



AB MEDIA KIT 2021



Your Trusted Connection to Athletics, Fitness and Recreation Professionals

At Athletic Business, our focus has always been on connecting athletics, fitness and recreation decision-makers to the products, services and information they need to run successful facilities. With this focus in mind, we dedicate significant resources to ensure our magazine, online and in-person channels offer timely and relevant editorial content that our high-quality audiences seek out and rely on. *But it doesn't stop there.*

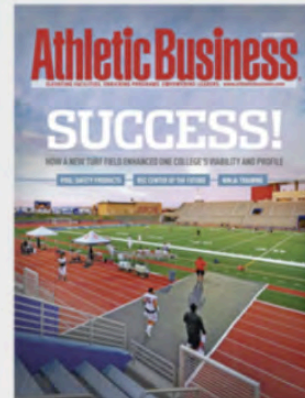
We take great pride in our meticulously maintained subscriber lists that guarantee measurable results for you. Plus, hosting the largest comprehensive event in the industry gives your sales team valuable facetime with professionals who make the purchasing decisions for their facilities.

When you advertise with AB, you can be confident you're partnering with a media company dedicated to your success through a highly qualified and engaged audience of key decision-makers.

AB Magazine: The Trusted Resource Your Prospects Seek Out

Take the guesswork out of integrated marketing, starting with *Athletic Business* magazine. Our industry-leading trade publication offers a strong foundation for you to deliver a unified and seamless campaign to increase brand awareness and generate high-quality leads.

Athletics, fitness and recreation decision-makers still heavily rely on trade publications to find the information, products and services they need to run successful facilities. Plus, with a third-party verified print subscriber list, you can be confident you're reaching highly engaged top prospects.



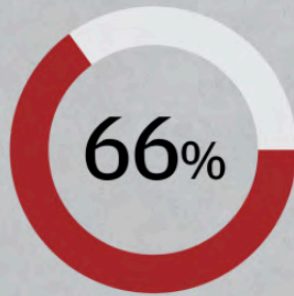
What it Means to Be Audited

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 targeting when you advertise in *Athletic Business* magazine.

Our 40,000 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.





66%
of our audience say
they're planning a
major construction/
renovation project in
the next 1-5 years*



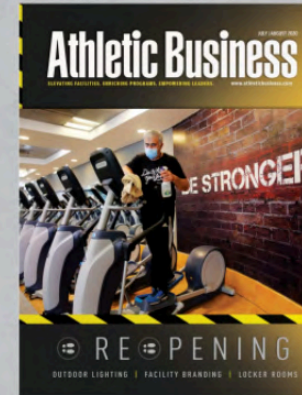
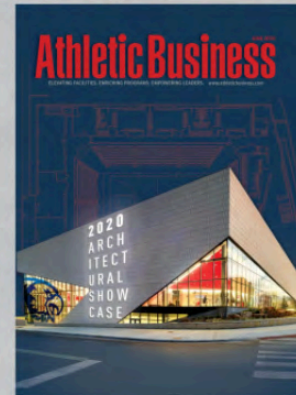
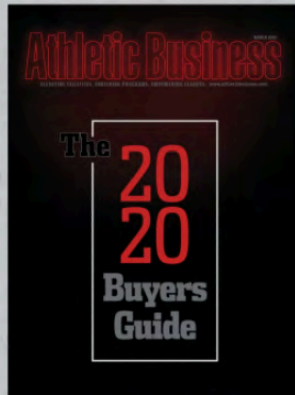
73%
of our audience is
"director level" or
above



100%
of our circulation list
is third-party verified
as being a qualified
record

40k

qualified athletics,
fitness and recreation
decision-makers
receive *Athletic
Business* magazine



AB Magazine Helps You Reach High-Quality, Engaged Prospects

*According to the 2020 AB Buyers Guide survey

2021 Editorial Calendar

⇒ [Click here to download](#)

Athletic Business

2021 EDITORIAL CALENDAR

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

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

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

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

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

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

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

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

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



Athletic Business

@athleticbusiness · Magazine

Sign Up

athleticbusiness.com

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Message



Your 24/7 Connection to a High-Quality Audience

AB's online and social media channels deliver your message to key athletics, fitness and recreation decision-makers whenever and wherever they're looking for industry-specific content, products and services. When combined with our print marketing solutions, digital opportunities from Athletic Business ensure your brand messaging is connected to our engaged and growing audience anywhere and anytime.

