



**INTERNATIONAL
ASSOCIATION OF
VENUE MANAGERS**

2023 IAVM Venue Excellence Award Recipient
Baltimore Convention Center
Baltimore, MD

Venue Professional Magazine

Print & Digital Advertising

pg. 5

IAVM News

Advertise in Our Weekly Newsletter

pg. 8

Sponsored Webinars

Presented by Sponsoring Company

pg. 9

An aerial photograph of the Baltimore Convention Center, a large, modern building with a glass facade and a prominent white structural frame. The building is surrounded by a city street with traffic and a parking lot. In the background, the Baltimore skyline is visible, featuring several tall skyscrapers under a cloudy sky.

2024

MEDIA KIT

Reach IAVM's 7,200 Venue Professionals



2024 MEDIA KIT

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To reserve advertising opportunities, please contact us at sales@iavm.org.

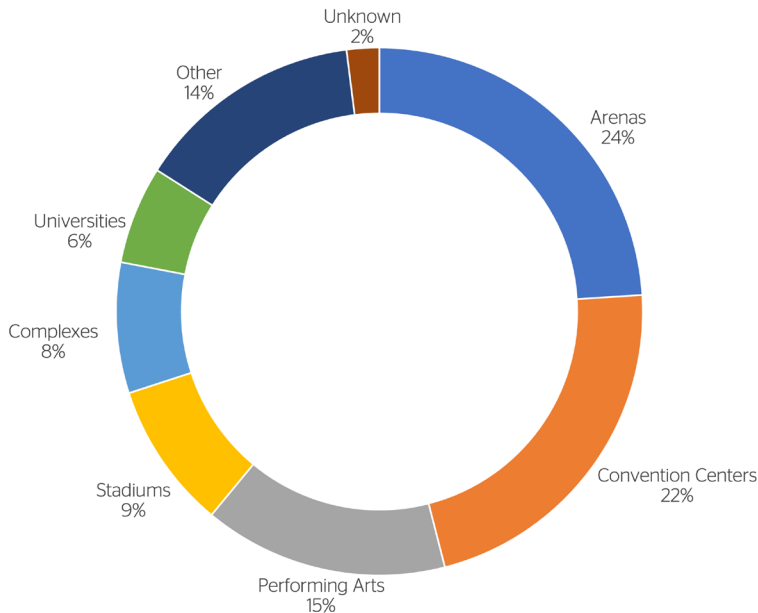
2023 IAVM Venue Excellence Award Recipient
Ernest N. Morial Convention Center
New Orleans, LA

WHAT IS IAVM?

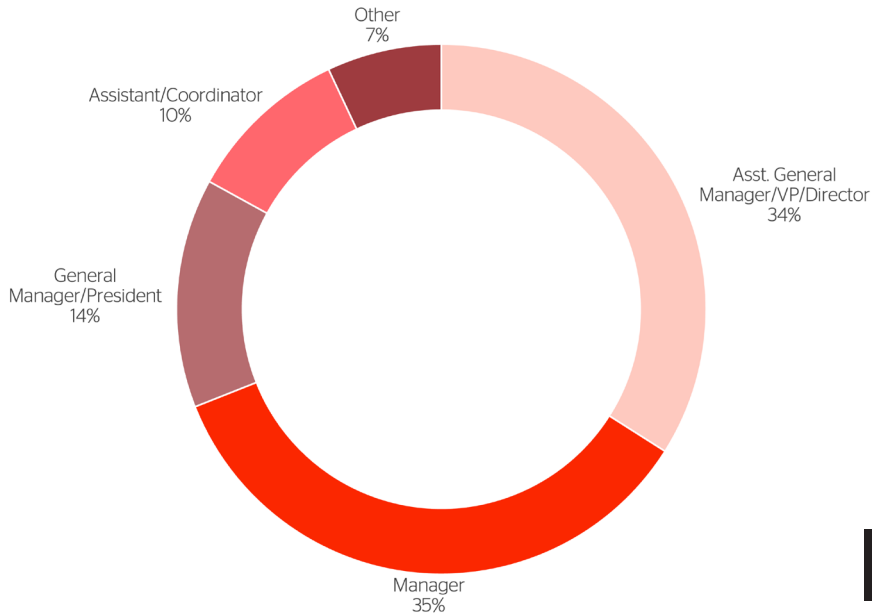
The International Association of Venue Managers (IAVM) is a non-profit organization dedicated to educating, advocating for, and inspiring public assembly venue professionals worldwide. IAVM hosts multiple events and conferences annually, provides live safety and security training programs, engages members through exclusive networking opportunities, conducts extensive and insightful research, publishes the most up-to-date industry information, *and much more!*

Founded in 1924, IAVM connects 7,200 members from amphitheaters/fairgrounds, arenas, convention centers, performing arts centers, stadiums, and universities. IAVM counts nearly 850 allied companies among its membership. Like your organization, these companies provide products and services that improve and enhance the venue industry. IAVM Allied members can take advantage of marketing opportunities at reduced rates connecting them with venue professionals who represent MILLIONS of dollars in buying power.

IAVM MEMBERS BY SECTOR »



IAVM MEMBERS BY TITLE »





WHY IAVM?

When you market to IAVM's membership, you showcase your business, brand and expertise to the largest international audience of top-level venue professional buyers and influencers in the industry.

IAVM has developed multiple marketing channels and media opportunities designed to enhance advertisers' ROI while increasing brand exposure to thousands of venue professionals. IAVM's 7,200 members are the key to obtaining the best return on your advertising dollars.

