PARK WORLD MAGAZINE – ANALYSIS OF CIRCULATION

Published 11 times a year by Datateam Business Media in the UK, Park World boasts three decades of heritage as one of the leading titles in the industry.

Park World has an experienced editorial team, with correspondents covering Europe, North and South America, Asia and the Middle East and packed with easy to read news items, lively features, key events and profiles of parks, attractions and personalities, its content is authoritative, independent and original.

Park World reaches 7500 industry professionals within Theme/Amusement Parks, FECs, Waterparks, Animal and Farm Attractions, Museums and Visitor Centres. It is available in a print and digital format, with daily news updates available at www.parkworld-online.com.

The Park World app is available for FREE download on all IOS and Android devices - search ‘Park World magazine’ in the App Store or on Google Play.

READER’S ROLES

Park World’s readership includes attraction operators and suppliers with job titles including the following:

- President/Managing Director
- Vice President, Director
- Park Director/Manager
- Rides Manager
- Buying Co-Ordinator
- Director Retail, Food and Beverage
- Head of Procurement
- Managing Director: Property and Development
- Head of Group Purchasing
- Purchasing Manager
- Head of Retail Buying
- Operations Director
- Catering Manager
- Buyer – Ticketing
- Developer
- Consultant
- Investor

OPERATORS READING PARK WORLD MAGAZINE

<table>
<thead>
<tr>
<th>Theme/Amusement Park</th>
<th>57%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Entertainment Centres</td>
<td>49%</td>
</tr>
<tr>
<td>Waterparks</td>
<td>18%</td>
</tr>
<tr>
<td>Haunted Attraction</td>
<td>16%</td>
</tr>
<tr>
<td>Museums/Visitor Centres</td>
<td>15%</td>
</tr>
<tr>
<td>Hotel/Resorts</td>
<td>14%</td>
</tr>
<tr>
<td>Animal and Farm Attractions</td>
<td>10%</td>
</tr>
<tr>
<td>Marine Attractions</td>
<td>8%</td>
</tr>
<tr>
<td>Casinos/Gaming</td>
<td>7%</td>
</tr>
<tr>
<td>State Fairs/Fun Fairs/ Carnivals</td>
<td>5%</td>
</tr>
</tbody>
</table>

OPERATOR SIZE

The following data details the annual attendance of attractions operators reading Park World:

- Up to 500,000 | 58% |
- 500,000 – 1 million | 21% |
- 1 – 3 million | 10% |
- 3+ million | 10% |
- Not specified | 1% |

NB: A number of respondents are multi-disciplined

PARK WORLD FEATURES LIST 2023

<table>
<thead>
<tr>
<th>JANUARY ISSUE</th>
<th>JUNE ISSUE</th>
<th>SEPTEMBER ISSUE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>FEBRUARY ISSUE</th>
<th>JULY ISSUE</th>
<th>OCTOBER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Theatres Deal Preview</td>
<td>Media Based Attractions IAAPA Asia Review</td>
<td>Waterparks VR</td>
</tr>
<tr>
<td>MARCH ISSUE</td>
<td>AUGUST ISSUE</td>
<td>FOOD &amp; BEVERAGES</td>
</tr>
<tr>
<td>Theming Bonus distribution: DEAL Show</td>
<td>Dark Rides IAAPA Expo Europe Preview</td>
<td>PWEA Winners Supplement IAAPA Expo Review Issue</td>
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<table>
<thead>
<tr>
<th>APRIL ISSUE</th>
<th>SEPTEMBER ISSUE</th>
<th>NOV/DEC ISSUE</th>
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<tbody>
<tr>
<td>Adventure Play/Indoor &amp; Outdoor Roller Coasters Water Rides</td>
<td></td>
<td>Retailtainment Bonus distribution: IAAPA Expo</td>
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<table>
<thead>
<tr>
<th>MAY ISSUE</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>FEC’s Kiddie Rides DEAL Review IAAPA Asia Preview</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The features listed here are included due to their direct commercial opportunities. Each issue of Park World also includes many additional articles on new parks, rides, attractions and industry issues which may be of interest to particular advertisers. Please contact us nearer the relevant publication date for more details of what will be contained within each issue. Features subject to change.
DIGITAL

- Online @ www.parkworld-online.com - Park World has a great and easy to use website. Each month we upload the latest issue, along with news releases on a daily basis. www.parkworld-online.com has on average 5000 unique visitors each month and each unique visitor spends around 3 minutes 30 seconds searching through the site.

