PARK WORLD

MEDIA PACK 2027



ABOUT PARK WORLD MAGAZINE

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. The Park World Excellence Awards have been running for 8 successful years, to view the 2027 event please go to www.parkworldexcellenceawards.com

READER'S ROLES

Park World's readership includes attraction operators and suappliers 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

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

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 2027

JANUARY ISSUE

AI Technology Driving
the Amusement Industry
What's New For 2027

FEBRUARY ISSUE

Flying Theatres
Kiddie Rides
IAAPA Middle East Preview

MARCH ISSUE

Theming
Food and Beverages
Bonus distribution: IAAPA MIDDLE EAST

APRIL ISSUE

Amusement Rides
Coasters
IAAPA Asia Preview

MAY ISSUE

FEC's
Playgrounds
Bonus Distribution: IAAPA ASIA

JUNE ISSUE

Ticketing and Access Control

JULY ISSUE

Media Based Attractions

AUGUST ISSUE

Dark Rides
IAAPA Europe Preview

SEPTEMBER ISSUE

Coasters
Bonus Distribution: IAAPA EUROPE

OCTOBER ISSUE

Water Parks/Water Rides
IAAPA Expo Preview
Awards Supplement
Bonus Distribution WWA

NOVEMBER ISSUE

Green Attractions
Bonus distribution: IAAPA EXPO

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.

PRINT

- **Display advertising options available in the following set sizes -** ¼ page, vertical or horizontal ½ page, full page or double page spread.
- **Front Cover Package -** Including a front cover advert, a page of editorial, a full page advert in the magazine and a 50 word cover story on the contents page.
- **Company Profiles -** Showcase your company's history, products and people with a company profile by Park World's own editorial team.
- **New Products -** Our editorial team is always happy to consider new products and services for our regular Ride Guide feature, but space prevents us from including them all. Guarantee your product's inclusion in your own words in our separate advertorial section.
- **Vertical Belly Band and Full Page Advert -** This vertical strip advert wraps around the contents page and includes all pages leading up to your full page advert , taking the reader straight to it.
- **4 Page Perforated Gatefold -** Leading either from the Inside Front or Inside Back Cover, this will effectively give you 4 full page advertisements. This is an interactive position as the reader will have to pull back the artwork to reveal all.
- **Product Showcase -** A valuable resource for key buyers and decision makers, inform the industry about your new products/ services by booking a quarter page advertisement.
- **Carrier Sheet Sponsorship -** Each month our magazine is sent out to our readers in a polybag – we can display your artwork on the carrier sheet for 11 issues. This would also include 4 x full page adverts in the printed edition to be used throughout 2027.
- **Web Guide -** Each month, in a regular position inside the magazine, Park World rounds-up a collection of online resources for the amusement industry. From ride manufacturers to show producers, ensure you are included in one of over 15 categories. For a low annual fee we will include your company logo and web address, with live links available in the electronic version of the magazine, Park World Digital, and on our website, Park World Online.
- **Handbook & Buyer's Guide -** Now in its seventh year, Park World's popular Handbook and Buyer's Guide will be distributed free with the January 2027 issue, and will be available as a download and online resource throughout the year.

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.
- **Video Interviews -** available at IAAPA Europe and IAAPA Expo, price on Application.

ANALYSIS OF 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
- Slovakia
- Irish Republic
- France
- Germany
- Gilbratar
- Greece
- Hungary
- Italy
- Liechtenstein
- Luxembourg
- Macedonia
- Malta
- Monaco
- Netherlands
- Portugal
- Poland
- Romania
- Serbia
- Slovenia
- Spain
- Switzerland
- Turkey

CENTRAL AND SOUTH AFRICA 0.51%
Including:
- Burkina Fasso
- 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
- Kyrghistan
- Estonia
- Latvia
- Lithuania
- Usbekistan
- Ukraine

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

ADVERTORIAL AND ADVERTISEMENT RATES

ADVERTISING RATES (£)

FULL COLOUR	STANDARD RATE	INSERTIONS x3	x6	x12
Double Page Spread	£3,100	£2,800	£2,600	£2,400
Full Page	£1,500	£1,400	£1,300	£1,200
Half Page	£800	£750	£700	£600
Quarter Page	£500	£400	£350	£300

ADVERTISING RATES (€)

FULL COLOUR	STANDARD RATE	INSERTIONS x3	x6	x12
Double Page Spread	€3,320	€3,100	€2,880	€2,660
Full Page	€1,660	€1,560	€1,440	€1,330
Half Page	€890	€830	€775	€665
Quarter Page	€555	€445	€390	€330

ADVERTISING RATES ($)

FULL COLOUR	STANDARD RATE	INSERTIONS x3	x6	x12
Double Page Spread	$3,760	$3,500	$3,250	$3,000
Full Page	$1,880	$1,755	$1,630	$1,500
Half Page	$1,000	$940	$880	$750
Quarter Page	$620	$500	$440	$380

Cover positions are available on request. All prices are subject to VAT at the standard rate and 30 days payment terms.