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



Athletic Business

September 14 at 8:23 AM · Public



NEW EPISODE: NIRSA's 21 Day Racial Equity Habit Building Challenge with Erin O'Sullivan: athl.biz/2RiQKbw



Turn Students' Workouts Into A Net Positive Impact (Sponsored)

athleticbusiness.com • 2 min read



Like



Comment



Share



Send

Industry-Leading Website With Measurable Results

AthleticBusiness.com draws more visitors and pageviews than any other trade media site in the athletics, fitness and recreation industries.

Advertise directly on AB.com and align your brand with industry-leading editorial coverage, or have your ad served up around the web to prospects who have visited our website. With special placement, banner and retargeting ads, your ad is displaying to an audience specifically interested in athletics, fitness and recreation products and services.

Plus, we offer Microsites that allow your company to showcase product videos, photos, catalogs and more. Specifically for architects, the Architect Portfolio allows your firm to showcase your latest projects, profile and Architectal Showcase submissions.

Athletic Business
ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

ATTEND AB SHOW | ADVERTISE | BUYERS GUIDE | SUBSCRIBE

PREMIUM PARTNERS
MATRIX | SPECTRUM Aquatics | PENTAIR

FACILITIES | PROGRAMMING | BUSINESS | MEDIA & TECHNOLOGY | SAFETY & SECURITY | LAW & POLICY | LEADERSHIP

COVERMASTER
NO ONE COVERS IT BETTER

PANDEMIC RESPONSE SOLUTIONS
Temporary modular containment solution

READ MORE

AUGUST DIGITAL FOCUS // LOCKER ROOMS

JOHN DEERE
Trusted By The Best.

SIGN UP FOR E-NEWS | **SUBSCRIBE >**

SUBMIT TO THE ARCHITECTURAL SHOWCASE

DIGITAL ISSUE
VIEW OUR LATEST ISSUE

BUYERS GUIDE
UPDATED DAILY

FEATURED VENDOR
SPALDING

AB SHOW 2020 CANCELED

AUGUST DIGITAL FOCUS // LOCKER ROOMS

NEWS | **POPULAR**

Notre Dame Football Limiting Fan Capacity to 20 Percent

Michigan State Athletics Launches Voting Initiative

Ref Availability a Concern Amid Altered HS Schedules

Are Measures Enough to Keep HS Football Fans Safe?

Yankee Stadium First to Receive New WELL Rating

All Headlines

Email Marketing that Delivers Quality & Quantity

We take great pride in keeping our email database clean and up-to-date, ensuring your message gets in front of the exact audience you're targeting.

By advertising in AB Today, our daily e-newsletter, you're aligning your brand with a trusted media source that industry professionals rely on to find timely, relevant and fast-reading nationwide stories.

If you're looking for a more exclusive opportunity, our Custom E-Mails are the perfect solution to reach your specific target audience from a database of high-quality decision-makers specifically looking for new products and services to outfit their facilities.



Athletic Business



Share Your Expertise With Our Online Audiences

Content-based solutions separate your brand from the competition by engaging with prospects in a deeper and more educational format.

Sponsored Content and **Video Promotions** allow you to leverage the power of content marketing with an article or video published and promoted on AthleticBusiness.com, as well as AB's social media and email marketing channels.

Sponsored Webinars are a powerful opportunity to establish your brand as a thought-leader while collecting high-quality leads. You provide the content, and AB takes care of the rest.

Highlight Your Brand Within Our Content

Sponsorships establish your brand as an industry thought-leader by aligning with our trusted content.

AB has partnered with 7 Star Service to provide bi-weekly **Virtual Workshops** designed to help industry professionals tackle their biggest challenges. Sponsors also collect leads from registrations.

Digital Focus sponsorships offer content marketing built seamlessly into AB's content. Each month focuses on a single topic, so you reach relevant prospects who have interest in your specific product category. [Check out an example Digital Focus.](#)

Each **AB Podcast** sponsorship gives you the exclusive opportunity to promote your brand within the context of a highly informational episode on a topic aligning with your brand. [Experience the podcast.](#)

A **Facility of the Week** sponsorship is promoted on AthleticBusiness.com and in our industry-leading e-newsletter to increase your brand awareness.