- Banners, buttons, skyscrapers and MPUs - available with discounts for series bookings.

- Video - Demonstrate your products and services with a video embedded onto the homepage of our website and within the body of your press release.

- E-cast Email Blasts - reach approx. 5,000 industry professionals via our 3rd party database with your own email campaign. Instant awareness and interactivity for your company.

ANALYSIS OF PARK WORLD CIRCULATION

BROKEN DOWN BY COUNTRY AND BY REGION – TOTAL 7501 COPIES

NORTH AMERICA 31.35%
- USA and Canada

EUROPE 38.49%
- Including:
  - United Kingdom
  - Albania
  - Belgium
  - Croatia
  - Czech Republic
  - Cyprus
  - Italy
  - Liechtenstein
  - Luxembourg
  - Macedonia
  - Malta
  - Monaco
  - Netherlands
  - Portugal
  - Poland
  - Romania
  - Serbia
  - Slovenia
  - Spain
  - Switzerland
  - Turkey

CENTRAL AND SOUTH AFRICA 0.51%
- Including:
  - Burkina Faso
  - The Maldives
  - Kenya
  - Gabon
  - Ghana
  - Mauritius
  - Mozambique
  - Nigeria
  - Zimbabwe
  - Togo
  - South Africa

SCANDINAVIA 2.7%
- Including:
  - Sweden
  - Finland
  - Norway
  - Greenland
  - Denmark

CENTRAL AND SOUTH AMERICA 8.13%
- Including:
  - Guatemala
  - Mexico
  - Panama
  - Argentina
  - Brazil
  - Chile
  - Colombia
  - Equador
  - Guyana
  - Peru
  - Surinam
  - Venezuela

THE ISLANDS OF THE CARIBBEAN 0.36%
- Including:
  - Bahamas
  - Barbados
  - Dominican Republic
  - Costa Rica
  - Netherlands Antilles
  - Puerto Rico
  - Guadeloupe
  - Cayman Islands
  - Anguilla

MIDDLE EAST 3.58%
- Including:
  - Egypt
  - Bahrain
  - Iran
  - Israel
  - Jordan
  - Kuwait
  - Oman
  - Qatar
  - Saudi Arabia
  - United Arab Emirates
  - Dubai

INDIAN SUB CONTINENT 1.18%
- Including:
  - India
  - Pakistan
  - Bangladesh
  - Afghanistan

NORTH AFRICA 0.12%
- Including:
  - Tunisia, Morocco and Spanish North Africa

ANTIPODES 2.31%
- Including:
  - Australia
  - New Zealand

RUSSIA AND THE NEW TERRITORIES 2.32%
- Including:
  - Russia
  - Belarus
  - Kyrgyzstan
  - Estonia
  - Latvia
  - Lithuania
  - Uzbekistan
  - Ukraine

FAR EAST 9.22%
- Including:
  - China
  - Hong Kong
  - Indonesia
  - Japan
  - South Korea
  - Malaysia
  - Singapore
  - Taiwan
  - Thailand
  - Vietnam
  - Philippines

WORLD CIRCULATION

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  - Malaysia
  - Singapore
  - Taiwan
  - Thailand
  - Vietnam
  - Philippines
ADVERTORIAL AND ADVERTISEMENT RATES

ADVERTISING RATES (£)

<table>
<thead>
<tr>
<th>FULL COLOUR</th>
<th>STANDARD RATE</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
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<td>£1,400</td>
<td>£1,300</td>
<td>£1,200</td>
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<tr>
<td>Half Page</td>
<td>£800</td>
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<td>£700</td>
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<td>Quarter Page</td>
<td>£500</td>
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ADVERTISING RATES (€)

