

JAN/FEB

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

AQUATIC DESIGN PORTFOLIO

- Spotlight Article: Cycling Studios and Technology
- Athlete Health and Wellbeing
- Rec Center Equipment Management
- Venue Event Conversions
- Sponsored Content

PRODUCT SPOTLIGHT:
Cardio & Fitness

Bonus Distribution: AOAP
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
- 2022 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: 3/7

AQUATICS

- Spotlight Article: Natatorium Cost Savings
- Hybrid Fitness Programming
- Programming Fields
- Wall and Equipment Padding and Mats
- Sponsored Content

PRODUCT SPOTLIGHT:
Aquatics

Bonus Distribution: NIRSA
Digital Focus: College Rec

MAY

Ad Close: 3/30
Ad Due: 4/6

GYMNASIUMS

- Spotlight Article: Flooring Maintenance and Repair
- Weather Monitoring
- Aquatic Safety
- Contactless Event Operations
- Sponsored Content

PRODUCT SPOTLIGHT:
Gymnasiums & Indoor Surfaces

Digital Focus: Gymnasiums

JUNE

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

35th ANNUAL ARCHITECTURAL SHOWCASE

Special Recognition for Facility Suppliers

- Spotlight Article: Shade and Roof Structures
- Facility Construction Timeline
- Sponsored Content

PRODUCT SPOTLIGHT:
Alternative Building Solutions

Bonus Distribution: IHRSA & All Major Shows
Digital Focus: Field Maintenance

JULY/AUG

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

LOCKER ROOMS

- Spotlight Article: Locker Room Design
- Pickleball
- Competition Pools
- Activating Outdoor Spaces
- Sponsored Content

PRODUCT SPOTLIGHT:
Locker Rooms & Laundry

Digital Focus July: Aquatic Safety
Digital Focus August: Locker Rooms

SEPTEMBER

Ad Close: 8/1
Ad Due: 8/6

STADIUMS

- Spotlight Article: Spectator Accommodations
- Esports
- Portable Cardio Equipment
- Aquatic Play Features
- Sponsored Content

PRODUCT SPOTLIGHT:
Stadiums & Outdoor Surfaces

Bonus Distribution: NRPA
Digital Focus: Stadiums & Outdoor Surfaces

OCTOBER

Ad Close: 8/31
Ad Due: 9/7

FACILITIES OF MERIT® AWARD WINNERS

- Spotlight Article: Dedicated Functional Fitness Spaces
- Aquatics Risk Management
- Designing for Easy Maintenance
- AB Show Preview
- Sponsored Content

PRODUCT SPOTLIGHT:
Weight Rooms & Strength Equipment

Digital Focus: Strength Training

NOV/DEC

Ad Close: 9/29
Ad Due: 10/5

AB SHOW ISSUE

- Rehab and Recovery Solutions
- Military Fitness
- Sound and Acoustics
- Equipping Trending Sports
- Sponsored Content

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: Scoreboards/Videoboards

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.

Tech Roundup

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

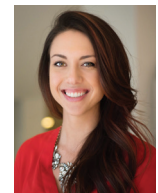
READY TO GET STARTED?



DIANE EBNER

WEST SALES

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



CHARLI MUCHOW

EAST SALES

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

