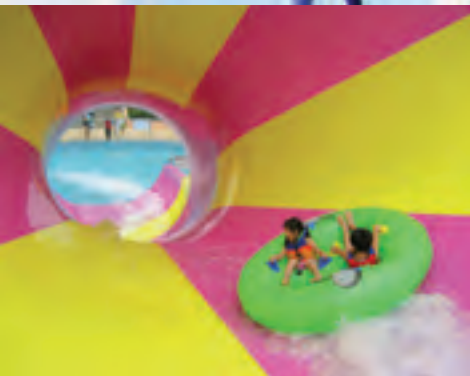


# WORLD PARK

## MEDIA INFORMATION







# PARK WORLD

## PARK WORLD MAGAZINE – ANALYSIS OF CIRCULATION

Park World magazine is published 10 times a year, reaching theme park and amusement park operators worldwide. Published in English by Datateam Publishing Ltd in the UK, it is available in both printed and digital formats, with regular updates in between at [www.parkworld-online.com](http://www.parkworld-online.com)

Packed with easy to read news items, lively features and profiles of parks, attractions and personalities, Park World's content is authoritative, independent and original. Our regular trade show coverage provides honest assessment of the major events that count from around the globe.

As one of the original theme park journals, Park World boasts three decades of heritage, with an experienced editorial team that is passionate about the business it serves, joined by regular contributions from industry experts.

Editor Owen Ralph has been writing about the market in Europe, the Middle East and Far East for over a decade, while North American Editor Paul Ruben is acknowledged as one of the leading authorities on rollercoasters, with over 50 years' experience of theme parks in the Western Hemisphere.

Below is an analysis of the current Park World readership, which includes around 7,500 amusement industry professionals each month around the world.

### OPERATORS READING PARK WORLD MAGAZINE

Theme/Amusement Park	57%
Family Entertainment Centres	49%
Waterparks	18%
Animal/Wildlife/Marine Attraction	18%
Haunted Attraction	16%
Museums/Visitor Centres	15%
Hotel/Resorts	14%
Casinos/Gaming	7%
Farm Attractions	6%
State Fairs/Fun Fairs/Carnivals	5%
Tropical Gardens	2%
Redemption Games Centre	2%
Pier Attractions	2%

*NB: A number of respondents are multi-disciplined*

### OPERATOR SIZE

The following data details the annual attendance of attractions operators reading Park World:

Up to 500,000	58%
500,000 – 1 million	21%
1 – 3 million	10%
3+ million	10%
Not specified	1%

### READER'S ROLES

Park World's readership includes attraction operators and suppliers with job titles including the following:

- President/Managing Director
- Vice President, Director
- Park Director/Manager
- Rides Manager
- Buying Co-Ordinator
- Director Retail, Food and Beverage
- Head of Procurement
- Managing Director: Property and Development
- Head of Group Purchasing
- Purchasing Manager
- Head of Retail Buying
- Operations Director
- Catering Manager
- Buyer – Ticketing
- Developer
- Consultant
- Investor



