

Athletic Business[®]

2023 PLAYBOOK

IF YOUR PRODUCT OR SERVICE BELONGS IN AN ATHLETICS,
FITNESS OR RECREATION FACILITY, YOU BELONG IN AB.



WHO WE ARE



YOUR TRUSTED INDUSTRY CONNECTION.

At Athletic Business, we're committed to providing the most impactful marketing solutions across our print, digital and in-person marketing channels. Our timely and relevant editorial content covers the topics our readers care about and we take great pride in our meticulously maintained subscriber lists that guarantee measurable results. Plus, hosting an industry-wide event ensures you get facetime with professionals across the athletics, fitness and recreation industries. When you advertise with AB, you can be confident that you're gaining direct access to a highly qualified and engaged audience of key decision-makers.



Award-winning publication design allows your ad to be displayed in a professional and engaging layout.



Preferred media partner of NIRSA, ensuring your message gets in front of the entire association.



By being independently audited, we're proud to be transparent with our data.



"I have worked at four institutions during my campus recreation career and one constant has been signing up to receive Athletic Business. I use their resources to benchmark and remain up to date with best practices in the industry. I also enjoy seeing colleagues and institutions celebrated. Learning about what is happening in recreation settings outside of higher education is an added bonus that distinguishes this organization from others."

— GREGORY REINHARDT

Associate Director for Programs & Staff Development | University of Washington - Recreation



ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

athleticbusiness.info

AUDIENCE INSIGHTS

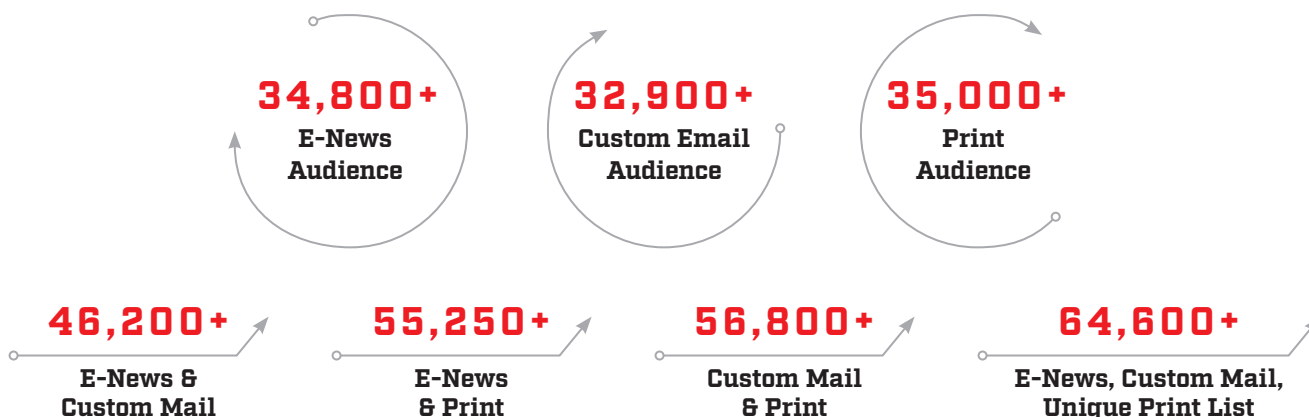
REACH 64,600+ DECISION-MAKERS

Saturate your brand in front of thousands with our comprehensive approach to the entire market:



REACH NEW CUSTOMERS ACROSS ALL CHANNELS

Our unique products allow for multiple opportunities to reach your target audience. Maximize brand saturation among your target audience by capitalizing on all three Athletic Business sales channels. Our digital, print, and custom email list are designed to work together in order to garner the best results.





REACT

PRINT

A TRUSTED PLATFORM TO REACH A VERIFIED AUDIENCE.

Integrated marketing is the name of the game — and it all starts with print. Our audited print audience of athletics, fitness and recreation professionals still heavily rely on print media to find relevant information to inform their business decisions and to find the products and services they need to run profitable programs and facilities. Plus, it's all packaged up in a national award-winning design.