<table>
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<tr>
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<td>€1,660</td>
<td>€1,560</td>
<td>€1,440</td>
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<tr>
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<td>€890</td>
<td>€830</td>
<td>€775</td>
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<td>€555</td>
<td>€445</td>
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ADVERTISING RATES ($)  

<table>
<thead>
<tr>
<th>FULL COLOUR</th>
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<th>x3</th>
<th>x6</th>
<th>x12</th>
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<tbody>
<tr>
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<td>$3,250</td>
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<td>Full Page</td>
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<td>$1,755</td>
<td>$1,630</td>
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<tr>
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<td>$940</td>
<td>$880</td>
<td>$750</td>
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<tr>
<td>Quarter Page</td>
<td>$620</td>
<td>$500</td>
<td>$440</td>
<td>$380</td>
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Cover positions are available on request. All prices are subject to VAT at the standard rate and 30 days payment terms.

SPECIAL PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Front Cover Package</td>
<td>£4,000</td>
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<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Back Cover</td>
<td>£2,000</td>
</tr>
<tr>
<td>Company Profile</td>
<td>£2,000</td>
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<tr>
<td>Vertical Bellyband</td>
<td>£3,000</td>
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<tr>
<td>4 Page Gatefold</td>
<td>£4,000</td>
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<tr>
<td>Product Showcase</td>
<td>£1,500</td>
</tr>
<tr>
<td>Poly Bags &amp; Mousemats</td>
<td>POA</td>
</tr>
</tbody>
</table>

MECHANICAL DATA

DOUBLE PAGE SPREAD

| Bleed                  | 312 x 468 |
| Trimmed                | 306 x 458 |
| Type area              | 278 x 432 |

HALF PAGE

| Vertical               | 278 x 98  |
|                       | 136 x 202 |
| Horizontal            |          |

FULL PAGE

| Vertical               | 136 x 98  |
|                       |          |
| Horizontal            | 66 x 202  |

QUARTER PAGE

| Vertical               | 136 x 98  |
|                       |          |
| Horizontal            | 66 x 202  |

(quoted in millimetres, vertical and horizontal)

CONTACTS:

Sales and Commercial Manager: Mark Burgess
Publishing Director: Paul Ryder
Editor: Charlotte Westwood
Managing Director: Parvez Kayani
Handbook and Buyers’ Guide

Now in its Fifth year, Park World’s popular Handbook & Buyers’ Guide will be distributed free with the April 2023 issue, and will be available as a download and online resource throughout the year.

This easy-to-read guide will provide manufacturer and supplier contact details and bite-sized company profiles to all sectors of the theme park and attractions industry – allowing buyers to research the right products and services for their facilities. Also featured will be unique content including market reports and predictions for North America, Latin America, Europe, the Middle East and Asia, together with practical guides, 2023 exhibition dates, trade association listings and more.

Display Advertising Opportunities

<table>
<thead>
<tr>
<th>Positions</th>
<th>Rates</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Front Cover</td>
<td>£3,750 + VAT</td>
<td>Bleed 244mm high x 199mm wide/ Trimmed 238mm high x 193mm wide</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1,650 + VAT</td>
<td>Bleed 244mm high x 199mm wide/ Trimmed 238mm high x 193mm wide</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>£1,150 + VAT</td>
<td>Bleed 244mm high x 199mm wide/ Trimmed 238mm high x 193mm wide</td>
</tr>
<tr>
<td>Back Cover</td>
<td>£1,650 + VAT</td>
<td>Bleed 244mm high x 199mm wide/ Trimmed 238mm high x 193mm wide</td>
</tr>
<tr>
<td>Full page</td>
<td>£850 + VAT</td>
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<tr>
<td>Half page</td>
<td>£500 + VAT</td>
<td>102mm high x 170mm wide</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£300 + VAT</td>
<td>80mm high x 110mm wide</td>
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</tbody>
</table>

If you take a Display advertisement of any size, unlimited product entries are included FREE of Charge as part of the package.

Company Profiles - £1,200+VAT

Showcase your company’s history, new projects, sales team etc. with a company profile. Complemented by a full page advert, this double page spread will ensure that potential customers are informed with the right information that will aid them in their purchasing decisions.