

JAN/FEB

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

AQUATIC DESIGN PORTFOLIO

- Air Quality, HVAC, Dehumidification
- Cardio Consoles
- Modern Rec Center Tech
- Athlete and Fan PPE

PRODUCT SPOTLIGHT:
Cardio & Fitness

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

MARCH

Ad Close: 1/29
Ad Due: 2/5

THE BUYERS GUIDE

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

- 2021 Purchasing Data

Advertisers Receive:

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

Bonus Distribution: All Major Shows
Digital Focus: Cleaning & Maintenance

APRIL

Ad Close: 3/1
Ad Due: 3/8

AQUATICS

- Aquatic Safety
- Functional Fitness
- Equipping the Modern Ballfield
- Sports Event Streaming
- Industry Survey: College Rec

PRODUCT SPOTLIGHT:
Aquatics

Digital Focus: College Rec

MAY

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

GYMNASIUMS

- Gym Flooring Options
- Aquatics: Deck Equipment & Surfaces
- Outdoor Fitness
- Insurance and Liability
- Reservation Software

PRODUCT SPOTLIGHT:
Gymnasiums & Indoor Surfaces

Digital Focus: Gymnasiums

JUNE

Ad Close: 4/29
Ad Due: 5/5

ANNUAL ARCHITECTURAL SHOWCASE

Nearly \$2B in Facility Projects Represented in 2020
Special Recognition for Facility Suppliers

- Fabric Structures
- Green Building

PRODUCT SPOTLIGHT:
Building Systems / Shade Structures

Bonus Distribution: All Major Shows
Digital Focus: Lighting

JULY/AUG

Ad Close: 6/1
Ad Due: 6/7

LOCKER ROOMS

- Choosing Lockers by Sport
- Branding & Graphics
- Climbing Walls
- Aquatics: Competition Pools
- Track Surfaces

PRODUCT SPOTLIGHT:
Locker Room & Laundry

Digital Focus July: Outdoor Fitness
Digital Focus August: Locker Rooms

SEPTEMBER

Ad Close: 8/2
Ad Due: 8/6

STADIUMS

- Synthetic Turf Systems
- Aquatics: Aquatics Facility Renovation
- Park Amenities
- Collaborative Facility Design
- Industry Survey: College Athletics

PRODUCT SPOTLIGHT:
Stadiums Outdoor Services

Bonus Distribution: NRPA
Digital Focus: Stadiums & Outdoor Surfaces

OCTOBER

Ad Close: 8/30
Ad Due: 9/3

FACILITIES OF MERIT® AWARD WINNERS

- Weight Room Flooring
- Aquatics: Aquatics Chemistry
- Laundry
- Facility Disinfection
- AB Show Preview

PRODUCT SPOTLIGHT:
Weight Rooms & Strength Equipment

Digital Focus: Strength Training

NOV/DEC

Ad Close: 9/27
Ad Due: 10/1

AB SHOW ISSUE

- Military Fitness
- Sports Tournaments
- Spectator Experience
- Ice Rink Facilities
- Industry Survey: Fitness

PRODUCT SPOTLIGHT:
AB Show Exhibitors

AB SHOW GUIDE: Special Rate for Advertisers

Bonus Distribution: AB Show, NADC
Digital Focus November: Military Fitness
Digital Focus December: Building Systems/Shade Structures

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

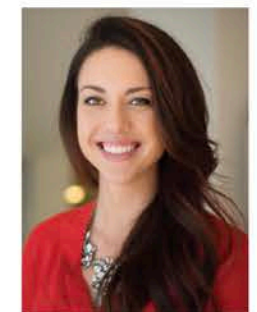
Providing guidance to advance best practices in safety and security.

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