As part of our commitment to being transparent with our data, we're excited to be an Alliance for Audited Media (AAM)-audited magazine, which means you can be confident you're reaching the exact market you're targeting.

"Print will allow brands to rise above the digital racket. The ubiquity of digital media has given print media a strange new power. Think of how special it is to get a written letter as opposed to an email."

— BRANDON ORTIZ | Salesforce.org as quoted by Forbes



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 aiming to target when you advertise in *Athletic Business* magazine.

Being audited means our 38,000 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 They are current — our list contains no outdated records that are no longer relevant.

SOLUTION



PRINT

athleticbusiness.info/print

PRINT

56%

AB AUDIENCE MEMBERS
CURRENTLY WORKING ON
A MAJOR CONSTRUCTION/
RENOVATION PROJECT OR HAVE
ONE PLANNED WITHIN 5 YEARS

75%

ATHLETIC BUSINESS
READERS
ARE "DIRECTOR LEVEL"
OR ABOVE

"Seeing new products and facilities can be quite inspiring"

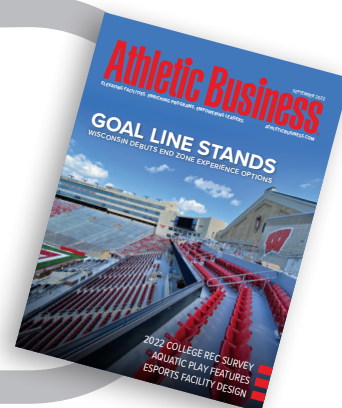
— BRUCE COOLIDGE

Programming Director | The Capital Athletic Club

*"A reasonable gauge of how good a magazine is to know how much you **can't wait for next month's issue**. Andy and the rest of the staff do a fantastic job each month putting together items of interest along a range of topics"*

— EUGENE SESSOMS

Assistant Director of Leadership Development | College of Charleston



*"Athletic Business keeps even a small gym on the **cutting edge of products** legal opinions, and the entire sports and fitness industry"*

— GEORGE BLOCK

Owner | Island Fitness



PRINT










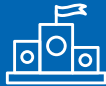


athleticbusiness.info/print

DIGITAL: PRODUCTS

AB SOLUTIONS DESIGNED TO KEEP YOU CONNECTED.

When combined with our print marketing solutions, digital opportunities from Athletic Business ensure your brand messaging is connected to our engaged and growing audience of decision-makers anywhere and anytime. With a meticulously maintained email list and measurable engagement across all digital channels, AB helps deliver your message to key decision-makers whenever they're looking for information to help their program and facilities succeed.

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

 AB TODAY Daily e-newsletter providing industry professionals with timely, pertinent and fast-reading nationwide stories	 CUSTOM E-MAIL Exclusive opportunity to reach your specific target audience from a database of high-quality decision-makers	 WEBSITE Banner ads offer consistent exposure among our highly read content	 SPONSORED CONTENT Leverage the power of content marketing with an article or video published and promoted on AB's digital channels
 RETARGETING Display your ad around the web to our website visitors, an engaged audience of qualified prospects	 SOCIAL MEDIA Reach athletics, fitness and recreation decision-makers across our various platforms	 AB PODCAST Exclusive opportunity to promote your brand within the context of a topic that aligns with your brand	 SPONSORED WEBINARS Establish your brand as a thought-leader while collecting high-quality leads
 DIGITAL FOCUS A Digital Focus Sponsorship offers fully integrated content marketing built seamlessly into content produced by AB	 FACILITY OF THE WEEK Align yourself with the best athletics, fitness and recreation facility projects and gain high visibility with an exclusive Facility of the Week sponsorship	 LEADERS PROGRAM Your content alongside articles related to your products and services	 ARCHITECT PORTFOLIO This digital extension of our industry-leading Buyers Guide allows your firm to showcase your profile, latest projects and Architectural Showcase submissions



DIGITAL: PRODUCTS



athleticbusiness.info/digital



Athletic Business PARTNER MESSAGE

MONDO

BRING STUDENTS BACK FROM THE DIGITAL WORLD

Engage & Energize Students

Learn More

Athletic Business PARTNER MESSAGE

AVNow

Going Virtual

Virtual Instruction and Streaming Solutions

Do you have questions about Virtual Instruction & Streaming Solutions?

