

Facility Managers in Every Market Segment Turn to Our Targeted Editorial

Designed as an essential resource to facility managers in every market segment, *Recreation Management* is an indispensable tool readers turn to time and again to stay on top of industry developments and knowledge to help manage their own facilities.

Each month our editorial pages look behind the scenes at cutting-edge facilities, programs, projects and people. We cover significant industry issues and trends in depth. And, of course, we also provide a closer look at the latest products and services available to facility managers in every market segment.

Feature Stories:

Each issue contains feature stories covering the latest issues and innovations, products and trends. Our staff of professional writers have the inside scoop and take a creative approach to give readers a deeper look at the ins and outs of their market, helping them maintain a competitive edge.

Specialized Columns:

From interviews with those who've beaten the odds to succeed at their facilities to thought leadership from design experts and more, we cover the major market segments with targeted editorial coverage through specialized columns. Each issue includes columns targeting specific market segments, offering advice from thought leaders, examining the successes and advice of other facility managers, and much more.



Facility Profiles:

When our readers want to know what works, they look to those who've gone before to try out new products, services and ideas. Each issue of *Recreation Management* offers detailed case studies that take a look inside the doors of facilities across the country to examine how these best of the best are finding success.

Product and Literature Showcases:

Products and services, catalogs, brochures, books, Web sites and other resources are the lifeline of the managed recreation, sports and fitness facilities market. In every issue, we showcase a comprehensive roundup of new and existing products grouped by category. Pictures and descriptions help show readers how these products can work for them, with reader-service numbers, the supplier's phone number and Web site address encouraging prompt and direct reader contact.

The RecReport e-Newsletter:

The RecReport e-newsletter provides up-to-the-minute coverage of industry trends and news, as well as an immediate connection to our most recent issue. Readers can also connect to the latest industry buzz compiled in the News Gallery on our Web site.



Supplements & Special Reports Offer Extra Coverage

Our exceptional, targeted supplements are committed to providing readers with deeper information on specific market subjects. Throughout the year, we also include special reports and dedicated special issues to look deep within the industry to provide even more extensive coverage for our readers.



2010 Targeted Supplements

February

GUIDE TO AQUATIC CENTERS

April

GUIDE TO PLAYGROUNDS & PARK FURNISHINGS

July

GUIDE TO SPORTS FACILITY DESIGN

September

GUIDE TO RECREATION AND SPORTS SURFACES

2010 Special Issues

May

EIGHTH ANNUAL INNOVATIVE ARCHITECTURE & DESIGN AWARDS

June

FIFTH ANNUAL STATE OF THE INDUSTRY REPORT

August

THE PROBLEM-SOLVER GUIDEBOOK

December

2011 BUYERS GUIDE & SOURCE BOOK



Strong Readership Guarantees Impact and Results

RECREATION MANAGEMENT readers decide when and how their facilities are changed, which new products and activities will be added, and what will be replaced. They decide what to buy and who to buy from – 97.4% are involved in purchasing for their facilities.

The most important yardstick in measuring any magazine's value is readership. **RECREATION MANAGEMENT** has a privileged relationship with our readers who trust our content and value our credibility. Our latest readership studies show:

- More than 6 out of 10 readers (62.1%) read 3 or more of the past 4 issues, 41.3% read all 4.
- 9 out of 10 (87.6%) read their copy in the first week.
- Nearly 9 of 10 (84.4%) readers are employed in management positions.
- Nearly 9 of 10 (86.1%) have taken action in the preceding 12 months as a result of reading an article or advertisement in **RECREATION MANAGEMENT**.

2010
Recreation
Management

2010 Special Editions & Supplements

Special editions and supplements provide readers with deep information on specific topics. Whether it's targeted supplements offering more detail on specific market segments or special editions providing expansive coverage of the whole market, we present readers with many views – while providing advertisers specific tools to reach their targets.

PULL-OUT SUPPLEMENTS

GUIDE TO AQUATIC CENTERS - February

We examine the most critical information for readers planning new aquatic facilities or looking to improve existing operations and programs, from the smallest to the most expansive.

GUIDE TO PLAYGROUNDS & PARK FURNISHINGS - April

From selecting playground components that get kids active and inspire their imaginations, to finding the right furnishings to fit the site, we take a look at some of the crucial steps needed to help readers get from site selection to the finished park!

GUIDE TO SPORTS FACILITY DESIGN - July

There's a wide range of sporting facilities – and each takes its own careful planning to get it done right. We look at design issues as well as the best ways to equip a facility for sports, whether it's hosting peewees or pros.

GUIDE TO RECREATION & SPORTS SURFACES - September

Readers must stay on top of developments in recreation and sports surfaces and more to ensure their facilities are safe and effective. Our staff writers look below the surface to uncover the most effective methods and ease decision-making.

SPECIAL ISSUES

EIGHTH ANNUAL INNOVATIVE ARCHITECTURE & DESIGN AWARDS - May

Each year we rely on expert judges to select the cream of the design crop, uncovering the most creative solutions to design challenges at recreation, sports and fitness facilities across the nation. Our May 2010 special issue will be an archive-worthy collection of beautifully illustrated highlights of these impressive winners.

FIFTH ANNUAL STATE OF THE INDUSTRY REPORT - June

Building on our extensive industry survey, we'll again consider trends in the recreation, sports and fitness industry. This much-anticipated issue is based on our annual survey of thousands of professionals in the field, showcasing what's hot now, as well as the top concerns and challenges facing the industry.

2010 PROBLEM-SOLVER GUIDEBOOK - August

This special issue is custom-designed to help recreation, sports and fitness facility managers tackle their most persistent and universal challenges. From ensuring playground safety to maintaining proper chemical balance in a commercial pool – and everything in between – this handy reference offers solutions to facility managers' most pressing problems. Readers appreciate this no-nonsense approach to finding ideal solutions for their facilities. In 2009 they responded:

"The August issue was one of the best. The layout was great. It had me reading about other issues I would have passed over otherwise. The format makes for easy reading and covers the subject to the point. I learned a lot."

"Just wanted to say nice job with the August issue. The Q&A with an ad on the next page that connected to the article was great. Keep up the good work!"

Advertisers are invited to reserve full or half-page ads, along with a unique Problem-Solver feature. Our editorial staff will coordinate a compelling feature that addresses a common challenge encountered in recreation, sports and fitness facilities. **Special rates for Problem-Solver features: \$4,745 for an exclusive full-page feature & a full-page four-color ad; \$3,675 for an exclusive half-page feature & half-page four color ad.**