Facility of the Week

Athletes Village
Minneapolis, MN
Square Feet: 329,000
Cost: \$166,000,000 (Total Project Cost)
Project Type: New Construction

[VIEW PROJECT SLIDESHOW >](#)

EXECUTE A TRAINING PROGRAM





Athletic Business

@athleticbusiness

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Events



Share

Suggest Edits

...

Sign Up

Send Message

Social Media Marketing, Simplified.

Connect with your prospects in a fun, friendly medium where they already spend their time. Displaying your branded content on our social media platforms helps drive relevant traffic to your website and generate increased brand awareness. Our followers and connections are not only actively engaged with us on social media, they look to our pages for information on industry trends, new products and ways to help their facilities succeed.

Plus, if your company is active on social media we will be sure to tag your accounts, along with any keywords you'd like.

Instagram



athleticbiz

Follow

409 posts

1,275 followers

620 following

Athletic Business + AB Show
Elevating Facilities.
Enriching Programs.
Empowering Leaders.
Magazine Online AB Show
linktr.ee/athleticbiz



Next Gen



Digital Issue



Coming Up



AB Life



Resolutions



Our Team



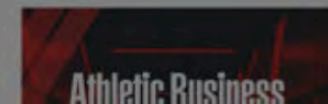
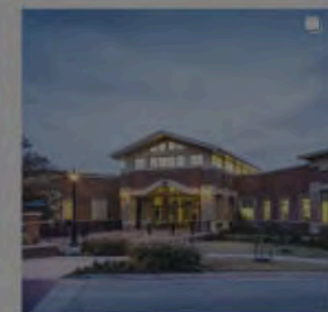
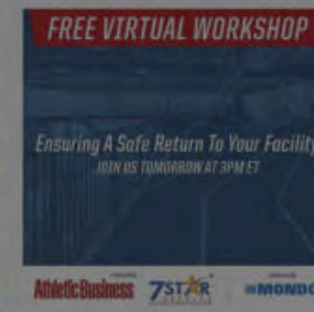
AB Show

Follow

POSTS

IGTV

TAGGED





RATES + PACKAGES

AB Premium Partnership: Integrated Marketing at its Finest

Advertising with Athletic Business is more than just a transaction, it's a strategic partnership. While we pride ourselves on working with just about any budget, the Premium Partnership ensures unrivaled impact, and we go the extra mile to ensure our partners' goals are met.

With a Premium Partnership through AB, you'll gain 5 million+ impressions to boost your company's brand awareness.

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



UNLISTED SPECIAL PRICING



FREE MICROSITE on athleticbusiness.com to showcase product videos, photos, catalogs and more



LOGO PLACEMENT

Every page of
athleticbusiness.com

Every edition of AB Today,
daily E-Newsletter sent to
38,000+ subscribers

Masthead of every issue of
Athletic Business magazine

The top of every digital issue
of Athletic Business



AB'S EDITORIAL TEAM

Access to AB's award-winning
editorial team:

First priority for quotes in
relevant feature stories

Share story ideas for inclusion
in the magazine and/or website



NEW PRODUCTS receive free editorial coverage in our magazine and website



PRIORITY booth selection at AB Show

Proposed Packages to Meet Your Goals

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

DIGITAL IMPACT

- 6-week E-Newsletter sponsorship
- 6-month Web Banner on AthleticBusiness.com
- 1 targeted Custom E-Mail blast

\$12,000 Net

Athletic Business

MARCH 2020

ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS. www.athleticbusiness.com

The 2020 Buyers Guide

Buyers Guide Advertising Options

The *Athletic Business* Buyers Guide (in print and online as Microsites) is the leading industry directory for our 40,000 audited magazine subscribers and thousands of web visitors. It's the 24/7 industry-specific search engine where buyers are looking for the products they need to outfit their facilities!

Buy 2 Pages, Get 2 Pages Promotions:

- 4 Full-Page Print Ads for \$7,650
- 4 Full-Page Print Ads + Online Microsite: \$9,150

Standard Packages:

- Full-Page Print Ad + Online Microsite: \$5,325
- 1/2-Page Print Ad + Online Microsite: \$4,220
- 1/3-Page Print Ad + Online Microsite: \$3,865
- 1/4-Page Print Ad + Online Microsite: \$3,500
- 1/6-Page Print Ad + Online Microsite: \$3,150

Print ads will be included in the 2021 March Buyers Guide issue of *Athletic Business* magazine. Upgraded Microsites are hosted on AthleticBusiness.com for a 12-month period.

