

# Athletic Business<sup>®</sup>

## 2024 PLAYBOOK

IF YOUR PRODUCT OR SERVICE BELONGS IN AN ATHLETICS,  
FITNESS OR RECREATION FACILITY, YOU BELONG IN AB.



# WHO WE ARE



## YOUR TRUSTED INDUSTRY CONNECTION.

At Athletic Business, we're committed to providing the most impactful marketing solutions across our print, digital and in-person marketing channels. Our timely and relevant editorial content covers the topics our readers care about and we take great pride in our meticulously maintained subscriber lists that guarantee measurable results. Plus, hosting an industry-wide event ensures you get facetime with professionals across the athletics, fitness and recreation industries. When you advertise with AB, you can be confident that you're gaining direct access to a highly qualified and engaged audience of key decision-makers.



Award-winning publication design allows your ad to be displayed in a professional and engaging layout.



Preferred media partner of NIRSA, ensuring your message gets in front of the entire association.



By being independently audited, we're proud to be transparent with our data.



"I have worked at four institutions during my campus recreation career and one constant has been signing up to receive Athletic Business. I use their resources to benchmark and remain up to date with best practices in the industry. I also enjoy seeing colleagues and institutions celebrated. Learning about what is happening in recreation settings outside of higher education is an added bonus that distinguishes this organization from others."

— GREGORY REINHARDT  
Associate Director for Programs & Staff Development | University of Washington - Recreation



ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

[athleticbusiness.info](http://athleticbusiness.info)

# AUDIENCE INSIGHTS

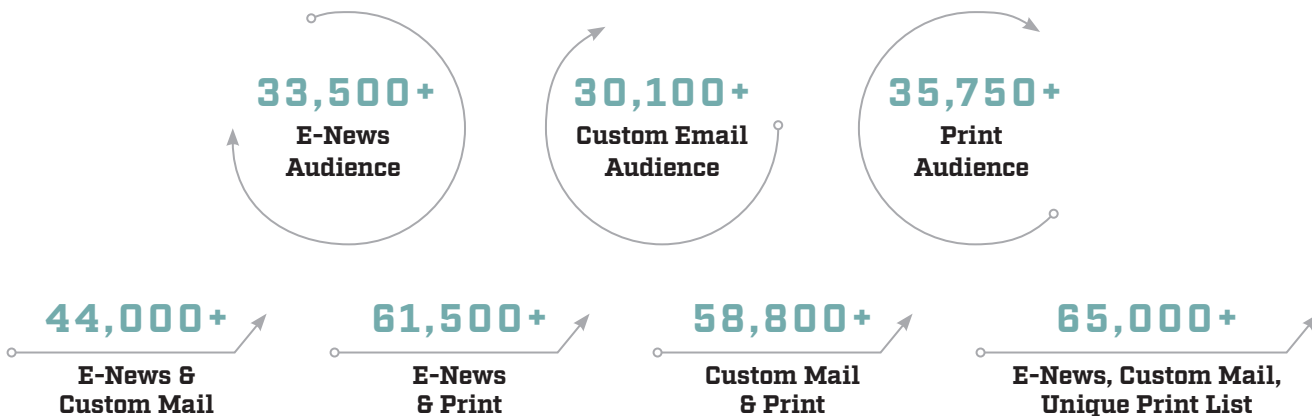
## REACH 65,000+ DECISION-MAKERS

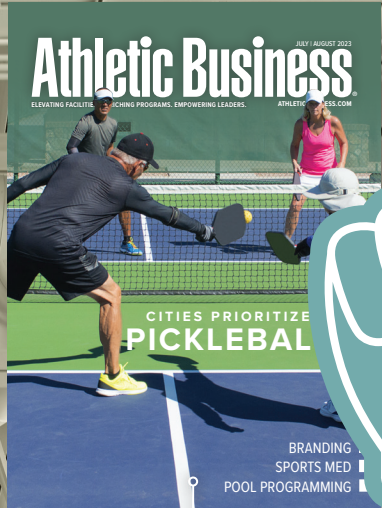
Saturate your brand in front of thousands with our comprehensive approach to the entire market:



## REACH NEW CUSTOMERS ACROSS ALL CHANNELS

Our unique products allow for multiple opportunities to reach your target audience. Maximize brand saturation among your target audience by capitalizing on all three Athletic Business sales channels. Our digital, print, and custom email list are designed to work together in order to garner the best results.





