

2012 Special Editions & Supplements

Special editions and supplements provide readers with deep information on specific topics. Whether it's a targeted supplement that provides a more in-depth look at a specific market segment or product area, or special editions providing expansive coverage of the entire market, we present our readers with many views—while providing advertisers an editorial environment that will deliver their message.

Extra Special Issues

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 2012 special issue will be an archive-worthy collection of beautifully illustrated highlights of these impressive winners.



SIXTH ANNUAL STATE OF THE INDUSTRY REPORT - June

Our State of the Industry Report is possibly the most extensive look at trends across the entire recreation, sports and fitness market. Our readers are deeply vested in this special issue. In 2011, more than 2,000 industry professionals participated in a 50-question survey to define the opportunities and challenges that they are facing. This issue will be thoroughly read and referred to when our readers are making important decisions about the future of their own facilities.



Special Focus 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. A must issue for any supplier trying to penetrate the commercial pool market.



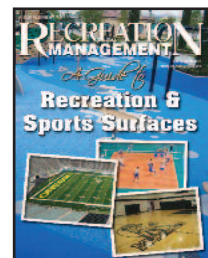
GUIDE TO PLAYGROUNDS & PARK FURNISHINGS - April

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! Playground and park component suppliers will all want to participate in this special supplement.



GUIDE TO FITNESS & Multipurpose Facilities - July **NEW!!**

For managers of fitness and multipurpose facilities, staying ahead of the latest trends means being aware of the newest in exercise classes and equipment, as well as trends in gymnasiums, supplies, locker rooms and much more. In this new supplement, our editorial staff will help readers stay up-to-date, ensuring their fitness and multipurpose facilities can compete with the best of the best.



GUIDE TO RECREATION & SPORTS SURFACES - September

Readers must stay on top of the latest trends in recreation and sports surfaces to ensure their facilities are safe and effective. Our staff writers examine the most effective methods to ease decision-making. A perfect issue for artificial turf and outdoor sports surfaces suppliers, as well as sports flooring and playground safety surfaces companies.

PULL-OUT SUPPLEMENT RATES

AD SIZE	B&W	2-COLOR	4-COLOR
Full Page	\$4,700	\$5,055	\$5,570
2/3 Page	\$3,715	\$4,055	\$4,500
1/2 Page	\$2,890	\$3,230	\$3,675
1/3 Page	\$2,050	\$2,390	\$2,835
1/4 Page	\$1,645	\$1,985	\$2,430
1/6 Page	\$1,230	\$1,570	\$2,010

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Full Page (Bleed Size)	8-3/8"	11-1/8"
(Live Area)	7-3/8"	10-1/8"
(Trim Size)	8-1/8"	10-7/8"
(non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page (Island)	4-1/2"	7-1/2"
(Vertical)	3-3/8"	10"
(Horizontal)	7"	4-7/8"
1/3 Page (Vertical)	2-1/8"	10"
(Horizontal)	4-1/2"	4-7/8"
1/4 Page	3-3/8"	4-7/8"
1/6 Page (Vertical)	2-3/16"	4-7/8"
(Horizontal)	4-1/2"	2-1/4"

MULTIPLE PAGE DISCOUNTS: For each two full pages that you buy, you get an additional two pages **FREE!**

NOTE: Contract advertisers in *RECREATION MANAGEMENT* will receive their earned frequency rate.

Problem Solver Idea Book – August Issue

When Problems Arise ... *Let Them Know You Have the Solution!*

Problems arise every day at recreation, sport and fitness facilities. Problems that your products or services can help solve. But how do you make the connection with the professionals who need your help?

The Problem Solver Idea Book gives you the chance to connect your message directly with the problems you can solve. This standard-size (8" x 11"), custom-designed resource presents readers with solutions to their most persistent challenges. It's a handy reference sure to earn a permanent place on any recreation professional's desk.

Here's How It Works

If you reserve a full-page or half-page ad, you also reserve a corresponding unique topic for a problem-and-solution feature, equal in size to your ad.

Full-Page Advertisers' ad will appear on the right-hand page with the corresponding problem-solving story on the left hand page.

Half-Page Advertisers, your problem-solving story will be on the same page, wrapping around your ad.

Advertiser Participation – Once you have reserved your topic with our editorial director, we will develop a feature that is compelling, helpful and related to the problems your products are designed to solve. Your ad and editorial feature work together to generate pre-qualified buyer response.



SPECIAL RATES

Full-Page Ad - \$4,745
Half-Page Ad - \$3,675

Advertising Deadline:
July 2, 2012

Mail Date:
August 10, 2012



Your Problem Solver Story will have bonus exposure at www.RecManagement.com!

In addition to publishing your Problem Solver story in the August issue, we will also post it online at www.RecManagement.com. Your company will be identified as the source for additional information and will have a direct link to your Web site. Plus you can submit a banner ad (468 x 60 pixels) that will appear above your Problem Solver story for the next 12 months.

