting.*

Rates reflect IAAPA member pricing. Nonmember placements available at a 30% premium. Discounted pricing available for multi-month placements.

REACH YOUR AUDIENCE DAILY
Contact: Advertising@IAAPA.org



EMAIL

THE PRIZE, FEC NEWSLETTER

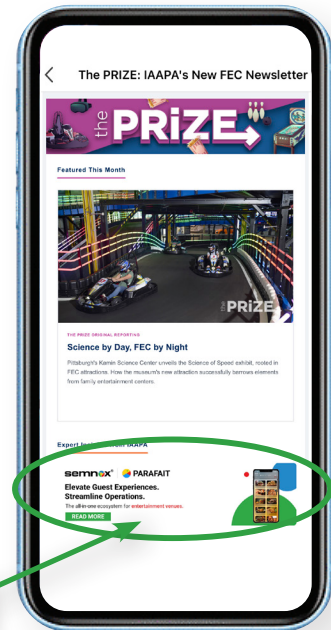
REACH THE FAMILY ENTERTAINMENT CENTER MARKET DIRECTLY

Connect with a highly targeted audience within the Family Entertainment Center (FEC) constituency through **The Prize**, IAAPA's dedicated FEC newsletter.

THIS FOCUSED FORMAT ENSURES YOUR MESSAGE REACHES A DEFINED FEC AUDIENCE WITH MINIMAL OVERLAP ACROSS BROADER INDUSTRY CHANNELS.

AUDIENCE AND REACH

- ▶ Distributed monthly
- ▶ Sent to 4,000+ IAAPA member subscribers within the FEC constituency
- ▶ Highly targeted audience of FEC operators, owners, and industry professionals



WHY ADVERTISE?

- ▶ Direct access to a highly targeted FEC audience
- ▶ Aligned with sector-specific content and insights
- ▶ Limited ad inventory per issue ensures strong visibility
- ▶ Recommended for product promotion, brand awareness, and lead generation

IDEAL FOR COMPANIES LOOKING TO CONNECT WITH FEC OPERATORS THROUGH CONSTITUENCY-SPECIFIC MESSAGING AND TARGETED OUTREACH.

INVESTMENT

Introductory pricing available for a limited time.

FEC NEWSLETTER ADVERTISING OPTIONS		
Placement		Rate*
	Grand Prize Placement (Top)	\$1,250
	Bonus Prize Placement (Middle)	\$1,000
★★★	Jackpot Exclusive (Both placements)	\$2,000

**Rates reflect IAAPA member pricing. Nonmember placements available at a 30% premium. Discounted pricing available for multi-month placements.*



EXPOS EMAIL

PRE-SHOW NEWSLETTER

CONNECT WITH ATTENDEES BEFORE THEY ARRIVE ONSITE

Put your brand in front of highly engaged attendees in the weeks leading up to IAAPA Expo events through targeted Pre-Show Newsletters.

Delivered during peak planning periods, these emails reach audiences as they actively prepare for the event—making them an ideal platform to drive booth visits, launch new products, and build awareness before attendees arrive onsite.

WHY ADVERTISE?

- ▶ Sent to pre-registered attendees and IAAPA News Daily subscribers
- ▶ Reaches audiences during active pre-show planning
- ▶ Strong engagement leading into IAAPA Expo events
- ▶ One advertiser per email, ensuring premium visibility
- ▶ Full-series buyout = exclusive presence across all email campaigns for that Expo

Billboard

Half Page

Enhanced Text Ad



AD OPPORTUNITIES

Each Pre-Show Newsletter includes three ad placements that are integrated within expo-specific editorial content:

- ▶ Billboard (top banner) with headline and copy
- ▶ Half Page Display Ad with headline and copy
- ▶ Enhanced Text Ad with headline and copy

INVESTMENT	
ONE ADVERTISER PER CAMPAIGN 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



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?