SPECIAL PREMIUM POSITIONS

Front Cover Package	£4,750
Inside Front Cover	£2,000
Back Cover	£2,000
Company Profile	£2,000
Vertical Bellyband	£3,000
4 Page Gatefold	£4,000
Product Showcase	£1,500
Carrier Sheet	POA

CONTACTS:

Publication Manager: Mark Burgess
Publishing Director: Paul Ryder
Editor: Matthew Broughton
Managing Director: Parvez Kayani

MECHANICAL DATA

DOUBLE PAGE SPREAD

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

HALF PAGE

1/2 Page Vertical	278 x 98
Horizontal	136 x 202

FULL PAGE

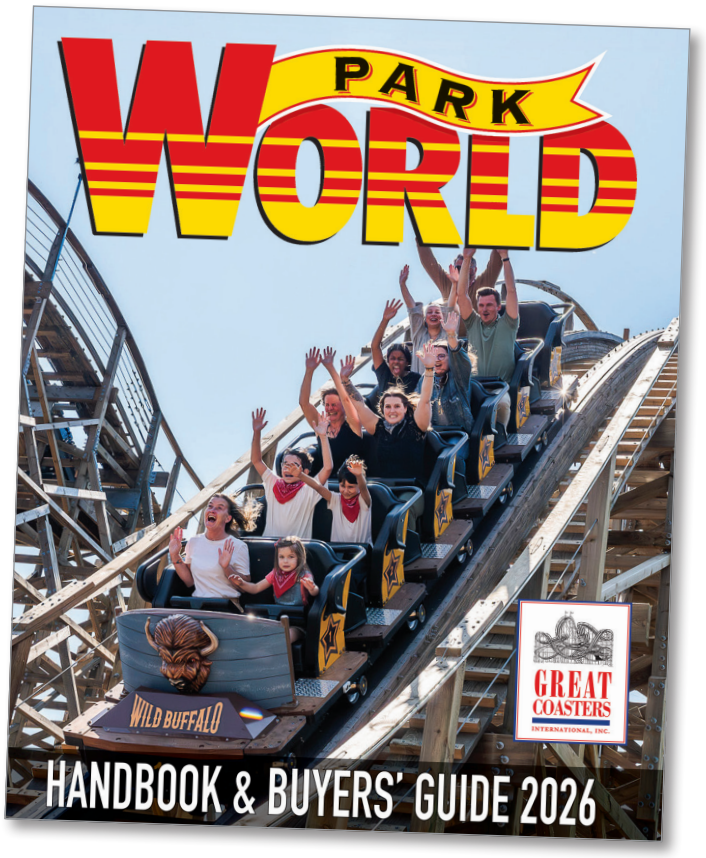
Bleed	312 x 235
Trimmed	306 x 229
Type area	278 x 202

QUARTER PAGE

Vertical	136 x 98
Horizontal	66 x 202

(quoted in millimetres, vertical and horizontal)

Handbook and Buyers' Guide



Now in its Seventh year, Park World's popular Handbook & Buyers' Guide will be distributed free with the January 2027 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, 2027 exhibition dates, trade association listings and more.

Display Advertising Opportunities

Positions	Rates	Dimensions
Front Cover	£3,750 + VAT	Bleed 244mm high x199mm wide/ Trimmed 238mm high x 193mm wide
Inside Front Cover	£1,650 + VAT	Bleed 244mm high x199mm wide/ Trimmed 238mm high x 193mm wide
Inside Back Cover	£1,150 + VAT	Bleed 244mm high x199mm wide/ Trimmed 238mm high x 193mm wide
Back Cover	£1,650 + VAT	Bleed 244mm high x199mm wide/ Trimmed 238mm high x 193mm wide
Full page	£850 + VAT	Bleed 244mm high x199mm wide/ Trimmed 238mm high x 193mm wide
Half page	£500 + VAT	102mm high x 170mm wide
Quarter page	£300 + VAT	80mm high x 110mm wide

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.

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SAVE *the* DATE

WEDNESDAY
SEPTEMBER 22ND
2027 VIENNA