



# Athletic Business

2020 PLAYBOOK

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

# Athletic Business

IN PRINT | ONLINE | IN PERSON

## YOUR TRUSTED INDUSTRY CONNECTION.

At Athletic Business, we're committed to continually 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.

## WE'RE CONSTANTLY RAISING THE BAR TO DELIVER PROVEN RESULTS:



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



Preferred media partner of NIRSA, ensuring your message reaches the entire association.



As an independently audited publication, we're proud to be transparent with our data.

## OUR COMPREHENSIVE APPROACH TO THE ENTIRE MARKET:

Wherever your top prospects are searching for the products and solutions they need, AB is there to deliver your message.

# Athletic Business

**40,000**

MAGAZINE  
SUBSCRIBERS

**40,000+**

ENGAGED EMAIL  
SUBSCRIBERS

**138,740+**

MONTHLY WEBSITE  
SESSIONS

**15,120+**

SOCIAL MEDIA  
CONNECTIONS

**2,300+**

ANNUAL AB SHOW  
ATTENDEES

## WHO YOU'RE REACHING:



**COLLEGE ATHLETICS**



**HEALTH CLUBS & YMCAs**



**HIGH SCHOOLS**



**ARCHITECTS**



**PARKS & RECREATION**



**MILITARY**



**COLLEGE RECREATION**



**PROFESSIONAL TEAMS**

(Including all NIRSA members)

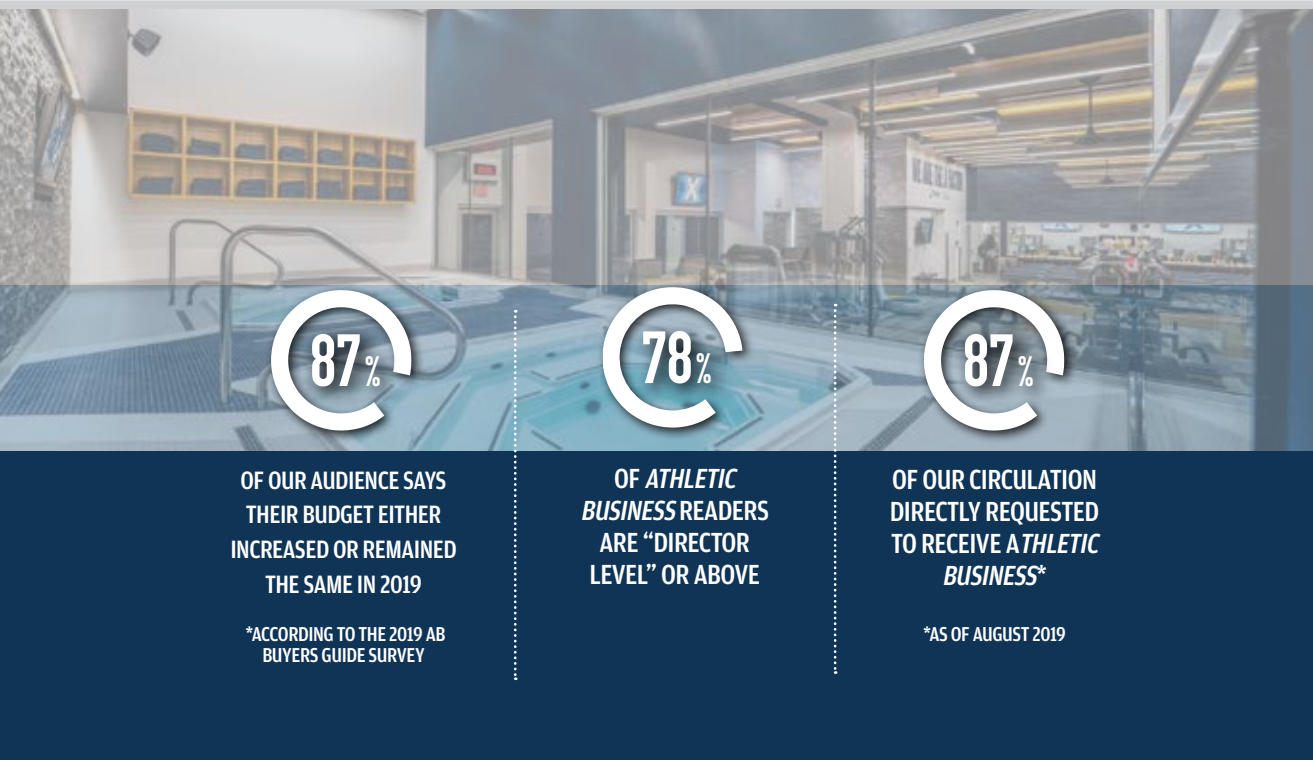
# A TRUSTED PLATFORM TO REACH A VERIFIED AUDIENCE.

