

2012 MEDIA PLANNER



World Waterpark Magazine

The *ONLY* monthly magazine devoted to waterparks & resorts

About "World Waterpark Magazine"

"World Waterpark Magazine" is the only magazine focused specifically on communications in the water leisure industry, so it's prized in the community of owners, operators, developers & designers involved in water leisure facilities.

FOR OVER THREE DECADES,

"World Waterpark Magazine" has been the launching pad for

hundreds of **NEW PRODUCTS** that have become the mainstay of today's successful waterpark operation. Our readers represent waterparks and resorts of all shapes and sizes and have unique needs to fulfill with WWA advertisers. Plus, we believe in

providing **PERSONALIZED SERVICE,**

including designing the perfect ad on your behalf.



Marketing just got easier!
We'll help you launch a new product and answer your questions about this great industry.

CONTACT: Patty Miller

E-MAIL: patty@waterparks.org

PHONE: +1-913-381-6734

FAX: +1-913-381-6722

Our services include designing an ad for you at no additional charge.

Why Advertise?

“World Waterpark Magazine” offers you the inside track to water leisure buyers and decision makers. More waterpark professionals read our publication than any others. That is because our publications offer news, advice, best practices, park case studies and more—all contributed by members and other trusted industry sources. When you advertise in a WWA publication, you have the potential to reach an audience comprised of

WATERPARK OWNERS, OPERATORS, DEVELOPERS & ADMINISTRATORS that represent

10,000+ READERS on the forefront of the water leisure industry, many of whom make the purchasing decisions for their departments in their facilities. And when our members need solutions, they turn to the **ONLY** monthly magazine devoted **COMPLETELY** to waterparks and resorts.

OUR **10,000**
READERS ARE:

- Waterpark Owners & Operators
- Resort & Hotel Owners & Managers
- Developers & Prospective Developers
- International Facilities
- Municipality Managers & Administrators

WATERPARK SEGMENTS
FOR MEMBER FACILITIES:

Developer **15%**
Resort/Indoor **20%**
Outdoor **42%**
Public Sector **20%**
Other **3%**

“Whether I need a fresh idea, a new product or a solution to a daily challenge, the first place I go is to “World Waterpark Magazine” to see what my peers are doing in their parks or with their product innovations,” GREG MASTRIONA, HYLAND HILLS WATER WORLD.

“World Waterpark Magazine” Editorial Content



IN-DEPTH PARK FEATURES
Our features are content-rich articles that focus on park innovations and developments. We look for parks that have compelling stories to tell.



NEWS DROPS
This news-focused section provides a variety of updates on member facilities including new projects and attractions as well as career moves.



HOW-TO COLUMNS
These columns cover topics and technical issues with specific, succinct insight and direction on how to complete a project or solve a current problem.



COMMITTEE VOICES
WWA committee members share news, updates and best practices from the committees.



MEMBER SPOTLIGHTS
Industry veterans share their personal & professional stories about what motivates them on a daily basis and how to succeed in this industry.



IN-DEPTH BONUS ARTICLES
We look for stories that focus on the latest industry developments, innovations and technological advancements. These articles provide direction and motivation to operators at all levels of management.



PROFILES
This section provides product listings and contacts for the most unique, innovative and popular products in the industry. Current members and advertisers receive special highlights.

“World Waterpark Magazine” gives me the tools and products I need to compete at the world’s best standard,”

STEVE PEET, WARNER VILLAGE
THEME PARK GROUP

“World Waterpark Magazine” Editorial Calendar

Scheduled features and bonus distribution are subject to change.

Contact Patty Miller for the most current information: +1-913-381-6734 | patty@waterparks.org