## PARK WORLD FEATURES LIST 2012

### FEBRUARY 2012

**Advertorial Feature:** TICKETING

### MARCH 2012

**Special Feature:** SOCIAL MEDIA & MOBILE MARKETING

**Show previews + bonus distribution:** IAAPI, India; RAAPA Moscow; World Waterpark Association Symposium, Scotland

### April 2012

**Special Feature:** FARM ATTRACTIONS

**Show previews + bonus distribution:** DEAL, Dubai

### May 2012

**Special Feature:** REDEMPTION/MIDWAY GAMES

**Show preview:** Asian Attractions Expo, Hong Kong

**Bonus distribution:** AALARA Conference, Australia

### June 2012

**Special Feature:** FERRIS WHEELS & OBSERVATION EXPERIENCES

**Bonus distribution:** Asian Attractions Expo, Hong Kong

### July 2012

**Special Feature:** TICKETING & PAYMENT TECHNOLOGY

### August 2012

**Special Feature:** DARK RIDES

### September 2012

**Special Feature:** 3D/MEDIA-BASED ATTRACTIONS

**Show preview:** Euro Attractions Show, Berlin

### October 2012

**Special Feature:** WATERPARKS

**Show preview:** IAAPA Attractions Expo, Orlando

**Bonus distribution:** Euro Attractions Show, Berlin; World Waterpark Association Symposium, Las Vegas

### November 2012

**Special Feature:** ZOOS & ANIMAL ATTRACTIONS

**Bonus distribution:** IAAPA Attractions Expo, Orlando

### December 2012/January 2013

FEATURE TO BE ANNOUNCED

All features are subject to change or reschedule. Please confirm publication date before booking feature-related advertising.







## Available throughout the year:

### COMPANY PROFILES

Showcase your company's history, new products, sales team etc with a company profile by *Park World's* own editorial team. We will visit your premises (subject to travel arrangements and time constraints) and interview your key staff for a feature that will carry weight above and beyond a standard advertisement or advertorial. Reprints, PDFs and interactive electronic versions of the finished article can also be offered on request. Company profiles are available to new and existing advertisers, but space in the editorial calendar is limited, so call now to discuss a suitable time and focus for yours.

### NEW PRODUCTS

Our editorial team is always happy to consider new products and services for our regular Ride Guide feature – but space prevents us from including them all. Guarantee your product's inclusion – in your own words – in our separate advertorial section. Competitive rates are available.

### WEB GUIDE

Each month, in a regular position inside the magazine, *Park World* rounds-up a collection of online resources for the amusement industry. From ride manufacturers to show producers, ensure you are included in one of over 15 categories. For a low annual fee we will include your company logo and web address, with live links available in the electronic version of the magazine, *Park World Digital*, and on our website, *Park World Online*.

## Regular features available for sponsorship (every issue unless stated), call for more details:

### BIG QUESTION

Five park managers quizzed every issue

### UPS & DOWNS

What's hot and what's not in the business of fun

### PARK PATROL

Operators survey their park in their words

### PARK HOPPIN'

Paul Ruben's monthly travels

### PARK BLOGGIN'

Guest columnists

### PARK LAW

With attorney Heather M Eichenbaum (every third issue)

### PARK FOOD

Food and beverage advice with Mike Holtzmann (every third issue)

## ANALYSIS OF PARK WORLD CIRCULATION

### BROKEN DOWN BY COUNTRY AND BY REGION – TOTAL 7501 COPIES

#### NORTH AMERICA

USA and Canada **31.35%**

#### EUROPE including:

United Kingdom  
Albania  
Belgium  
Croatia  
Czech Republic  
Cyprus  
Slovakia  
Irish Republic  
France  
Germany  
Gilbratar  
Greece  
Hungary  
Italy  
Liechtenstein  
Luxembourg  
Macedonia  
Malta  
Monaco  
Netherlands  
Portugal  
Poland  
Romania  
Serbia  
Slovenia  
Spain  
Switzerland  
Turkey **38.49%**

#### NORTH AFRICA including:-

Tunisia, Morocco and Spanish North Africa **0.12%**

#### CENTRAL AND SOUTH AFRICA including:-

Burkina Fasso  
The Maldives  
Kenya  
Gabon  
Ghana  
Mauritius

Mozambique

Nigeria

Zimbabwe

Togo

South Africa **0.51%**

#### THE ISLANDS OF THE CARIBBEAN including:-

Bahamas  
Barbados  
Dominican Republic  
Costa Rica  
Netherlands Antilles  
Puerto Rico  
Guadeloupe  
Cayman Islands  
Anguilla **0.36%**

#### SCANDINAVIA including:-

Sweden  
Finland  
Norway  
Greenland  
Denmark **2.7%**

#### CENTRAL AND SOUTH AMERICA including:-

Guatemala  
Mexico  
Panama  
Argentina  
Brazil  
Chile  
Colombia  
Equador  
Guyana  
Peru  
Surinam  
Venezuela **8.13%**