Go Mic Mobile Lander System - Connect Directly to Smart Phone

View

Athletic Business PARTNER MESSAGE

Fusion

ENGAGE

The rules of engagement are quickly changing, but one truth holds fast: meet your customers where they want to be met. Visitors to your facility not looking to meet flyers, posters, or printed program listings. A glance around any public space reveals the new norm - people are glued to their phones. That's where they'll seek out their next recreational pursuit.

Fusion offers recreational management software tools to put you and your operations front and center. Fusion's responsive member portal promotes your programming, memberships, and more. Our FusionGO mobile app provides group fitness schedules, boutique classes and programs, and so much more. FusionGO also sports an access barcode feature that guarantees interaction with the app on every facility visit.

And once your members arrive on-site, Fusion Ware - our brand new digital signage solution - proactively selects programs and classes with open registration spots to promote on screen. The embedded QR codes Fusion Ware generates then enable on-the-spot registrations.

No longer will your members have to go hunting to find you. You've changed the game.

Athletic Business PARTNER MESSAGE

FLIPSLED

The Training Sled, Evolved.

FLIPSLED 2021 GIVEAWAY

Athletic Business PARTNER MESSAGE

CLASH

TIME FOR A REFRESH

2 FREE LOGO CHAIRS

Are you ready? It's back to school time!

As we approach the new school year and students return to classrooms, kids' gear is back in demand. It's time to refresh your gear with the latest in school gear. Clash is the perfect place to get it. Clash is the perfect place to get it. Clash is the perfect place to get it.

Learn More

ENGAGED

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
- Park Master Planning
- Ice Facilities

Bonus Distribution: NRPA

Digital Focus September: Stadiums

OCTOBER

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

FACILITIES OF MERIT®

PRODUCT SPOTLIGHT:

Weight Rooms & Strength Equipment

- Strength Spaces
- Staffing Shortages: Officials, Lifeguards
- AB Show Preview

Bonus Distribution: AB Show

Digital Focus October: Fitness

NOV/DEC

Ad Close: 9/22
Ad Due: 9/28

AB SHOW ISSUE

PRODUCT SPOTLIGHT:

AB Show Exhibitors

- Sports Streaming Solutions
- Sport Venue Climate Control
- High School Locker Rooms
- Corporate Fitness/Employee Wellness

Bonus Distribution: AB Show & 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

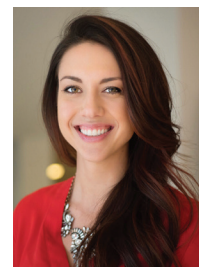
Providing guidance to advance best practices in safety and security.

READY TO GET STARTED?



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CHARLI MUCHOW

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RATES & PACKAGES

NOTE: All rates listed are net.

PRINT

FOUR COLOR	1 Issue	3 Issues	6 Issues	7+ Issues
Page	\$4,300	\$4,200	\$3,900	\$3,800
2-Page Spread	7,000	6,800	6,500	6,000
1/2 Island	3,800	3,700	3,400	3,300
1/2 Horizontal or Vertical	3,300	3,200	2,900	2,800
1/3 Horizontal or Vertical	2,800	2,700	2,500	2,400
1/4	2,500	2,400	2,200	2,100
1/6	2,100	2,000	1,800	1,700

*Black and white rates available upon request

PROFESSIONAL DIRECTORY

	1 Issue	6 Issues	9 Issues
Four Color	\$500	\$450	\$425
Black and White	400	350	325

CUSTOM CONTENT

Sponsored Video	\$2,000
Sponsored Content Digital	\$2,000
Sponsored Content Print	Call for rates
Social Media Package	\$600
Sponsored Webinar	Call for rates

