

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

PRODUCT SPOTLIGHT:
NIRSA & IHRSA Exhibitors

- **AQUATIC DESIGN PORTFOLIO**
- Smart Building Technology
- Team Travel Logistics
- Fitness Center Trends

Bonus Distribution: AOAP, NIRSA, IHRSA
Digital Focus January: Safety & Security
Digital Focus February: Aquatics

MARCH Ad Close: 1/30
Ad Due: 2/6

2023 BUYER'S GUIDE

ADVERTISERS RECEIVE:

- Priority in Online Search Results
- Boldfaced Listings
- Special: Buy 2 pages, Get 2 pages
- 2023 Purchasing Data

Bonus Distribution: All Major Shows
Digital Focus March: Sports Fields

APRIL Ad Close: 3/1
Ad Due: 3/7

PRODUCT SPOTLIGHT:
Aquatics

- Outdoor Lighting
- Aquatics ADA Design
- Indoor & Outdoor Track Systems
- Climbing Walls

Digital Focus April: College Rec

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

PRODUCT SPOTLIGHT:
Gym & Indoor Surfaces

- Gymnasium Game Night
- Athletic and Medical Crossover Facilities
- Aquatics Maintenance & Repair
- Natural Turf Care

Digital Focus May: Gymnasiums

JUNE Ad Close: 4/28
Ad Due: 5/5

ARCHITECTURAL SHOWCASE

PRODUCT SPOTLIGHT:
Building Systems/Fabric & Shade Structures

- Special listings for suppliers in print and online
- Architect Index for all submissions

Bonus Distribution: All Major Shows
Digital Focus June: Outdoor Fitness

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

PRODUCT SPOTLIGHT:
Locker Rooms, Laundry

- Training Room Design
- Graphics and Branding
- Pickleball Trends
- Pool Programming

Digital Focus July: Lighting
Digital Focus August: Locker Rooms

SEPTEMBER Ad Close: 8/1
Ad Due: 8/7

PRODUCT SPOTLIGHT:
Stadium & Outdoor Surfaces

- Football Game Day Prep
- Pool Water and Air Quality
- Ice Facilities
- AB Show Preview
- Esports Venues

Bonus Distribution: NRPA
Digital Focus September: Stadiums

OCTOBER Ad Close: 8/30
Ad Due: 9/6

FACILITIES OF MERIT[®] & AB SHOW ISSUE

PRODUCT SPOTLIGHT:
AB Show Exhibitors

- Staffing Shortages (Officials, Lifeguards, Coaches)
- Park Master Planning
- Corporate Fitness/Employee Wellness

Bonus Distribution: AB Show
Digital Focus October: Fitness

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

PRODUCT SPOTLIGHT:
Weight Rooms & Strength Equipment

- Strength Spaces
- Sports Streaming Solutions
- Sport Venue Climate Control
- High School Locker Rooms

Bonus Distribution: NADC
Digital Focus November: Software/Technology
Digital Focus December: Legal Action

IN EVERY ISSUE <<<<<

NIRSA Rec Center

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

Tech Roundup

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

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

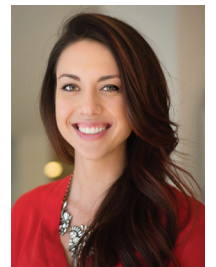
Providing guidance to advance best practices in safety and security.

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