#### MIDDLE EAST including:-

Egypt  
Bahrain  
Iran  
Israel

Jordan

Kuwait

Oman

Qatar

Saudi Arabia

United Arab Emirates

Dubai **3.58%**

#### INDIAN SUB CONTINENT including:-

India  
Pakistan  
Bangladesh  
Afghanistan **1.18%**

#### ANTIPODES including:-

Australia  
New Zealand **2.31%**

#### RUSSIA AND THE NEW TERRITORIES including:-

Russia  
Belarus  
Kyrgyzstan  
Estonia  
Latvia  
Lithuania  
Uzbekistan  
Ukraine **2.32%**

#### FAR EAST including:-

China  
Hong Kong  
Indonesia  
Japan  
South Korea  
Malaysia  
Singapore  
Taiwan  
Thailand  
Vietnam  
Philippines **9.22%**

# ADVERTORIAL AND ADVERTISEMENT RATES 2011

## PRODUCT NEWS

<b>SINGLE PRODUCT ENTRY</b> Includes 1 colour picture & 150 word press release - approx 1/4 page	£120	\$200	€180
<b>HALF PAGE PRODUCT ENTRY</b> Includes 2 photographs, company logo & up to 200 words	£430	\$700	€645
<b>SINGLE PAGE PRODUCT ENTRY</b> Includes up to 4 pictures, company logo & up to 400 words	£795	\$1300	€1200
<b>DOUBLE PAGE PRODUCT ENTRY</b> Includes up to 8 pictures, company logo and 800 words	£1475	\$2400	€2220

## ADVERTISING RATES (£)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	£2,885	£2,625	£2,360	£2,100
Full Page	£1,470	£1,365	£1,205	£1,090
Half Page	£765	£735	£650	£575
Quarter Page	£400	£375	£345	£315

## ADVERTISING RATES (EURO)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	€4,205	€3,825	€3,445	€3,065
Full Page	€2,145	€1,995	€1,760	€1,595
Half Page	€1,120	€1,075	€955	€845
Quarter Page	€585	€550	€505	€460

## ADVERTISING RATES (\$)

FULL COLOUR	STANDARD RATE	INSERTIONS		
		x3	x6	x12
Double Page Spread	\$5,335	\$4,855	\$4,365	\$3,885
Full Page	\$2,720	\$2,525	\$2,230	\$2,015
Half Page	\$1,415	\$1,360	\$1,200	\$1,065
Quarter Page	\$740	\$710	\$650	\$605

Cover positions are available on request.  
All prices are subject to VAT at the standard rate and 30 days payment terms.

## MECHANICAL DATA

(quoted in millimetres, vertical and horizontal)

### DOUBLE PAGE SPREAD

Bleed	312 x 468
Trimmed	306 x 458
Type area	278 x 432

### FULL PAGE

Bleed	312 x 235
Trimmed	306 x 229
Type area	278 x 202

### HALF PAGE

1/2 Page Vertical	278 x 98
Horizontal	136 x 202

### QUARTER PAGE

Vertical	136 x 98
Horizontal	66 x 202

## SPECIAL PREMIUM POSITIONS

Front Cover	£2,500
Front Covers for Show Preview issues	£3,500
Inside Front Cover	£2,000
Back Cover	£2,000

## CLASSIFIED ADVERTISEMENTS

### INTERNATIONAL RATES (£)

4 colour	£15 per column cm	(Recruitment £25)
2 colour	£12 per column cm	(Recruitment £22)
Black & White	£9 per column cm	(Recruitment £19)

### INTERNATIONAL RATES (EURO)

4 colour	€25 per column cm	(Recruitment €41)
2 colour	€20 per column cm	(Recruitment €36)
Black & White	€15 per column cm	(Recruitment €31)

### INTERNATIONAL RATES (\$)

4 colour	\$22 per column cm	(Recruitment \$36)
2 colour	\$17 per column cm	(Recruitment \$32)
Black & White	\$13 per column cm	(Recruitment \$28)





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**PARK WORLD MAGAZINE**

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