	FEATURES:	PROFILES:	BONUS DISTRIBUTION:
JANUARY	<ul style="list-style-type: none"> The Time Capsule, Coatbridge, U.K. Hawaiian Falls Waterpark, Roanoke, Texas Massad Family YMCA, Falmouth, Virginia Lubura Waterpark, Changzhou, China 	<ul style="list-style-type: none"> Spray Parks Inner tubes/Rafts 	<ul style="list-style-type: none"> AOAP Annual Aquatic Conference YMCA Expo
FEBRUARY	<ul style="list-style-type: none"> Dream Island Waterpark, Kieu, Ukraine The Cove at Jurupa Aquatic Center, Riverside, California Water Park of America, Bloomington, Minnesota Ray Kroc Community Center, Biloxi, Mississippi 	<ul style="list-style-type: none"> Admissions Coatings Lockers 	<ul style="list-style-type: none"> WWA's European Symposium
MARCH	<ul style="list-style-type: none"> Great Wolf Lodge, Grand Mound, Washington Park Wodny, Krakow, Poland Spring Valley Beach Water Park, Blountsville, Alabama Chesapeake Beach Waterpark, Chesapeake Beach, Maryland Spray Park (Name TBD), Turkmenistan 	<ul style="list-style-type: none"> Lifeguard Uniforms 	<ul style="list-style-type: none"> ARDA Annual Expo Convention & Expo
APRIL	<ul style="list-style-type: none"> Pump House Waterpark at Jay Peak Resort, Jay, Vermont Acuamania, Punta del Este, Uruguay Glenview Park District, Glenview, Illinois Village Vacances Valcertain, Quebec, Canada 	<ul style="list-style-type: none"> Filtration Insurance 	<ul style="list-style-type: none"> NSAA National Convention & Trade Show
2012-2013 BUYERS GUIDE	No other guide reaches more waterpark decision-makers around the world. Guaranteed ad placement in your product category! Advertisers receive a website link on WWA's Online Buyers Guide as an added value!		<ul style="list-style-type: none"> Industry trade shows and all new member welcome kits
MAY	<ul style="list-style-type: none"> Aquafantasy, Izmir, Turkey Sting Ray Wave Pool / City of Manhattan, Manhattan, Kansas Adventure World, Perth, Australia Palm Island Indoor Waterpark, Batavia, New York Bali Waterpark, Fushun, China 	<ul style="list-style-type: none"> Flags & Banners 	<ul style="list-style-type: none"> WWA's Asian Symposium IAAPA Asian Attractions Expo
JUNE	<ul style="list-style-type: none"> Six Flags Hurricane Harbor, St. Louis, Missouri Makadi, Waterworld, Makadi, Egypt Coast Inn Hotel & Barnacle Bill's Waterpark, Waveland, Mississippi Water Wizz of Cape Cod, East Mareham, Massachusetts 	<ul style="list-style-type: none"> River Rides 	
JULY/AUGUST	<ul style="list-style-type: none"> Hurricane Alley Waterpark, Corpus Christi, Texas Idlewild & Soak Zone, Ligonier, Pennsylvania Yomiuri Land Water Amusement Island, Tokyo, Japan Brainerd Splash Park, Lyndhurst, Ohio Splash Country Indoors, Branson, Missouri 	<ul style="list-style-type: none"> Go-karts Mini Golf 	
2012-2013 DEVELOPMENT & EXPANSION GUIDE	This detailed, information-rich reference guide details the steps for a successful waterpark development project. Special emphasis is placed on the unique needs of resorts and hotel development, along with traditional outdoor waterparks.		<ul style="list-style-type: none"> Industry trade show and all new member welcome kits Distributed to all attendees of the Development & Expansion Workshop at the WWA show in Las Vegas
SEPTEMBER Preconvention Issue	<ul style="list-style-type: none"> Tropical Islands, Krausnick, Germany The Breakers Waterpark, Manama, Arizona Knott's Soak City, Buena Park, California Paraiso Verde Resort & Water Park, Koronadal, Phillipines Raging Rivers Waterpark, Mandan, North Dakota 		<ul style="list-style-type: none"> WWA 32nd Annual Symposium & Trade Show, Oct. 1-5, Las Vegas
OCTOBER/ NOVEMBER Special Convention Issue	<ul style="list-style-type: none"> AcquaVillage, Follonica, Italy Castaway Cove Waterpark, Wichita Falls, Texas Nashville Shores, Nashville, Tennessee Soaring Eagle Waterpark & Hotel, Mount Pleasant, Michigan Moody Gardens, Galveston, Texas Aquasol, Mar del Plata, Argentina Kenwood Cove, Salina, Kansas Splash Jungle Water Park, Phuket, Thailand 		<ul style="list-style-type: none"> WWA 32nd Annual Symposium & Trade Show, Oct. 1-5, Las Vegas WWA's European Waterpark Gathering EAS Euro Attractions Show IAAPA Attractions Expo Distributed to all attendees of the WWA show in Las Vegas
DECEMBER	<ul style="list-style-type: none"> U.S. National Whitewater Center, Charlotte, North Carolina Splash Island at Toronto Zoo, Toronto, Canada Thunder Falls Waterpark, Mackinaw City, Michigan 	<ul style="list-style-type: none"> Waterslide Flumes 	

2012 "World Waterpark Magazine"

Advertising Rates

4 Color

Size	1x	2x	4x	6x	10x
Full Page	\$2365	\$2270	\$2230	\$2160	\$2100
1/2 Page	\$1610	\$1550	\$1510	\$1475	\$1425
1/3 Page	\$1220	\$1180	\$1130	\$1115	\$1095
1/4 Page	\$1000	\$970	\$950	\$935	\$915
1/6 Page	\$795	\$770	\$755	\$740	\$725

Black & White

Size	1x	2x	4x	6x	10x
Full Page	\$1730	\$1660	\$1590	\$1530	\$1465
1/2 Page	\$1080	\$1020	\$980	\$945	\$900
1/3 Page	\$785	\$750	\$725	\$705	\$670
1/4 Page	\$595	\$565	\$545	\$530	\$510
1/6 Page	\$475	\$450	\$435	\$420	\$405

Special Positions

Size	1x	2x	4x	6x	10x
2-Page Spread	\$3495	\$3330	\$3245	\$3130	\$2915
Covers 2 and 3	\$2775	\$2690	\$2640	\$2550	\$2455
Cover 4	\$3060	\$2950	\$880	\$2800	\$2700

Mechanical Data

Final Trim Size 8.5" x 10.875" (Inches)

SIZE	WIDTH		DEPTH
Full Page (bleed)	8.75"	x	11.125"
Full Page (no bleed)	8"	x	9.75"
1/2 Page Horizontal	8"	x	4.75"
1/2 Page Vertical	3.875"	x	9.75"
1/2 Page Island	4.875"	x	7.625"
1/3 Page Vertical	2.375"	x	9.75"
1/3 Page Square	4.625"	x	4.625"
1/4 Page	3.875"	x	4.75"
1/6 Page Vertical	2.375"	x	4.75"

Contact
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DIGITAL SPECIFICATIONS

WWA requests that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment. Ads accepted in electronic format by e-mail, ftp or CD. Finish trim size of publication is 8.5" by 10.875." Bleeds require 1/8-inch additional over final trim size on all four sides. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication. The publisher's liability for any error will not exceed the cost of the space occupied by the error. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.