

THEME PARKS

MAGAZINE

Dear Representative:

We would like to take this opportunity to introduce you to *Theme Parks Magazine*, the first and only print magazine that invites its readers to “Discover America’s Theme Parks.” Premiering in November 2003, *Theme Parks Magazine* is a quarterly publication featuring eye-catching photographs, in-depth park guides, feature stories and attraction profiles from a wide array of amusement destinations across the nation. A one-year subscription is \$20 (domestic).

In the enclosed informational kit you will find a variety of informational materials about our publication in addition to recent press releases and a facts and demographics sheet. An advertising rate sheet has also been enclosed for your convenience. We will be keeping a low ad-to-editorial ratio which, while lower than most magazines, allows us to bring our readers more photos and information. With our limited ad availability, you’ll want to secure your space in this fast-growing publication today.

The following is a list of items included in this kit:

- **Advertising rates and specifications sheet**
- **Facts and demographics sheet**
- **Recent press releases**

We are always eager to work with you in promoting regional and national travel to America’s greatest parks. To give you an idea of our editorial schedule we hope to include the following parks and their exciting attractions in future issues of *Theme Parks Magazine*: Kings Island (Cincinnati, OH), Indiana Beach (Monticello, IN), Canada’s Wonderland (Toronto, ON), Valleyfair! (Minneapolis, MN), Kennywood (Pittsburgh, PA), Hard Rock Park (Myrtle Beach, SC), Kemah Boardwalk (Houston, TX), Funtown (Portland, ME), Beech Bend Park (Bowling Green, KY) and Six Flags St. Louis (St. Louis, MO). Coverage from additional parks will also be added as plans are finalized.

If you have any questions or would like to discuss advertising in *Theme Parks Magazine*, please feel free to contact us today at **(816) 257-1246** or by e-mail to **sales@themeparksmagazine.com** for more information.

Sincerely,

The *Theme Parks Magazine* Staff

Phone: 816.257.1246

Fax: 509.693.9198

info@themeparksmagazine.com

PUBLICATION BACKGROUND

Theme Parks Magazine premiered in 2003 at the International Association of Amusement Parks and Attractions (IAAPA) trade show in Orlando, Fla. Published quarterly, the magazine originated as a compliment to **Theme Parks Online** (www.ThemeParksOnline.org), a comprehensive online guide to the amusement and theme parks of the United States, complete with general park information, interactive park tours and one of the largest collections of ride, attraction and park photography available.

With the popularity of theme parks featured prominently in television shows over the last decade, there has been a lot of interest in a publication for the general public to learn about the different amusement destinations across the country. In 2002, the idea of publishing a printed version of **Theme Parks Online** came to the table. Over the ensuing years, the vision of a print publication that lets its readers "Discover America's Theme Parks" came to fruition through a lot of traveling, hard work and even a few 24-hour work days. The result is *Theme Parks Magazine*, the only magazine of its kind in publication today that appeals to general park visitors, amusement industry professionals and park enthusiasts.

Theme Parks Magazine is published by the design firm of Lovesee, Mast and Laskowski (LML).

DISTRIBUTION

Theme Parks Magazine has a rapidly growing distribution base of 1,500 families, businesses, amusement industry professionals, travel professionals and theme park aficionados. The publication relies on its strong subscription base in addition to a distribution agreement that puts *Theme Parks Magazine* on the shelves of several popular amusement parks and many independent and national retailers, increasing the publication's exposure. Additionally, the publication is available online through our web site (www.ThemeParksMagazine.com) as well as other online outlets. Additional copies of the publication are also complimentary distributed throughout the year at various special events, industry trade shows and various conventions.

HOW IS THEME PARKS MAGAZINE DIFFERENT?

Other publications on the market put more of a focus on the business side of the amusement industry. These publications are geared towards manufacturers, park operators and other industry representatives. *Theme Parks Magazine* is different in that it focuses on the visitor's experience.

Every summer, families flock to theme parks, water parks and family fun centers in hope of escaping from their everyday routines. Awaiting them is an array of thrilling rides and attractions, atmospheres and interactive experiences that every member of the family is sure to enjoy. *Theme Parks Magazine* brings these experiences to the reader with full-color photos, detailed articles and park guides and suggestions for making the most of a visit to one of the nation's amusement destinations.

At least two parks are featured in each issue of *Theme Parks Magazine*, one large "destination park" with worldwide name recognition and one smaller, family-owned park that is rich in history and tradition. Each feature includes detailed guides to the park's rides, shops, games and even dining options. History about the park and other fun facts are also included. Readers use these park guides as a reference point when planning their own trips to various parks, whether it's one week away or a year away.

