

JAN/FEB

Ad Close: 12/1
Ad Due: 12/5

AQUATIC DESIGN PORTFOLIO

PRODUCT SPOTLIGHT:

Cardio & Recovery

SPOTLIGHT: HFA Exhibitors

- Recovery
- Cardio
- Sports Complexes

Bonus Distribution: AOAP & HFA

MARCH

Ad Close: 1/29
Ad Due: 2/5

2026 BUYER'S GUIDE

ADVERTISERS RECEIVE:

- Priority in Online Search Results
- Boldfaced Listings
- Special: Buy 2 pages, Get 2 pages
- 2026 Purchasing Data

Bonus Distribution: All Major Shows

APRIL

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

COLLEGE REC

PRODUCT SPOTLIGHT: Aquatics

SPOTLIGHT: NIRSA Exhibitors

- Aquatics
- Emerging Sports

Bonus Distribution: NIRSA

MAY

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

SUSTAINABILITY

PRODUCT SPOTLIGHT:

Gymnasiums & Indoor Surfaces

- Surfaces
- Specialty Gyms (boutique, group cycling, climbing)

****Baxter Ad Research Survey**

JUNE

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

ARCHITECTURAL SHOWCASE

PRODUCT SPOTLIGHT:

- Building Systems/Shade
- Building Systems/Enclosures

Bonus Distribution: All Major Shows

JULY/AUG

Ad Close: 6/1
Ad Due: 6/5

STATE OF THE INDUSTRY & 50TH ANNIVERSARY

PRODUCT SPOTLIGHT:

- Locker Rooms
- Locker Rooms

SEPTEMBER

Ad Close: 7/30
Ad Due: 8/6

STADIUMS

PRODUCT SPOTLIGHT:

Stadiums & Outdoor Surfaces

SPOTLIGHT: NRPA Exhibitors

- Fan Experience (scoreboards, seating, lighting)
- Outdoor Rec

Bonus Distribution: NRPA

OCTOBER

Ad Close: 9/1
Ad Due: 9/8

FACILITIES OF MERIT®

PRODUCT SPOTLIGHT:

Weight Rooms and Strength

- Branding
- Pools
- AB Show Preview

NOV/DEC

Ad Close: 10/1
Ad Due: 10/7

AB SHOW ISSUE

PRODUCT SPOTLIGHT:

- AB Show Exhibitors
- Military Fitness & Rec
- High School Facilities

Bonus Distribution: AB Show & NADC

IN EVERY ISSUE

NIRSA Rec Center

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

Starting Lines

Stories of leadership and innovation from the athletics, recreation and fitness industries.

Product Spotlight

Highlighting products aligned with each issue's designated topic.

New & Improved

Details on the latest products hitting the market.

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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