Athletic Business Net Rates

NOTE: All rates listed are net. For gross rates visit 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



AB SHOW



What Is AB Show?

AB Show is the largest comprehensive event in the athletics, fitness and recreation industries. No matter where our attendees are in their careers, we provide them with the resources they need to be successful: a comprehensive trade show floor with 250+ exhibitors, 125+ educational sessions and various networking events.

AB Show 2021 will be hosted Oct. 27-30 in San Antonio – we hope to see you there!



Meet Decision-Makers from Around the World

AB Show is a solution-focused event for athletics, fitness, recreation and military professionals from 50 U.S. states, 9 Canadian provinces and 31 additional countries.

Our attendees make the purchasing decisions for their facilities, many of whom represent massive capital improvement projects - including \$50 million+ building or renovation projects. Exhibiting at AB Show will allow your sales team to gain valuable facetime with key decision-makers as they look for the products and services that will outfit their facilities.

A man and a woman are interacting at a trade show booth. The woman, on the left, is wearing a dark jacket and a backpack, and is pointing at a brochure. The man, on the right, is wearing a white polo shirt and a watch, and is holding a brochure. They are both looking at the brochures on a table. The background shows a busy trade show floor with other people and equipment. There are banners for 'Sports/Art' and 'TRUE' in the background.

Give Prospects First-Hand Experience with Your Products and Services

Athletics, fitness, recreation and military decision-makers from around the world attend AB Show each year to find the products and services they need to outfit their facilities. Our expansive expo hall gives them the opportunity to test out equipment, ask questions and learn about the latest innovations. But most importantly, they meet with your sales team and make valuable connections that help inform purchasing decisions for the following year.

Sponsorships to Make Your Brand Stand Out

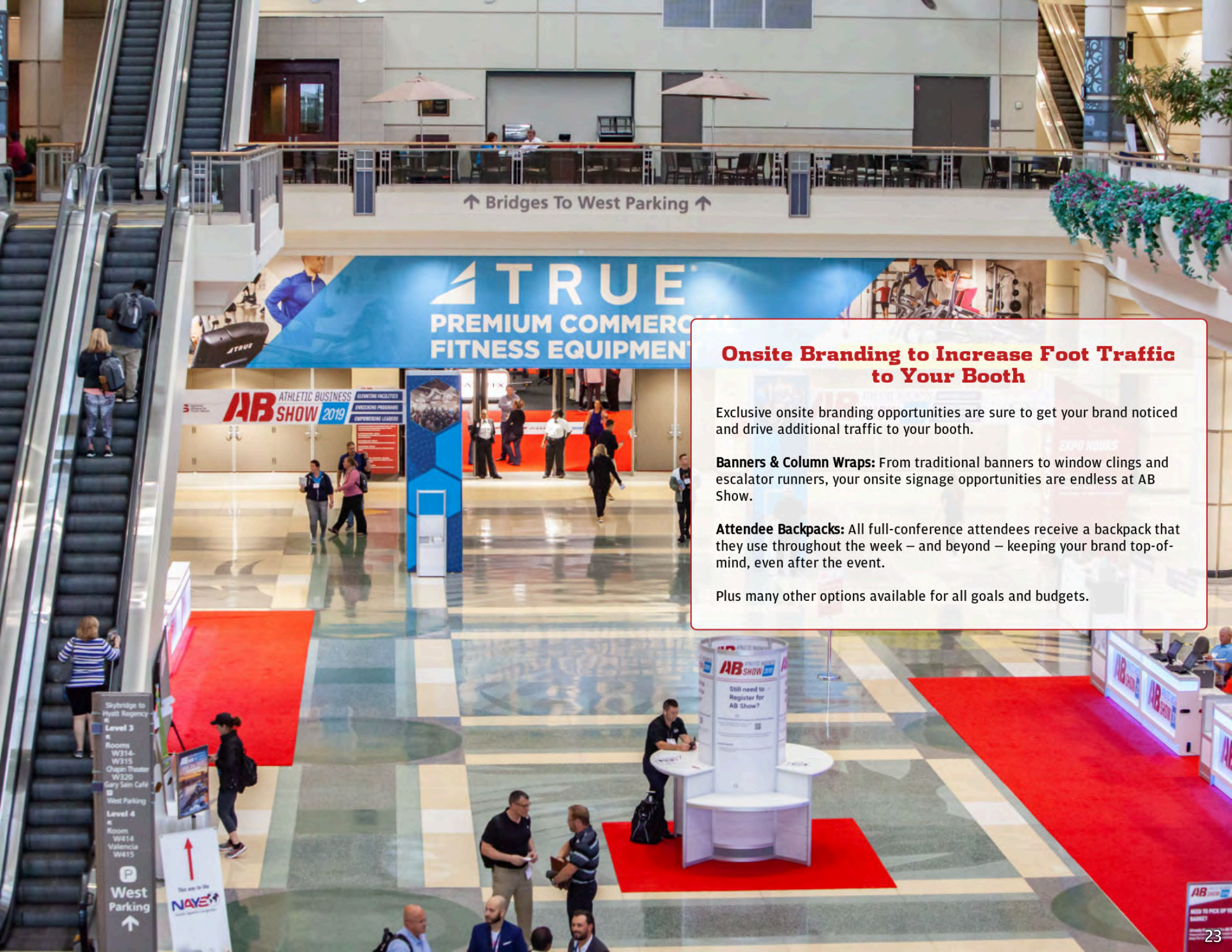
AB Show also offers excellent sponsorship opportunities that will increase your visibility at the event. Designed to drive an even greater number of attendees to your booth and help ensure a successful event, high-impact show sponsorship opportunities will maximize your trade show investment.