Each issue also includes an in-depth profile of a noteworthy or historic ride or attraction or an occasional behind-the-scenes look with interviews of the people behind the fun.



MY FAMILY AND I ENJOY READING THIS MAGAZINE.
THANKS TO YOUR HOLIDAY WORLD ISSUE, MY FAMILY
AND I WILL BE VISITING THERE THIS SUMMER!

--- THEME PARKS MAGAZINE SUBSCRIBER



FOR MORE INFORMATION: Send an e-mail to sales@themeparksmagazine.com or call 816-257-1246.
Our mailing address is: Theme Parks Magazine, P.O. Box 4074, Independence, MO 64051



ABOUT THE PUBLICATION

Theme Parks Magazine is a quarterly publication focused on bringing the nation's many great theme parks to homes across America. With its first issue distributed in 2003, it is the only publication of its kind. Complete with vibrant photos, informational park guides, features and more, *Theme Parks Magazine* is a must have for both the casual park visitor and enthusiast.

CALENDAR

Issue	Reservation Closing	Materials Due
Spring 2008	May 2, 2008	May 16, 2008
Summer 2008*	August 1, 2008	August 15, 2008
Fall 2008	October 17, 2008	October 31, 2008
Winter 2008-2009	December 19, 2008	January 2, 2009

If your company has specific needs or requests regarding the above closing dates, please let us know and we'll be happy to work with you to assure that enough space is reserved for your ad.

* The summer issue includes the results of the annual Readers' Choice Awards

STANDARD AD RATES

Rates per ad per insertion. All ads include four-color at no additional charge. 50% down required to lock in rates. \$300 charge for specific locations.

	1x	2x	3x	4x
2-page spread	\$2,200	\$2,200	\$1,870	\$1,870
Full page, inside cover	1,800	1,800	1,530	1,530
Full page	1,200	1,200	1,020	1,020
2/3 page, vertical	980	980	833	833
1/2 page, horizontal	800	800	680	680
1/2 page, vertical	800	800	680	680
1/3 page, horizontal	620	620	527	527
1/3 page, vertical	620	620	527	527
1/4 page	480	480	408	408
1/8 page	200	200	170	170

DIMENSIONS

2-PAGE SPREAD 17 1/4" x 11 1/4"	FULL PAGE & INSIDE COVER 8 3/4" x 11 1/4"	2/3 VERTICAL 5 1/2" x 11 1/4"	1/3 VER. 3" x 11 1/4"
1/2 VER. 4 1/4" x 11 1/4"	1/2 HORIZONTAL 8 3/4" x 5 1/2"	1/3 HORIZONTAL 8 3/4" x 3 1/2"	1/8 PG. 4" x 2 1/2"
			1/4 PG. 4" x 5"

All dimensions include a 1/8-inch bleed, except for the 1/4 and 1/8 page ads, which do not bleed. Custom ad dimensions available upon request.

Theme Parks Magazine uses a Microsoft Windows platform. Ads should be provided as an Acrobat, QuarkXPress, Photoshop or Illustrator document. All ads must be high-resolution (300 dpi or higher) as well as any graphics or logos. Ads must be submitted in CMYK color and all fonts and graphics must be included. Color proofs can be sent as a PDF file via e-mail or as a color laser proof through postal mail. Iris proofs are available for an additional fee.

TO ADVERTISE: Send an e-mail to sales@themeparksmagazine.com or call 816-257-1246. Send advertising materials to: Theme Parks Magazine, P.O. Box 4074, Independence, MO 64051



THEME PARKS MAGAZINE

For Immediate Release

***THEME PARKS MAGAZINE IS THE FIRST PUBLICATION
INVITING READERS TO “DISCOVER AMERICA’S THEME PARKS”***

Every summer, families flock to theme parks, water parks and family fun centers in every corner of the nation in hopes of escaping from their everyday routines. Awaiting them is an array of thrilling rides and attractions, atmospheres and interactive experiences that every member of the family is sure to enjoy. Today, we celebrate a summer-time tradition in America with the introduction of *Theme Parks Magazine*, a quarterly publication that invites its readers to get out there and “Discover America’s Theme Parks.”

At least two parks are featured in each issue of *Theme Parks Magazine*. The first is one of the nation’s larger parks with worldwide name recognition; the other, a smaller, local or family-owned park rich in history and tradition. Each feature includes a detailed guide to everything in the park; including rides, shops, games and even dining options. History about the park and other fun facts are also included.