AB SHOW

	Nov/Dec Advertisers	Non-Advertisers
Page in AB Show Guide	\$750	\$1,100
10x10 Exhibit Space	\$2,950	+\$200 corner fee

DIGITAL

BANNER ADS	MONTHLY RATE
Billboard	\$1,500
Super Leaderboard	1,200
Facility of the Week	1,600
Retargeting	1,200
Digital Focus	1,200
Podcast	Call for Rates

CUSTOM EMAIL

CUSTOM EMAIL	RATE VARIES BY LIST SIZE
Targeted Send	\$1,500—\$5,000

ATHLETIC BUSINESS TODAY BANNERS

E-NEWSLETTER	WEEKLY RATE
1st Banner	\$1,200
2nd Banner	1,100
3rd Banner	1,000
4th Banner	800
Native Banner	1,200

BUYER'S GUIDE MICROSITE	Annual: \$2,125
ARCHITECT PORTFOLIO	Annual: \$1,350



RATES & PACKAGES



athleticbusiness.info/net

PARTNER PACKAGES

INTEGRATED MARKETING PACKAGES

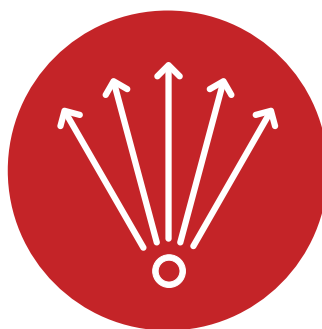
Creating a custom, integrated marketing plan allows you to strategically promote your brand in a way that has proven to deliver results. We will help outline your goals and create a package to fit your initiatives and budget.



**NEW PRODUCT
LAUNCH**



**BRAND
ENGAGEMENT**



**LEAD
GENERATION**



**TRADE SHOW
PROMOTION**



PARTNERSHIPS

athleticbusiness.info/suggestions

PREMIUM PARTNERSHIPS

GAIN 5+ MILLION IMPRESSIONS WITH AB PREMIUM PARTNERSHIP:

INTEGRATED MARKETING AT ITS FINEST

Advertising with Athletic Business is more than a transaction, it's a strategic partnership.

The Premium Partnership ensures unrivaled impact by boosting your brand awareness and saturation in the market through 5+ million impressions gained.



UNLISTED SPECIAL PRICING



LOGO PLACEMENT

Every page of
athleticbusiness.com

Every edition of AB Today,
daily E-Newsletter sent to
34,800+ subscribers

Masthead of every issue
of *Athletic Business*
magazine

The top of every digital
issue of *Athletic Business*



LEADERS PROGRAM

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



NEW PRODUCTS

receive free editorial
coverage in our magazine
and website



PRIORITY

booth selection at
AB Show

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



PREMIUM PARTNERSHIPS

athleticbusiness.info/premiumpartner

PARTNERS

Some of our current advertising partners

BE A PREMIUM PARTNER

MATRIX

SPECTRUM
Aquatics
A PLAYCORE Company

COLORADO
TIME SYSTEMS
A PLAYCORE Company

FORMETCO
SPORTS

PADDOCK
POOL EQUIPMENT COMPANY

MONDO

ADVERTISING PARTNERS

PELOTON COMMERCIAL

LINCOLN
AQUATICS

Bona

Recreonics
Your Aquatic Authority

FLUIDRA

teamsSNAP

ClearSpan

ECHELON

NORDOT
Adhesives
5

SUPERIOR
LOCKERS
LIST INDUSTRIES INC.