REACT

# PRINT

## A TRUSTED PLATFORM TO REACH A VERIFIED AUDIENCE.

Integrated marketing is the name of the game — and it all starts with print. Our audited print audience of athletics, fitness and recreation professionals still heavily rely on print media to find relevant information to inform their business decisions and to find the products and services they need to run profitable programs and facilities. Plus, it's all packaged up in a national award-winning design.

As part of our commitment to being transparent with our data, we're excited to be an Alliance for Audited Media (AAM)-audited magazine, which means you can be confident you're reaching the exact market you're targeting.

### WHAT IT MEANS TO BE AUDITED

As part of our commitment to being transparent with our data, we're proud to be an Alliance for Audited Media (AAM)-audited magazine. This means you can be confident you're reaching the exact market you're aiming to target when you advertise in *Athletic Business* magazine.

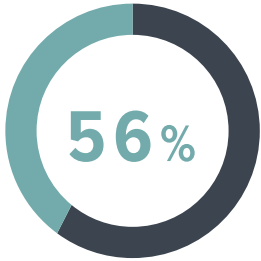
Being audited means our 35,000+ print subscribers are independently verified by AAM to ensure:

- 1 They have personally requested to receive the magazine or are members of NIRSA, an industry association partnered with *Athletic Business*.
- 2 They are decision-makers in the athletics, fitness and recreation industry.
- 3 Our subscribers are current – our list contains no outdated records that are no longer relevant.

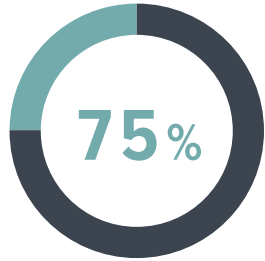


PRINT

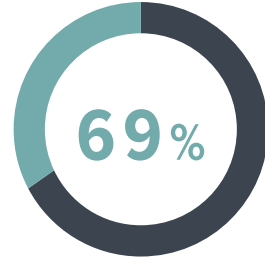
[athleticbusiness.info/print](http://athleticbusiness.info/print)



AB AUDIENCE MEMBERS CURRENTLY WORKING ON A MAJOR CONSTRUCTION/RENOVATION PROJECT OR HAVE ONE PLANNED WITHIN 5 YEARS



ATHLETIC BUSINESS READERS ARE "DIRECTOR LEVEL" OR ABOVE



RANK AB AS THE TOP INDUSTRY MAGAZINE, A FULL 50 PERCENTAGE POINTS AHEAD OF THE CLOSEST COMPETITOR

"A reasonable gauge of how good a magazine is to know how much you **can't wait for next month's issue**. Andy and the rest of the staff do a fantastic job each month putting together items of interest along a range of topics"

— EUGENE SESSOMS  
Assistant Director of Leadership Development | College of Charleston



"Athletic Business keeps even a small gym on the **cutting edge of products** legal opinions, and the entire sports and fitness industry"

— GEORGE BLOCK  
Owner | Island Fitness















# DIGITAL: PRODUCTS

## AB SOLUTIONS DESIGNED TO KEEP YOU CONNECTED.

When combined with our print marketing solutions, digital opportunities from Athletic Business ensure your brand messaging is connected to our engaged and growing audience of decision-makers anywhere and anytime. With a meticulously maintained email list and measurable engagement across all digital channels, AB helps deliver your message to key decision-makers whenever they're looking for information to help their program and facilities succeed.

Athletic Business continually delivers new digital marketing opportunities designed to captivate and engage digital audiences.

