

JAN/FEB

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

PRODUCT SPOTLIGHT:

Fitness Center

• 10TH AQUATIC DESIGN PORTFOLIO

- Next-Gen Cardio Equipment
- Pickleball Sound Mitigation
- Cutting-Edge LED Lighting

Bonus Distribution: IHRSA and AOAP

Digital Focus January: 2023 Top Stories
Digital Focus February: Aquatics

MARCH

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

2024 BUYER'S GUIDE

ADVERTISERS RECEIVE:

- Priority in Online Search Results
- Boldfaced Listings
- Special: Buy 2 pages, Get 2 pages
- 2024 Purchasing Data

Bonus Distribution: All Major Shows

Digital Focus March: Seating

APRIL

Ad Close: 2/28
Ad Due: 3/6

PRODUCT SPOTLIGHT: Aquatics

SPOTLIGHT: NIRSA Exhibitors

- Field Maintenance
- Climbing Walls
- Wellbeing Trends
- Pool Safety

Bonus Distribution: NIRSA

Digital Focus April: College Recreation

MAY

Ad Close: 4/1
Ad Due: 4/8

PRODUCT SPOTLIGHT:

Gymnasium & Indoor Surfaces

- Gymnasium Flooring
- Competition Pools
- Outdoor Fitness
- Indoor/Outdoor Seating
- Weather Monitoring Systems

Digital Focus May: Gymnasiums

JUNE

Ad Close: 5/1
Ad Due: 5/7

ARCHITECTURAL SHOWCASE

PRODUCT SPOTLIGHT:

Building Systems/Shade

- Pitching New Facility Construction
- Special listings for suppliers in print and online

Bonus Distribution: All Major Shows

Digital Focus June: Architectural Design

JULY/AUG

Ad Close: 5/31
Ad Due: 6/6

PRODUCT SPOTLIGHT:

Locker Room & Laundry

- Locker Rooms
- Stainless Steel Pools
- Wow-Factor YMCAs
- Strength Training
- Park Vandalism Prevention

Digital Focus July: Pickleball

Digital Focus August: Lockers

SEPTEMBER

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

PRODUCT SPOTLIGHT:

Stadium & Outdoor Surfaces

- Synthetic Turf
- Lighting and Videoboards
- Aquatic Recreation
- Rethinking Outdoor Rec
- Life-Saving Equipment

Bonus Distribution: NRPA

Digital Focus September: Stadiums

OCTOBER

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

FACILITIES OF MERIT®

PRODUCT SPOTLIGHT:

Weight Rooms and Strength

- Weight Room Renovation
- Pool Chemistry
- AB Show Preview

Digital Focus October: Fitness

NOV/DEC

Ad Close: 9/30
Ad Due: 10/4

AB SHOW ISSUE

PRODUCT SPOTLIGHT:

AB Show Exhibitors

- Pickleball Facility Showcase
- Military Fitness
- Indoor Sports Equipment
- Facility Cleaning/Disinfection

Bonus Distribution: AB Show & NADC

Digital Focus November: Military

Digital Focus December: College Athletics

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

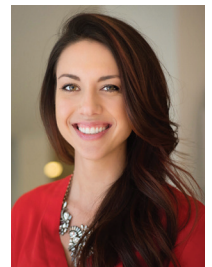
Providing guidance to advance best practices in safety and security.

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