- ▶ Align your brand with trusted industry content
- ▶ Reach a global audience of attractions professionals
- ▶ Flexible placements for targeted or full-site exposure
- ▶ Consistent visibility across the user experience
- ▶ Transparent performance reporting



440,000+
MONTHLY PAGE
VIEWS



80,000+
MONTHLY UNIQUE
VISITORS



230+
COUNTRIES
REACHED

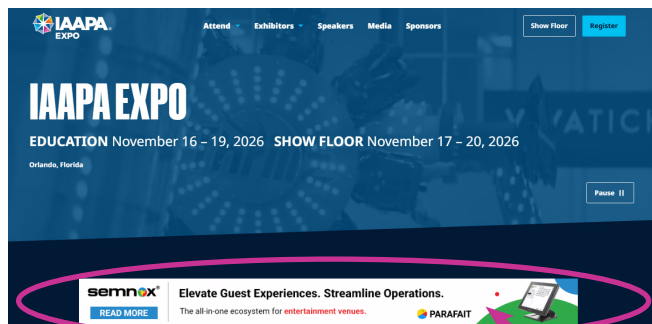


2.4 PAGE
VIEWS PER ACTIVE
VISITOR

INVESTMENT

PLACEMENT OPTIONS	
LEADERBOARD (970 X 90)	
LOCATION:	RATE:
Homepage	\$2,000
Run of Site (ROS)	\$2,500
Expo Related Pages	\$3,500
STICKY FOOTER (970 X 90)	
Page Specific Only	\$4,000 - \$8,000 (rates vary by page)
TILE AD (300 X 250)	
Run of Site (ROS)	\$1,500
SKYSCRAPER (160 X 600)	
Run of Site (ROS)	\$1,500

**Rates reflect IAAPA member pricing. Nonmember placements available at a 30% premium.*



Expo Page
Leaderboard

ADVERTISING OPPORTUNITIES

Maximize visibility through high-impact placements positioned across the user experience:

Leaderboard

Premium banner placements available across Homepage, Run-of-Site, & Expo-specific pages

Sticky Footer

Persistent placement that remains visible as users scroll, delivering consistent exposure on select high-traffic pages.

Tile Ad (Run-of-Site)

Integrated within content environments to reach users throughout their browsing experience.

Skyscraper (Run-of-Site)

Always-present side placement providing sustained visibility across the full site journey.



DIGITAL SPONSORED CONTENT

SHARE YOUR STORY THROUGH TRUSTED INDUSTRY CONTENT

Position your brand as a trusted voice within the attractions industry through Sponsored Content on IAAPA.org. This premium, editorial-style format allows you to share your story in a way that aligns with IAAPA's trusted content environment—creating deeper engagement with a highly relevant audience.

Unlike traditional advertising, Sponsored Content delivers your message through storytelling—helping build credibility, inform decision-makers, and create lasting engagement.

WHY SPONSORED CONTENT?

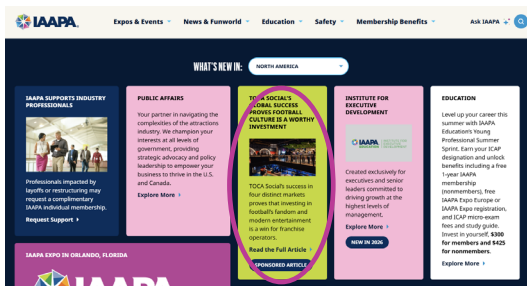
- ▶ Aligns your brand with IAAPA's trusted editorial voice
- ▶ Engages audiences through storytelling, not just promotion
- ▶ Reaches industry professionals actively consuming content
- ▶ Ideal for thought leadership, product launches, company milestones, case studies, and brand storytelling.
- ▶ Creates evergreen content that extends beyond the initial campaign

WHAT'S INCLUDED?

- ▶ Featured on the IAAPA.org homepage and News & Features page for 30 days
- ▶ Promoted through IAAPA News Daily (40,000+ subscribers)
- ▶ Archived on IAAPA.org for one year
- ▶ Collaborative development support with IAAPA editorial team
- ▶ Full content rights for reuse in your own marketing
- ▶ Performance reporting provided following publication