Integrated marketing is the name of the game – and it all starts with print. Our audited print audience of athletics, fitness and recreation decision-makers 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.



“We’ve been receiving Athletic Business magazine for years and it has been an invaluable resource for us.”  
Sarah Welther | Co-Owner & Instructor at ORTHDX Natural Fitness



## WE ARE TRANSPARENT WITH OUR DATA. OUR AUDIT PROVES IT.

At *Athletic Business*, we're proud to be audited, and we dedicate significant resources to achieve this status. Being audited means that our 40,000 print subscribers are independently verified to ensure that they:

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



# AB SOLUTIONS DESIGNED TO ALWAYS 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 programs and facilities succeed.

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

## 40,000+

**QUALIFIED PROSPECTS IN OUR  
METICULOUSLY MAINTAINED  
EMAIL DATABASE**

## 2,800+

**AVERAGE MONTHLY  
ADVERTISEMENT CLICKS  
IN AB TODAY, OUR DAILY  
E-NEWSLETTER**

## 91,300+

**MONTHLY UNIQUE WEBSITE  
VISITORS TO  
ATHLETICBUSINESS.COM**

## 121,880+

**MONTHLY IMPRESSIONS ON AB  
SOCIAL MEDIA POSTS**

### AB TODAY

Daily e-newsletter providing industry professionals with timely, pertinent and fast-reading nationwide stories

### CUSTOM E-MAIL

Exclusive opportunity to reach your specific target audience from a database of high-quality decision-makers

### WEBSITE

AthleticBusiness.com draws more visitors and pageviews than any other website in the industry - period

### SPONSORED CONTENT/VIDEO

Leverage the power of content marketing with an article or video published and promoted on AB's digital channels

### RETARGETING

Serving your ad around the web to prospects who have been to our website means your ad is displayed to a qualified audience

### SOCIAL MEDIA

Reach athletics, fitness and recreation decision-makers who live and breathe the industry

### NEW! AB PODCAST

Exclusive opportunity to share your message within the context of a topic that aligns with your brand

### NEW! SPONSORED WEBINARS

Establish your brand as a thought-leader while collecting high-quality leads



# AB SHOW 2020

ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

CONFERENCE: NOV. 3-6, 2020 | EXPO: NOV. 4-5, 2020 | BALTIMORE, MD

**EXHIBIT PRICING: \$2,750 PER 10' X 10' | \$200 CORNER FEE**  
Save \$100 per 10' x 10' exhibit space by locking in before March 27, 2020



“AB Show is, by far, one of the best shows and expo that I have attended. It’s actually the show that provides us with the highest engagement and leads each year.”

Steven Trotter | Business Development Manager – College & Military at Fitness Assets Inc.

## 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 the purchasing decisions on the products and services that will outfit their facilities.

Plus, we’re heading to a new city in 2020 that is rich with prospects! In fact, almost one-third of our database of athletics, fitness, recreation and military professionals are located within a 500 mile radius of the Baltimore Convention Center.

125+  
EDUCATIONAL  
SESSIONS

2,300+  
ATTENDEES

250+  
EXHIBITORS

EXPANDED  
MILITARY  
PRESENCE



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## 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, a sponsorship will help ensure a successful event and boost your trade show ROI.



**GOLF CLASSIC OPTIONS:** All golf sponsorships include a special listing on the event's welcome signage, in the official Golf Classic Program and at the hole (where applicable).



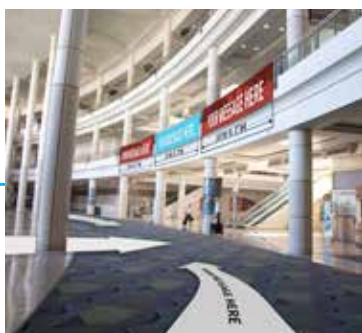
**MILITARY RECEPTION:** Get in front of our military attendees and showcase your brand in a more personal and intimate setting – pre-show and outside the exhibit hall.



**FACILITIES OF MERIT RECEPTION:** This prestigious event honors the most innovative new facilities in the industry. Align your brand with these facilities as the Reception Sponsor.



**SHOW FLOOR HAPPY HOUR**



**BANNERS & COLUMN WRAPS**



**ATTENDEE BACKPACKS**

PLUS MANY OTHER OPTIONS AVAILABLE FOR ALL GOALS AND BUDGETS.





