

**JAN/FEB** Ad Close: 12/2  
Ad Due: 12/6

**AQUATIC DESIGN PORTFOLIO**

- Program-Specific Fitness Spaces
- Locker Rooms
- Designing for Sound Experience
- AB Show Recap
- Industry Survey: Fitness

**PRODUCT SPOTLIGHT:**  
Cardio & Fitness

**Bonus Distribution:** AOAP, IHRSA  
Digital Focus January: Fitness  
Digital Focus February: Aquatics

**MARCH** Ad Close: 1/28  
Ad Due: 2/4

**THE BUYERS GUIDE**

92% of AB readers say they use the printed Buyers Guide each year

- 2020 Purchasing Data

**Advertisers Receive:**

- Priority in Online Search Results
- Microsite Special Pricing
- Boldfaced Listings

**Bonus Distribution:** All Major Shows  
Digital Focus: Basketball Facilities

**APRIL** Ad Close: 2/28  
Ad Due: 3/5

**NIRSA Show Preview**

- Aquatics: Accessibility
- Tennis Facilities
- Equipping Parks
- Nutrition and Food Service Spaces
- Industry Survey: College Rec

**PRODUCT SPOTLIGHT:**  
Aquatics

**Bonus Distribution:** NIRSA  
Digital Focus: College Rec

**MAY** Ad Close: 3/31  
Ad Due: 4/6

**THE SURFACES ISSUE**

- Gymnasium Flooring
- Sports Field Maintenance & Safety
- Unique Pool Design
- Ice Rink Facilities
- Industry Survey: College Athletics

**PRODUCT SPOTLIGHT:**  
Gymnasiums & Indoor Surfaces

Digital Focus: Gymnasiums

**JUNE** Ad Close: 4/29  
Ad Due: 5/6

**ANNUAL ARCHITECTURAL SHOWCASE**

Nearly \$4B in Facility Projects Represented in 2019  
Special Recognition for Facility Suppliers

- Spectator Spaces for Sensory Populations
- Natural Lighting Solutions

**PRODUCT SPOTLIGHT:**  
Building Systems / Shade Structures

**Bonus Distribution:** All Major Shows  
Digital Focus: Safety and Security

**JULY/AUG** Ad Close: 6/1  
Ad Due: 6/5

**THE BRANDING ISSUE**

- Locker Room Amenities
- 2020 Olympic Suppliers
- Outdoor Lighting
- Branding and Graphics
- Modular Pool Systems

**PRODUCT SPOTLIGHT:**  
Locker Room & Laundry

Digital Focus July: Locker Rooms  
Digital Focus August: Olympics

**SEPTEMBER** Ad Close: 7/29  
Ad Due: 8/5

**BACK TO SCHOOL**

- Scoreboards and Video Boards
- Basketball & Volleyball Equipment
- Competition Pools
- Fitness Programming

**PRODUCT SPOTLIGHT:**  
Stadiums Sports Fields Tracks

Digital Focus: Stadium & Outdoor Surfaces

**OCTOBER** Ad Close: 8/31  
Ad Due: 9/4

**FACILITY OF MERIT® AWARD WINNERS**

- Weight Room Technology
- Aquatics: Recreation Equipment
- Facility Cleaning & Maintenance
- AB Show Preview
- Industry Survey: Parks & Recreation

**PRODUCT SPOTLIGHT:**  
Weight Rooms & Strength Equipment

**Bonus Distribution:** NRPA  
Digital Focus: Strength Training

**NOV/DEC** Ad Close: 9/28  
Ad Due: 10/2

**AB SHOW ISSUE**

- Military Fitness
- Aquatics: Facility Renovation
- Spectator Seating
- Esports: Facilities & Equipment
- Industry Survey: High School

**PRODUCT SPOTLIGHT:**  
AB Show Exhibitors

**AB SHOW GUIDE:** Special Rate for Advertisers  
**Bonus Distribution:** AB Show, NFHS  
Digital Focus November: Rehab & Recovery  
Digital Focus December: Adventure Fitness

## IN EVERY ISSUE

### NIRSA Rec Center

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

### Next Generation of Campus Rec

Produced in cooperation with NIRSA, this feature shares unique perspectives from young leaders in campus recreation.

### 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?



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