INVESTMENT: \$4,750

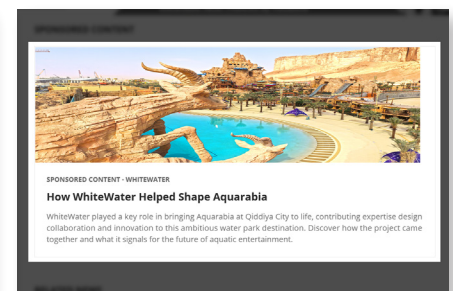
Homepage Feature



Full Article View



IAAPA News Daily Feature



SHARE YOUR STORY WITH IMPACT
Contact: Advertising@IAAPA.org



DIGITAL

TARGETED & REGIONAL REACH

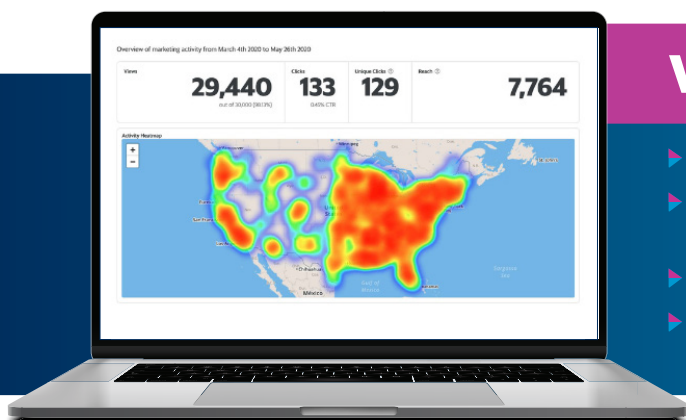
REACH THE RIGHT AUDIENCE — WHEREVER THEY ARE

TARGETING SOLUTIONS (RETARGETING + GEOFENCING)

Reach audiences beyond IAAPA.org through precision targeting strategies that keep your brand visible throughout the decision-making journey.

HOW IT WORKS

- ▶ Retarget IAAPA.org visitors as they browse other websites
- ▶ Deliver ads to audiences within defined geographic areas (e.g., event locations)
- ▶ Reinforce your message across multiple touchpoints beyond IAAPA.org



INVESTMENT

Campaign Options (based on recommended 3-month campaign pacing)

IMPRESSIONS	RATE	CPM
100,000	\$3,500	\$35
150,000	\$4,500	\$30
200,000	\$5,000	\$25

Campaigns are priced based on total impressions. Impressions may be delivered over a shorter time-frame if desired.

Custom campaign pacing and impression levels are available upon request.

Rates reflect IAAPA member pricing. Nonmember placements available at a 30% premium.

WHY ADVERTISE?

- ▶ Impression-based delivery ensures consistent visibility
- ▶ Real-time reporting on impressions, clicks, and geographic performance
- ▶ Target audiences based on behavior and location
- ▶ Designed to extend campaign reach beyond IAAPA's owned platforms

REGIONAL DIGITAL REACH (WECHAT)

Expand your presence in key international markets through IAAPA's official WeChat channel, connecting your brand with a highly engaged audience across the APAC region.



14,000+
FOLLOWERS
(+18% YoY growth)



435+ AVERAGE
READS PER ARTICLE



600+ AVERAGE
VIDEO VIEWS



8% SHARE RATE
ACROSS CONTENT

WECHAT ADVERTISING OPTIONS

PLACEMENT	RATE
Sponsored Article (<i>title, bilingual content, pictures</i>)	\$850
Translation & Review (<i>EN-CN, per 1,000 words</i>)	\$150
Video Channel (<i>three minutes or less</i>)	\$1,200



IAAPA EXPO INSIDER BOOKLET

DRIVE TRAFFIC TO YOUR BOOTH

The IAAPA Expo Insider Booklet is a unique on-site marketing opportunity designed to drive engagement and booth traffic through an interactive, game-based experience.

As the only printed guide distributed onsite, the booklet leads attendees across the show floor—encouraging them to visit participating exhibitors, interact with brands, and complete gameplay for prizes.

INVESTMENT

ADVERTISING OPTIONS	
GAME PARTICIPANT: \$3,500	ADVERTISER ONLY: \$2,000
▶ Official stop in the game experience ▶ Full-page advertisement in the booklet ▶ Drive attendees directly to your booth as part of gameplay ▶ Listing within the booklet with company name and booth number	▶ Full-page advertisement in the booklet ▶ Show-wide visibility within the only printed onsite guide ▶ No gameplay participation required

WHY PARTICIPATE?

- ▶ Drive qualified foot traffic directly to your booth
- ▶ Encourage meaningful attendee engagement through gameplay
- ▶ Extend your brand presence across the show floor
- ▶ Be part of a highly visible, interactive attendee experience

Each year's booklet has a unique theme while maintaining a consistent goal: helping attendees discover exhibitors and encouraging high-value attendee interactions.



Expo Insider Booklet distributed to attendees onsite



Attendees engaging with participating Exhibitor booths



Interactive gameplay experience within the booklet

START YOUR CAMPAIGN WITH IAAPA

Reach a global audience of attractions industry decision-makers. Connect with our team to identify the right opportunities and build a program aligned with your goals. Contact us today!

GLOBAL HEADQUARTERS

4155 West Taft Vineland Road
Orlando, FL 32837

Phone: +1 321-319-7600

Email: Advertising@IAAPA.org

