

Special Opportunities in 2010

2010 FAST START PROGRAM

- ✓ **LOWER YOUR 2010 ADVERTISING COST!**
- ✓ **INCREASE YOUR 2010 AD PROGRAM EFFECTIVENESS!**
- ✓ **GET A FREE DIGITAL POSTCARD**

HERE'S HOW THE PROGRAM WORKS:

LOWER AD COST: Advertise in 3 issues in a row to get a Fast Start on your ad program and we will double your frequency discount to the 6-time rate. Add 3 more insertions and you'll earn the 12-time rate. If you run in all 12 issues, you'll get the maximum 18-time discount rate.

INCREASE PROGRAM EFFECTIVENESS: The best ads in the best magazines take time to work. Ads that run earlier in the year, with frequency, have more opportunity to create sales the same year! Our Fast Start Program gives you a fast start on 2010 sales!

FREE DIGITAL POSTCARD: Reach over 25,000 magazine and e-Newsletter subscribers. Your FREE digital postcard ad will include a direct link to your Web site. **A \$995 value!**

2010 Market Recovery Package

In addition to the Fast Start Program, **RECREATION MANAGEMENT** offers bonus ad marketing opportunities that will put you at the head of the pack in 2010 and position your company for success as the market recovers – all designed to help you find more buyers!

Bonus Circulation of 5,000 strategically selected buyers each issue at no extra cost, Bonus sales leads, Buying Plans Survey results and names, Bonus Product Showcases, Free direct mail names, Free Digital Post Cards, Free Web Banner Ads, Free Medallion Ads in RecReport e-Newsletter.

Larger Advertising Programs at Lower Cost

An honest comparison of equal-size ads among magazines serving our market shows **RECREATION MANAGEMENT** offers greater cost-efficiency than most competitive options. Our larger circulation, wider market coverage, deep market penetration and low cost per reader give you more impact for each dollar you spend. With **RECREATION MANAGEMENT**, you can run larger schedules and ads, cover the entire market and save money.

ADD IT UP:

- The industry's largest BPA-audited circulation of 50,000-plus with documented buying authority, **PLUS 5,000 Bonus Circulation at no additional cost** – along with a host of bonus marketing opportunities with our 2010 Market Recovery Package.
- A single magazine serving all segments of the managed recreation, sports & fitness market.
- A single ad buy reaching all of your prime prospects as well as new prospects in emerging markets will position your company for success.
- The most cost-efficient advertising approach to an audience of buyers who take action as a result of reading ads and editorial.
- The industry's best-read magazine with a virtually unduplicated audience.
- One magazine that does the job of many magazines.

WHY PAY A PREMIUM FOR NICHE ADVERTISING WHEN YOU CAN HAVE IT ALL IN ONE COMPLETE PACKAGE?