Keynote: All AB Show, NIRSA Triventure, MFA and NAYS attendees are invited to the keynote presentation, meaning you're getting your brand in front of thousands of industry decision-makers.

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.





↑ Bridges To West Parking ↑

TRUE
PREMIUM COMMERCIAL
FITNESS EQUIPMENT

AB SHOW 2019
ATHLETIC BUSINESS
EXHIBITION FACILITIES
ENHANCING PROGRAMS
EMPOWERING LEADERS

Onsite Branding to Increase Foot Traffic to Your Booth

Exclusive onsite branding opportunities are sure to get your brand noticed and drive additional traffic to your booth.

Banners & Column Wraps: From traditional banners to window clings and escalator runners, your onsite signage opportunities are endless at AB Show.

Attendee Backpacks: All full-conference attendees receive a backpack that they use throughout the week – and beyond – keeping your brand top-of-mind, even after the event.

Plus many other options available for all goals and budgets.

Skybridge to
Hyatt Regency
Level 3
Rooms
W314-
W315
Chapin Theater
W320
Gary Sam Café
West Parking
Level 4
Room
W414
Valencia
W415
P
West
Parking
↑

↑
NAYE
This way to life



TESTIMONIALS



Reader Testimonials

"The content provided by Athletic Business is always up-to-date and has been a valuable resource for me when teaching leadership courses."

—Ronald Belinko
National Faculty at NIAAA

"Even though we're all inundated with content about our current situation (COVID-19), I really enjoy what you guys put out every day. I click on at least three links every day."

—Steve Chung, AIA, LEED AP
Design Director and Senior Associate at Gensler



Advertiser Testimonials

“The audience that AB has captured covers the forward-thinking trendsetters and leaders in athletics, fitness, recreation and competition facilities and has helped us to cut through the clutter. Their support and the exposure we’ve received has validated our product because our prospects look to Athletic Business as a credible source to discover what’s new and trending. Plus, we got contracts from leads we met at AB Show in November.

Plus, the editorial and sales teams at AB have proved that they don’t just sell ad or booth space, there is a genuine interest in serving the industry, and we’ve developed a symbiotic relationship that we truly value.”

—**Kyle Rieger, CPO**
Vice President & Partner at NinjaCross™ Systems



GET STARTED

Advertise With Athletic Business:



Diane Ebner, Western Sales
P: (608) 729-4189

E: diane@athleticbusiness.com



Charli Muchow, Eastern Sales
P: (608) 729-4216

E: charli@athleticbusiness.com

Exhibit at AB Show:



Steve Statsick, National Sales
P: (608) 729-4191

E: steve@abshow.com