Each issue also features an in-depth profile of a noteworthy or historic ride or attraction. Information about the attraction including details and statistics are included, plus a rider’s review of the experience itself. And while parks and rides are what every visitor comes to see, *Theme Parks Magazine* also includes a behind the scenes look with interviews of the people behind the fun.

Theme Parks Magazine is unlike any other publication as it brings, for the first time, the thrills and excitement of a trip to the local amusement park or a memorable vacation to a world-class amusement destination to every reader in the United States. Filled front to back with vibrant, full-color photos, news and stories *Theme Parks Magazine* is one publication that will be a hit for any amusement park fan, enthusiast or for any member of the general public interested in visiting the nation’s great escapes.

To subscribe to *Theme Parks Magazine*, or for additional information, visit www.ThemeParksMagazine.com.

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THEME PARKS MAGAZINE

For Immediate Release

WINNERS OF *THEME PARKS MAGAZINE*'S FOURTH ANNUAL

"READERS' CHOICE AWARDS" ANNOUNCED

Cedar Point voted favorite park for fourth straight year.

INDEPENDENCE, Mo. -- The results of *Theme Parks Magazine*'s fourth annual Readers' Choice Awards are in and, for the fourth year in a row, readers have selected Cedar Point in Sandusky, Ohio as "America's Favorite Amusement Park." Rounding out the top three amusement parks in the nation are Kennywood (West Mifflin, Pa.) and the Magic Kingdom at the Walt Disney World Resort (Orlando, Fla.).

Votes were cast by *Theme Parks Magazine* readers from across the globe in categories such as "Favorite Park," "Most Beautiful Park," "Cleanest Park," "Best Park for Families," "Favorite Roller Coaster" and more. In addition, readers had the opportunity to vote for their favorite water parks, live entertainment and the best new ride of 2007.

Cedar Point's Millennium Force was chosen as the nation's top steel roller coaster for the fourth year in a row while The Beast at Kings Island holds on to its title as top wooden roller coaster. Other winners in this year's awards include Busch Gardens Europe ("Most Beautiful Park"), Epcot ("Best Food"), Disney's Animal Kingdom ("Best Themed Attraction") and Disney's Typhoon Lagoon ("Favorite Water Park"). For the complete Readers' Choice Awards results visit www.ThemeParksMagazine.com.

Theme Parks Magazine made its debut in November 2003 as the only print magazine inviting its readers to "Discover America's Theme Parks." With the average park visitor in mind, each issue of *Theme Parks Magazine* features eye-catching photographs, in-depth park guides, feature stories and attraction profiles from a wide array of amusement destinations. *Theme Parks Magazine* is available annually for \$20.

For additional information about *Theme Parks Magazine*, the Readers' Choice Awards, or to obtain a free copy of the publication, contact an editor at 816-257-1246 or via e-mail to editor@themeparksmagazine.com.

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THEME PARKS MAGAZINE'S 2007 READERS' CHOICE AWARD WINNERS

TOP WOODEN ROLLER COASTERS

RANK	COASTER	PARK	LOCATION	OPENED
1.	The Beast	Kings Island	Kings Mills, Ohio	1979
2.	El Toro	Six Flags Great Adventure	Jackson, N.J.	2006
3.	The Voyage	Holiday World	Santa Claus, Ind.	2006
4.	Lightning Racer	Hersheypark	Hershey, Pa.	2000
5.	Thunderhead	Dollywood	Pigeon Forge, Tenn.	2004
6.	Hades	Mt. Olympus Theme Park	Wisconsin Dells, Wis.	2005
7.	Phoenix	Knoebel's Amusement Resort	Elysburg, Pa.	1985
8.	Boulder Dash	Lake Compounce	Bristol, Conn.	2000
9.	Coney Island Cyclone	Astroland	Brooklyn, N.Y.	1927
10.	Shivering Timbers	Michigan's Adventure	Muskegon, Mich.	1998

TOP STEEL ROLLER COASTERS

RANK	COASTER	PARK	LOCATION	OPENED
1.	Millennium Force	Cedar Point	Sandusky, Ohio	2000
2.	Superman: Ride of Steel	Six Flags New England	Agawam, Mass.	2000
3.	Apollo's Chariot	Busch Gardens Europe	Williamsburg, Va.	1999
4.	Top Thrill Dragster	Cedar Point	Sandusky, Ohio	2003
5.	Maverick	Cedar Point	Sandusky, Ohio	2007
6.	Griffon	Busch Gardens Europe	Williamsburg, Va.	2007
7.	Nitro	Six Flags Great Adventure	Jackson, N.J.	2001
8.	Alpengeist	Busch Gardens Europe	Williamsburg, Va.	1997
9.	The Incredible Hulk	Islands of Adventure	Orlando, Fla.	1999
10.	Phantom's Revenge	Kennywood	West Mifflin, Pa.	2001