 <p><b>AB TODAY</b></p> <p>Daily e-newsletter providing industry professionals with timely, pertinent and fast-reading nationwide stories</p>	 <p><b>CUSTOM E-MAIL</b></p> <p>Exclusive opportunity to reach your specific target audience from a database of high-quality decision-makers</p>	 <p><b>WEBSITE</b></p> <p>Athleticbusiness.com draws more visitors and pageviews than any other website in the industry – period</p>	 <p><b>SPONSORED CONTENT</b></p> <p>Leverage the power of content marketing with an article or video published and promoted on AB's digital channels</p>
 <p><b>RETARGETING</b></p> <p>Display your ad around the web to our website visitors, an engaged audience of qualified prospects</p>	 <p><b>SOCIAL MEDIA</b></p> <p>Reach athletics, fitness and recreation decision-makers across our various platforms</p>	 <p><b>AB PODCAST</b></p> <p>Exclusive opportunity to promote your brand within the context of a topic that aligns with your brand</p>	 <p><b>SPONSORED WEBINARS</b></p> <p>Establish your brand as a thought-leader while collecting high-quality leads</p>
 <p><b>DIGITAL FOCUS</b></p> <p>A Digital Focus Sponsorship offers fully integrated content marketing built seamlessly into content produced by AB</p>	 <p><b>FACILITY OF THE WEEK</b></p> <p>Align yourself with the best athletics, fitness and recreation facility projects and gain high visibility with an exclusive Facility of the Week sponsorship</p>	 <p><b>LEADERS PROGRAM</b></p> <p>Your content alongside articles related to your products and services</p>	 <p><b>ARCHITECT PORTFOLIO</b></p> <p>This digital extension of our industry-leading Buyers Guide allows your firm to showcase your profile, latest projects and Architectural Showcase submissions</p>





**ATHLETIC BUSINESS** PARTNER MESSAGE

**MONDO**

As a versatile surface designed for both indoor and outdoor use, Mondo is the ideal surface for indoor jogging tracks and outdoor soccer. It has an unparalleled life expectancy, does not need maintenance and is GREENGUARD GOLD Certified.

**LEARN MORE!**

**ATHLETIC BUSINESS** PARTNER MESSAGE

**Think All LED Sports Lighting is Created Equal?**

Paintsville High School discovered the benefits of Musco's system. The new LED lighting at Paintsville High School's baseball stadium fulfilled Kentucky High School Athletic Association light level requirements. Leaders had a problem.

Thought Any LED Sports Lighting Would Meet Their Needs

Paintsville High School replaced the other manufacturer's recently installed fixtures with Musco's TLC for LED® system, which improved uniformity and light levels.

Board of Education selected Musco to solve our problem. It's on Musco's long history of being the standard-bearer for sports lighting.

**ATHLETIC BUSINESS** PARTNER MESSAGE

**Build Faster** Dedicated Year-Round Pickleball Facility

**Why Build Pickleball Facilities with Sprung**

- Exceptional Build Speed: Build in a fraction of the time required for a conventional building.
- Lower Costs: Build at a significantly lower cost than a conventional building.
- Interior Advantage: The interior of a Sprung structure is engineered and designed for an optimized environment, with great acoustics, uniform light and temperature control.
- Flexible Design: Complete customization from the ground up.

**FOR MORE INFORMATION CLICK HERE**

**ATHLETIC BUSINESS** PARTNER MESSAGE

**Colorado TIME SYSTEMS** FLIPLED

Introducing the new Colorado Time System Website

**PROVIDING MORE WAYS TO MAKE YOUR TIME COUNT**

- New search options for your ease of use.
- All product information on dedicated Product Pages.
- Online shopping made easy with Buy Parts.

**ATHLETIC BUSINESS** PARTNER MESSAGE

**FLIPLED**

The Training Sled, Evolved.

**FLIPLED 2021 GIVEAWAY**

**ATHLETIC BUSINESS** PARTNER MESSAGE

**TIME FOR A REFRESH**

**2 FREE LOGO CHAIRS**

Are you ready? It's back to school time!

As each approach the new school year and students return to classrooms, look for the Denver 2 Free Logo Chair Giveaway. The Denver 2 Free Logo Chair Giveaway is a limited time offer. The Denver 2 Free Logo Chair Giveaway is available to all Denver 2 Free Logo Chair Giveaway participants. The Denver 2 Free Logo Chair Giveaway is available to all Denver 2 Free Logo Chair Giveaway participants. The Denver 2 Free Logo Chair Giveaway is available to all Denver 2 Free Logo Chair Giveaway participants.