REGUPOL

MUSCO
Lighting

Aqua Creek Products
Leaders in Recreation, Fitness and Ability

GARRETT
METAL DETECTORS

ULINE

Councilman • Hunsaker
AQUATICS FOR LIFE

WATER TECH
"The pool invention people"

Matéflex
The Original Modular Flooring

SPALDING
TRUE TO THE GAME™

AAI

Robbins

Clear Comfort

ArbiterSports
The Only One That's All In One

VANTAGE

DR. DISH

JOHN DEERE

KENNEDY
INDUSTRIES

STAGING
CONCEPTS

COVERMASTER
NO ONE COVERS IT BETTER

AEON
Sports Lighting

Trex COMMERCIAL PRODUCTS

SUITEMATE
SWIMSUIT WATER EXTRACTOR

KPN

PERFORM
BETTER!

PSS
PERFORMANCE
SPORTS CLEANING

FUSION

GameTime
A PLAYCORE Company

SR Smith

Perkins & Will

AQUATIC
DESIGN GROUP

Neptune Benson
evogua

RenoSys

Dri-Dek

WTI
WATER TECHNOLOGY INC.

BEAM CLAY
PARTAC PEAT CORPORATION

KAY

NWR
SPORT

BECS
TECHNOLOGY

DAKTRONICS

SAMSUNG

Geia USA

LIFE FITNESS
FAMILY OF BRANDS

SPORTAFENCE

GymValet
Holder for Sanitizer Spray Bottles & Towels



PARTNERS

athleticbusiness.info/advertisers

AB ATHLETIC BUSINESS SHOW 2023

ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

BALTIMORE, MD | CONFERENCE: NOV. 1-4 | EXPO: NOV. 2-3

EXHIBIT PRICING: \$2,950 PER 10' X 10' | \$200 CORNER FEE
SAVE \$100 PER 10' X 10' EXHIBIT SPACE BY LOCKING IN BEFORE MARCH 24, 2023



"As a regular attendee of large conferences such as IHRSA, NRPA, and AB Show on an annual basis, the educational sessions at AB Show are far more educational in helping professionals relate to common trends in the fitness and health industry. The AB Show not only relates professionals who see these trends but puts industry leaders in front of the educational sessions to help remedy and resolve these trends clubs are identifying."

—**ADAM LOCKARD** | Director of Facilities, Woodside

GAIN DIRECT ACCESS TO HIGHLY-QUALIFIED PROSPECTS WITH SUBSTANTIAL PURCHASING POWER

AB Show is the largest comprehensive trade show for athletics, fitness, recreation and military professionals. Our attendees represent massive capital improvement projects including \$50 million+ building or renovation projects meaning you're gaining valuable facetime with key decision-makers who are making purchasing decisions on the products and services that will outfit their facilities.

Mark your calendars for Nov. 1-4 as we unite the industry in Baltimore for AB Show 2023. Stay tuned for more information to come!



100+
EDUCATIONAL
SESSIONS



2,300+
ATTENDEES



250+
EXHIBITORS



**EXPANDED
MILITARY
PRESENCE**



AB SHOW

athleticbusiness.info/abshow2022

AB SHOW SPONSORSHIPS

SPONSORSHIP OPPORTUNITIES 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 boost your trade show investment.



GOLF CLASSIC OPTIONS:

All golf sponsorships include a special listing on the event's welcome signage, in the official Golf Classic Program and at the hole (where applicable).



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.



SHOW FLOOR HAPPY HOUR | BANNERS & COLUMN WRAPS | ATTENDEE BACKPACKS

Plus, there are many other options available for all goals and budgets.



GET STARTED



AthleticBusiness

AB *ATHLETIC BUSINESS*
SHOW 2023
ELEVATING FACILITIES. ENRICHING PROGRAMS. EMPOWERING LEADERS.

Our diverse audience of athletics, fitness and recreation professionals have unique yet similar challenges. They all are looking for your products and services to outfit their facilities and improve their programs. Make sure they can find you in the industry's most relied upon resource.



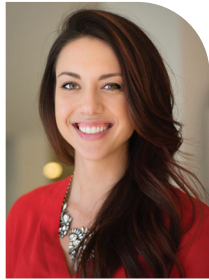
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GET STARTED

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