# PENTAIR CASE STUDY

Visualize Success Through Integrated Marketing with Athletic Business

Pentair worked with Athletic Business to create an impactful and successful integrated marketing campaign that exceeded expectations, including high-level branding, content marketing and lead generation.

## 243,902+

Total advertising impressions between print, digital and social media platforms

## 358+

Total leads generated\*  
\*Downloadable webinar slides gated by contact form

## 145 HOURS

Total time spent by prospects consuming Pentair content within this campaign



### APRIL ISSUE PROMOTION

- Full-page ad focusing on high-level brand awareness
- Half-page sponsored content article that acted as a teaser to the company's upcoming full-length online article

**Impressions:** 40,000 verified athletics, fitness and recreation decision-makers

### ATHLETICBUSINESS.COM SPONSORED CONTENT



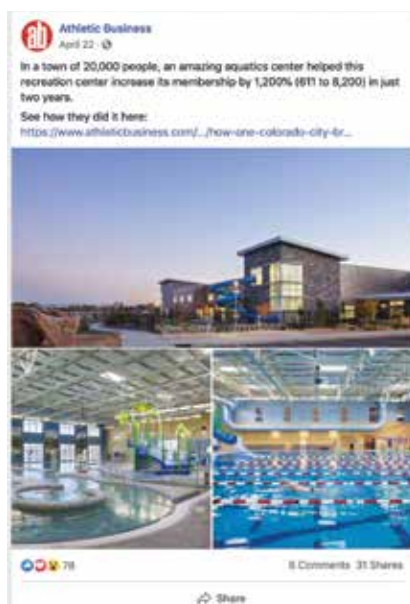
Full-length version of the April issue teaser article provided a case study on an aquatic recreation center that included Pentair equipment

**Total pageviews:** 552

**Average time on page:** 3 minutes and 54 seconds

### SOCIAL MEDIA RETARGETING

Promotion of AB.com Sponsored Content article on AB's Facebook page to prospects who had previously visited AthleticBusiness.com  
**Impressions:** 14,591  
**Post engagements:** 2,967



### SPONSORED WEBINAR

All promotion was managed by Athletic Business, including three email blasts, AB Today ads and social media marketing.

**Registrants:** 330 | **Attendees:** 112

**Average time attended:** 58 minutes



### ATTENDEE FEEDBACK:

- ▶ "I'd like to state this is all so intelligently structured, planned, organized and implemented that it's simply an exciting situation to see and hear about. And the enthusiasm in all the voices is so inspiring."
- ▶ "This has been, quite honestly, one of the best presented and informative webinars I have ever attended! Thanks for all the information!"
- ▶ "What a great way to spend an hour this afternoon."



# PACKAGES

Baylor Scott & White

SPORTS THERAPY & RESEARCH

We continue to provide the most impactful solutions across our print, digital and in-person channels – all targeted to the highly qualified decision-makers you’re looking to reach. Wherever your top prospects are searching for the products and solutions they need, AB is there to deliver your message. Not sure where to start? We’re here to help provide you with recommendations for every price point.

## PREMIUM PARTNER

- Unlisted special pricing
- Free Microsite on AthleticBusiness.com
- Logo placement:
  - Every page of AthleticBusiness.com
  - Every edition of AB Today
  - Masthead of every issue of *Athletic Business*
  - The top of every digital issue of *Athletic Business*
- Access to AB’s award-winning editorial team
- Priority booth selection at AB Show
- Free editorial coverage on new products

**\$45,000 NET** (minimum)

## MARKET LEADER

- 5 full-page Print Ads in *Athletic Business* magazine
- 12-month digital Microsite + Banner
- 6-week E-Newsletter sponsorship
- 3 targeted Custom E-Mail blasts
- 1 digital Sponsored Content article + promotion
- 3 Social Media packages
- Marketing support

**\$32,500 NET**

## BRAND BUILDER

- 4 half-page Print Ads in *Athletic Business* magazine
- 12-month digital Microsite + Banner
- 4-month Web Banner on AthleticBusiness.com
- 1 targeted Custom E-Mail blast
- 1 Social Media package
- Marketing support

**\$16,300 NET**

## BUYERS GUIDE

- 1 half-page Print Ad in the Buyers Guide (March issue)
- 12-month digital Microsite + Banner
- 1 Social Media package
- Bonus distribution of Buyers Guide at industry trade shows
- Marketing support

**\$4,720 NET**

**DON'T FORGET TO ADD ON YOUR 2020 AB SHOW BOOTH**

\$2,750 per 10x10 space if you reserve by March 27, 2020



**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?



**DIANE EBNER**

WEST SALES  
Advertising Director  
(608) 729-4189  
diane@athleticbusiness.com



**CHARLI MUCHOW**

EAST SALES  
Account Executive  
(608) 729-4216  
charli@athleticbusiness.com

**NOTE:** All rates listed are net. For gross rates visit [athleticbusiness.info/rates](http://athleticbusiness.info/rates)