**LEARN MORE**

ENGAGED



## JAN/FEB

Ad Close: 12/1  
Ad Due: 12/7

### PRODUCT SPOTLIGHT:

Fitness Center

#### • 10TH AQUATIC DESIGN PORTFOLIO

- Next-Gen Cardio Equipment
- Pickleball Sound Mitigation
- Cutting-Edge LED Lighting

#### Bonus Distribution: IHRSA and AOAP

Digital Focus January: 2023 Top Stories  
Digital Focus February: Aquatics

## MARCH

Ad Close: 1/30  
Ad Due: 2/6

### 2024 BUYER'S GUIDE

#### ADVERTISERS RECEIVE:

- Priority in Online Search Results
- Boldfaced Listings
- Special: Buy 2 pages, Get 2 pages
- 2024 Purchasing Data

#### Bonus Distribution: All Major Shows

Digital Focus March: Seating

## APRIL

Ad Close: 2/28  
Ad Due: 3/6

### PRODUCT SPOTLIGHT: Aquatics

#### SPOTLIGHT: NIRSA Exhibitors

- Field Maintenance
- Climbing Walls
- Wellbeing Trends
- Pool Safety

#### Bonus Distribution: NIRSA

Digital Focus April: College Recreation

## MAY

Ad Close: 4/1  
Ad Due: 4/8

### PRODUCT SPOTLIGHT:

Gymnasium & Indoor Surfaces

- Gymnasium Flooring
- Competition Pools
- Outdoor Fitness
- Indoor/Outdoor Seating
- Weather Monitoring Systems

Digital Focus May: Gymnasiums

## JUNE

Ad Close: 5/1  
Ad Due: 5/7

### ARCHITECTURAL SHOWCASE

#### PRODUCT SPOTLIGHT:

Building Systems/Shade

- Pitching New Facility Construction
- Special listings for suppliers in print and online

#### Bonus Distribution: All Major Shows

Digital Focus June: Architectural Design

## JULY/AUG

Ad Close: 5/31  
Ad Due: 6/6

### PRODUCT SPOTLIGHT:

Locker Room & Laundry

- Locker Rooms
- Stainless Steel Pools
- Wow-Factor YMCAs
- Strength Training
- Park Vandalism Prevention

Digital Focus July: Pickleball

Digital Focus August: Lockers

## SEPTEMBER

Ad Close: 8/1  
Ad Due: 8/7

### PRODUCT SPOTLIGHT:

Stadium & Outdoor Surfaces

- Synthetic Turf
- Lighting and Videoboards
- Aquatic Recreation
- Rethinking Outdoor Rec
- Life-Saving Equipment

#### Bonus Distribution: NRPA

Digital Focus September: Stadiums

## OCTOBER

Ad Close: 8/30  
Ad Due: 9/6

### FACILITIES OF MERIT®

#### PRODUCT SPOTLIGHT:

Weight Rooms and Strength

- Weight Room Renovation
- Pool Chemistry
- AB Show Preview

Digital Focus October: Fitness

## NOV/DEC

Ad Close: 9/30  
Ad Due: 10/4

### AB SHOW ISSUE

#### PRODUCT SPOTLIGHT:

AB Show Exhibitors

- Pickleball Facility Showcase
- Military Fitness
- Indoor Sports Equipment
- Facility Cleaning/Disinfection

#### Bonus Distribution: AB Show & NADC

Digital Focus November: Military

Digital Focus December: College Athletics

## IN EVERY ISSUE <<<<<

### NIRSA Rec Center

Produced in cooperation with NIRSA, this feature highlights topics and issues specific to college recreation.

### Tech Roundup

Each installment focuses on cutting-edge technology being adopted by professionals in our industry.

### Product Spotlight

Highlighting products aligned with each issue's designated topic.

### New and Improved

Details on the latest products hitting the market.