FAVORITE AMUSEMENT OR THEME PARK

Cedar Point	Sandusky, Ohio	33%
Kennywood	West Mifflin, Pa.	10%
Magic Kingdom	Orlando, Fla.	6%

FAVORITE WATER PARK

Typhoon Lagoon	Orlando, Fla.	25%
Schlitterbahn Waterpark Resort	New Braunfels, Texas	17%
Blizzard Beach	Orlando, Fla.	8%

FAVORITE PARK FOR THRILLS

Cedar Point	Sandusky, Ohio	66%
Six Flags Great Adventure	Jackson, N.J.	9%
Six Flags Magic Mountain	Valencia, Calif.	5%

BEST VALUE

Cedar Point	Sandusky, Ohio	24%
Holiday World	Santa Claus, Ind.	(tie) 13%
Knoebel's Amusement Resort	Elysburg, Pa.	(tie) 13%

FAVORITE PARK FOR FAMILIES

Magic Kingdom	Orlando, Fla.	36%
Hersheypark	Hershey, Pa.	13%
Kennywood	West Mifflin, Pa.	9%

BEST FOOD

Epcot	Orlando, Fla.	29%
Knoebel's Amusement Resort	Elysburg, Pa.	18%
Busch Gardens Europe	Williamsburg, Va.	(tie) 11%
Dollywood	Pigeon Forge, Tenn.	(tie) 11%

FAVORITE PARK FOR KIDS

Magic Kingdom	Orlando, Fla.	37%
Legoland California	Carlsbad, Calif.	(tie) 14%
Idlewild	Ligonier, Pa.	(tie) 14%

FRIENDLIEST STAFF

Magic Kingdom	Orlando, Fla.	36%
Holiday World	Santa Claus, Ind.	21%
Dollywood	Pigeon Forge, Tenn.	13%

MOST BEAUTIFUL PARK

Busch Gardens Europe	Williamsburg, Va.	57%
Cedar Point	Sandusky, Ohio	(tie) 6%
Epcot	Orlando, Fla.	(tie) 6%

BEST LIVE ENTERTAINMENT

Disney's Hollywood Studios	Orlando, Fla.	20%
Dollywood	Pigeon Forge, Tenn.	13%
Busch Gardens Europe	San Antonio, Texas	11%

CLEANEST PARK

Magic Kingdom	Orlando, Fla.	21%
Holiday World	Santa Claus, Ind.	19%
Busch Gardens Europe	Williamsburg, Va.	15%

BEST SEASONAL EVENT

HalloWeekends (Cedar Point)	Sandusky, Ohio	17%
Howl-O-Scream (Busch Gardens)	Williamsburg, Va.	(tie) 11%
Mickey's Very Merry	Orlando, Fla.	(tie) 11%
Christmas Party (Magic Kingdom)		

BEST WATER RIDE OR ATTRACTION

Splash Mountain	26%
Magic Kingdom (Orlando, Fla.)	
Dudley Do-Right's Ripsaw Falls	15%
Universal's Islands of Adventure (Orlando, Fla.)	
Escape from Pompeii	8%
Busch Gardens Europe (Williamsburg, Va.)	

BEST THEMED RIDE OR ATTRACTION

Expedition Everest - Legend of the Forbidden Mountain	30%
Disney's Animal Kingdom (Orlando, Fla.)	
The Twilight Zone Tower of Terror	12%
The Disney-MGM Studios (Orlando, Fla.)	
Curse of DarKastle	7%
Busch Gardens Europe (Williamsburg, Va.)	

FAVORITE "NEW FOR 2007" RIDE OR ATTRACTION

RANK	RIDE/ATTRACTION	PARK	LOCATION	%	RIDE TYPE
1.	Maverick	Cedar Point	Sandusky, Ohio	36%	Launched Intamin steel coaster
2.	Griffon	Busch Gardens Europe	Williamsburg, Va.	31%	B&M dive coaster
3.	Mystery Mine	Dollywood	Pigeon Forge, Tenn.	11%	Gerstlauer Euro-Fighter coaster