## PRINT

| FOUR COLOR                 | 1 Issue | 3 Issues | 6 Issues | 7+ Issues |
|----------------------------|---------|----------|----------|-----------|
| Page                       | \$4,250 | \$4,150  | \$3,825  | \$3,725   |
| 2/3                        | 3,825   | 3,725    | 3,400    | 3,300     |
| 1/2 Island                 | 3,660   | 3,550    | 3,230    | 3,130     |
| 1/2 Horizontal or Vertical | 3,145   | 3,045    | 2,720    | 2,635     |
| 1/3 Horizontal or Vertical | 2,635   | 2,535    | 2,365    | 2,315     |
| 1/4                        | 2,195   | 2,125    | 2,000    | 1,970     |
| 1/6                        | 1,785   | 1,750    | 1,650    | 1,615     |
| Spread                     | 7,500   | 7,050    | 6,460    | 6,200     |

\*Black and white rates available upon request

## PROFESSIONAL DIRECTORY

|                 | 1 Issue | 6 Issues | 9 Issues |
|-----------------|---------|----------|----------|
| Four Color      | \$455   | \$395    | \$380    |
| Black and White | 355     | 295      | 280      |

## CUSTOM CONTENT

|                           |                |
|---------------------------|----------------|
| Sponsored Video           | \$1,530        |
| Sponsored Content Digital | \$1,530        |
| Sponsored Content Print   | Call for rates |
| Social Media Package      | \$500          |
| Sponsored Webinar         | Call for rates |

## AB SHOW

|                       | Nov/Dec Advertisers | Non-Advertisers    |
|-----------------------|---------------------|--------------------|
| Page in AB Show Guide | \$680               | \$1,020            |
| 10x10 Exhibit Space   | \$2,750             | + \$200 corner fee |

## DIGITAL

| BANNER ADS                | 1 Month         | 6 Months | 12 Months |
|---------------------------|-----------------|----------|-----------|
| Welcome Ad                | \$1,530         | \$1,445  | \$1,360   |
| Top Leaderboard           | 1,275           | 1,190    | 1,105     |
| Block 1                   | 850             | 765      | 680       |
| Block 2                   | 680             | 595      | 510       |
| Bottom Leaderboard        | 510             | 460      | 380       |
| Mobile (Exclusive)        | 1,530           | 1,445    | 1,360     |
| Facility of the Week      | 1,530           | 1,445    | 1,360     |
| Retargeting               | \$1,000-\$2,500 |          |           |
| Digital Focus Sponsorship | \$1,000         |          |           |
| Special Placement         | \$595 Exclusive |          |           |
| Podcast                   | Call for rates  |          |           |

| CUSTOM E-MAIL | RATE VARIES BY LIST SIZE |
|---------------|--------------------------|
| Targeted Send | \$1,000-\$4,500          |

## ATHLETIC BUSINESS TODAY BANNERS

| E-NEWSLETTER | 1 Week  | 3 Weeks | 6+ Weeks |
|--------------|---------|---------|----------|
| 1st Banner   | \$1,105 | \$1,020 | \$935    |
| 2nd Banner   | 1020    | 935     | 850      |
| 3rd Banner   | 765     | 680     | 595      |
| 4th Banner   | 680     | 595     | 510      |

|                        |                 |
|------------------------|-----------------|
| BUYERS GUIDE MICROSITE | Annual: \$2,125 |
| ARCHITECT PORTFOLIO    | Annual: \$1,275 |

# RATES

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



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**DELIVERS**  
THE BUYING POWER YOU NEED  
TO BE SUCCESSFUL.



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**AB SHOW 2020**

Learn more and get started at [athleticbusiness.info](http://athleticbusiness.info)



The background image is a composite of two photographs. The top half shows an indoor climbing wall with several people climbing. The bottom half shows an outdoor swimming pool with a person standing on a curved, white, modern architectural structure overlooking the water. The sky is clear and blue.

# Athletic Business

*"Athletic Business is a great source of valuable content for me. Having just opened a brand new recreation facility, the magazine and newsletter offer valuable insights on everything from facility design and space efficiency to the specific use of the latest technologies. I always enjoy escaping the office (and the computer) for a quiet sitting area in our new rec center with the AB magazine in hand."*

**Hugues Lecomte, M.S., Director of Campus Recreation | Southern Oregon University**