### Forward Progress

The scoop on new athletics, fitness and recreation facility projects.

### Design Details

Celebrating the architectural touches that elevate the very best facilities.

### The Owners Club

Our health club column authored by successful club owners.

### Legal Action

Our legal experts break down pertinent cases affecting today's facility leaders.

### Safety & Security

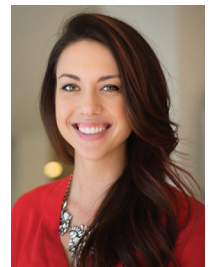
Providing guidance to advance best practices in safety and security.

## READY TO GET STARTED?



**DIANE EBNER**

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**CHARLI MUCHOW**

EAST SALES  
Account Executive  
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# RATES & PACKAGES

**NOTE:** All rates listed are net. 

## PRINT

FOUR COLOR	1 Issue	3 Issues	6 Issues	7+ Issues
Page	\$4,300	\$4,200	\$3,900	\$3,800
2-Page Spread	7,000	6,800	6,500	6,000
1/2 Island	3,800	3,700	3,400	3,300
1/2 Horizontal or Vertical	3,300	3,200	2,900	2,800
1/3 Horizontal or Vertical	2,800	2,700	2,500	2,400
1/4	2,500	2,400	2,200	2,100
1/6	2,100	2,000	1,800	1,700

\*Black and white rates available upon request

## PROFESSIONAL DIRECTORY

	1 Issue	6 Issues	9 Issues
Four Color	\$500	\$450	\$425
Black and White	400	350	325

## CUSTOM CONTENT

Sponsored Video	\$2,000
Sponsored Content Digital	\$2,000
Sponsored Content Print	Call for rates
Social Media Package	\$600
Sponsored Webinar	Call for rates

## AB SHOW

	Nov/Dec Advertisers	Non-Advertisers
Page in AB Show Guide	\$750	\$1,100
10x10 Exhibit Space	\$3,050	+\$200 corner fee

## DIGITAL

BANNER ADS	MONTHLY RATE
Billboard	\$1,500
Super Leaderboard	1,200
Facility of the Week	1,600
Retargeting	1,200
Digital Focus	1,200
Podcast	Call for Rates

## CUSTOM EMAIL

CUSTOM EMAIL	RATE VARIES BY LIST SIZE
Targeted Send	\$1,500—\$5,000

## ATHLETIC BUSINESS TODAY BANNERS

E-NEWSLETTER	WEEKLY RATE
1st Banner	\$1,200
2nd Banner	1,100
3rd Banner	1,000
4th Banner	800
Native Banner	1,200

ARCHITECT PORTFOLIO	Annual: \$1,350
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RATES & PACKAGES

[athleticbusiness.info/net](http://athleticbusiness.info/net)

# PARTNER PACKAGES

## INTEGRATED MARKETING PACKAGES

Creating a custom, integrated marketing plan allows you to strategically promote your brand in a way that has proven to deliver results. We will help outline your goals and create a package to fit your initiatives and budget.



**NEW PRODUCT  
LAUNCH**



**BRAND  
ENGAGEMENT**



**LEAD  
GENERATION**



**TRADE SHOW  
PROMOTION**



# PARTNER PACKAGES



# PREMIUM PARTNERSHIPS

## GAIN 5+ MILLION IMPRESSIONS WITH AB PREMIUM PARTNERSHIP:

### INTEGRATED MARKETING AT ITS FINEST

Advertising with Athletic Business is more than a transaction, it's a strategic partnership.

The Premium Partnership ensures unrivaled impact by boosting your brand awareness and saturation in the market through 5+ million impressions gained.



#### UNLISTED SPECIAL PRICING



#### LOGO PLACEMENT

Every page of  
**athleticbusiness.com**

Every edition of AB Today,  
daily E-Newsletter sent to  
33,500+ subscribers

Masthead of every issue  
of *Athletic Business*  
magazine

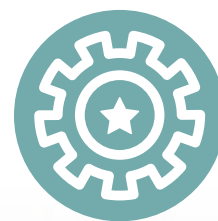
The top of every digital  
issue of *Athletic Business*



#### LEADERS PROGRAM

on **athleticbusiness.com**

Your content alongside  
articles related to your  
products and services.  
Feature your company  
profile, products, videos,  
contact, link to your  
website and more.



#### NEW PRODUCTS

Receive free editorial  
coverage in our magazine  
and website



#### PRIORITY

booth selection at  
AB Show

(Minimum investment is \$45,000 over 12 months)



PREMIUM PARTNERSHIPS

[athleticbusiness.info/premiumpartner](http://athleticbusiness.info/premiumpartner)

# PARTNERS

Some of our current advertising partners

## BE A PREMIUM PARTNER



## ADVERTISING PARTNERS



PARTNERS

[athleticbusiness.info/advertisers](http://athleticbusiness.info/advertisers)

# Athletic Business<sup>®</sup>

## SHOW 2024

NEW ORLEANS, LA | NOV. 20-23

**EXHIBIT PRICING: \$3,050 PER 10' X 10' | \$200 CORNER FEE**

**SAVE \$100 PER 10' X 10' EXHIBIT SPACE BY LOCKING IN BEFORE MARCH 27, 2024**

*"For years I would read AB articles online, read the AB magazines and always appreciated the buildings that were shared across North America in terms of the design and costs. Now working for the City of Medicine Hat, and my position as the Business and Innovation Manager for Parks and Recreation the conference timing is ideal. Reading the itinerary and looking at conference schedule there are so many opportunities to connect with people and listen to speakers to provide both business perspectives and innovative opportunities. Conferences like this, provide tremendous opportunities to connect professionally and understand what is working and not working out there."*

—SCOTT RICHTER | Business and Innovation Manager, Medicine Hat



## GAIN DIRECT ACCESS TO HIGHLY-QUALIFIED PROSPECTS WITH SUBSTANTIAL PURCHASING POWER

AB Show is the largest comprehensive trade show for athletics, fitness, recreation and military professionals. Our attendees represent massive capital improvement projects including \$50 million+ building or renovation projects meaning you're gaining valuable facetime with key decision-makers who are making purchasing decisions on the products and services that will outfit their facilities.

In 2024, we head back to the festive city of New Orleans, Louisiana. From November 20-23, industry professionals from around the world will gather to grow, connect and have fun. Mark your calendars and stay tuned for more information.



**100+**  
EDUCATIONAL  
SESSIONS



**2,000+**  
ATTENDEES



**200+**  
EXHIBITORS



**EXPANDED  
MILITARY  
PRESENCE**



AB SHOW

[athleticbusiness.info/abshow2023](http://athleticbusiness.info/abshow2023)

# AB SHOW SPONSORSHIPS

## ***SPONSORSHIP OPPORTUNITIES TO MAKE YOUR BRAND STAND OUT***

AB Show also offers excellent sponsorship opportunities that will increase your visibility at the event. Designed to drive an even greater number of attendees to your booth and help ensure a successful event, high-impact show sponsorship opportunities will boost your trade show investment.



### **MILITARY RECEPTION:**

Get in front of our military attendees and showcase your brand in a more personal and intimate setting – pre-show and outside the exhibit hall.



### **FACILITIES OF MERIT RECEPTION:**

This prestigious event honors the most innovative new facilities in the industry. Align your brand with these facilities as Reception Sponsor.



### **BANNERS & COLUMN WRAPS | ATTENDEE BACKPACKS**

Plus, there are many other options available for all goals and budgets.



GET STARTED



# Athletic Business

# Athletic Business

— SHOW 2024 —

Our diverse audience of athletics, fitness and recreation professionals have unique yet similar challenges. They all are looking for your products and services to outfit their facilities and improve their programs. Make sure they can find you in the industry's most relied upon resource.



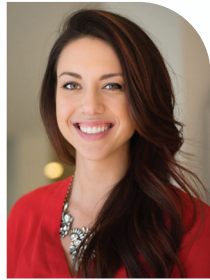
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# AB TEAM



GET STARTED

[athleticbusiness.info/contact](https://athleticbusiness.info/contact)