Our advertisers include suppliers of products & services such as:

- Acoustics
- Architects/Engineers
- Artificial Intelligence/Facial Recognition
- Athletic Equipment & Maintenance
- Audio/Visual Systems & Services
- Booking & Scheduling Systems
- Carpeting/Flooring
- Catering
- Cleaning Supplies & Services
- Clothing/Uniforms
- Communications Equipment
- Consultants
- Crowd Management
- Digital Signage
- Electrical Products & Services
- Emergency Response Planning & Management
- Event Management Software
- Food & Beverage Products & Services
- Furniture, Fixtures & Equipment
- HVAC
- Ice-related Products & Services
- Paper & Packaging Products
- Parking Products & Services
- Point-of-Sale Products
- Portable Products
- Restroom Products & Services
- Rigging Products & Services
- Safety & Security
- Seating
- Staffing & Training
- Staging Products & Services
- Scoreboards/Electronic Displays
- Sustainability Products & Services
- Ticketing
- Touchless Products & Services
- Venue Technology
- Waste Collection Products & Services
- ***And so much more!***

VP MAGAZINE



As the foremost authority on the latest news, trends, education and information, *Venue Professional (VP)* magazine is the go-to publication for the public assembly venue industry. The award winning publication continues to set the industry standard with its full breadth of editorial content from A (acoustics) to Z (Zamboni) and all things in between. Top-notch features written by industry experts are supplemented with columns covering all IAVM sectors including amphitheaters/fairgrounds, arenas, convention centers, performing arts centers, stadiums, and universities. Of the 7,200 IAVM members worldwide who receive *Venue Professional* magazine as an IAVM member benefit, approximately 83% are executive directors, general managers, directors and managers. *VP's* readers are the decision-makers to reach.

2024 EDITORIAL CALENDAR

**JAN/
FEB »**

100 YEARS OF IAVM FEATURE: Guest Experience

EDITORIAL FEATURES: Re-imagining the Customer Experience for the Next Generation, Las Vegas Sphere, The Evolution of Seating, Papering the House for Good, Surveillance & Monitoring

Ads Due Dec. 15

**MARCH/
APRIL »**

100 YEARS OF IAVM FEATURE: Safety & Security

EDITORIAL FEATURES: Next Gen Patron Screening: Fast and Frictionless? Or Flawed and Fiction?, Celebrities in the Stands, The Effects of AI Technology on Venues, 3rd Party Venue Management

Ads Due Feb. 16

**MAY/
JUNE »**

100 YEARS OF IAVM FEATURE: Food & Beverage

EDITORIAL FEATURES: Sustainability is Everyone's Job, The Battle of Digital Displays - Bigger, Brighter, Better, Premium Experiences: How Good Do They Get?, The Challenges of Ticketing Chargebacks

Ads Due April 15

**JULY/
AUG »**

100 YEARS OF IAVM FEATURE: Membership Through the Years

EDITORIAL FEATURES: Planning for the Future to Include a Growing Population of People with Disabilities, The Re-imagining of Ringling Bros, Backstage Renovations, Just Grab & Go, Alright

Ads Due June 7

**SEPT/
OCT »**

100 YEARS OF IAVM FEATURE: Technology

EDITORIAL FEATURES: Strategic Implementation Planning: Due Diligence Required for a Successful Project, A Look at Zamboni, The Growth of Green Roofs: Which Venue's is Most Vast?, Is Gen Z Alcohol Free? F&B with the New Z

Ads Due Aug. 16

**NOV/
DEC »**

100 YEARS OF IAVM FEATURE: Ticketing

EDITORIAL FEATURES: The Goldmine in the Box Office, New Challenges of Cybersecurity, Holiday Productions, Venue Sector Jumping: Hop-Scotching for Professional Growth

Ads Due Oct. 14

PREMIUM POSITIONS »	SIZE	ISSUE	RATE
Inside Front Cover	8.125" x 10.875"	1x	\$3,750
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$3,375
		6x	\$3,190
Inside Back Cover	8.125" x 10.875"	1x	\$3,575
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$3,220
		6x	\$3,050
Back Cover	8.125" x 10.875"	1x	n/a
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	n/a
		6x	\$3,315
First Right Read	8.125" x 10.875"	1x	\$3,450
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$3,105
		6x	\$2,930
1-Page Advertorial <i>Includes Title, Text (350 words) & (1) Photo</i>	8.125" x 10.875"	1x	\$3,450
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$3,105
		6x	\$2,930

GENERAL POSITIONS »	SIZE	ISSUE	RATE
2 Page Spread	16.25" x 10.875"	1x	\$5,500
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$4,950
		6x	\$4,675
Full Page	8.125" x 10.875"	1x	\$3,250
	(with 1/4" bleed beyond trim lines for full page coverage)	3x	\$2,925
		6x	\$2,760
1/2 Page Horizontal	7.125" x 5"	1x	\$2,220
		3x	\$1,980
		6x	\$1,870
1/3 Page Horizontal	7.125" x 3.423"	1x	\$1,350
		3x	\$1,215
		6x	\$1,150
Professional Directory	3.5" x 2"	1x	\$550
		3x	\$495
		6x	\$470

VP DIGITAL

» Intuitive navigation

» Detailed reader analytics are tracked in real time proving your ROI.

» The ability to add audio & video to your ad space

LEFT FRONT COVER AD » \$2,400



8.125" x 10.875"

VIDEO/AUDIO INTEGRATION » \$2,000



Video: .MOV File
< 4 minutes (< 50mb)

Audio: .MP3 File
< 1 minute

POP UP/INTERSTITIAL AD » \$2,400



Video: .MOV File
< 4 minutes (< 50mb)

Audio: .MP3 File
< 1 minute

FOOTER (CALL TO ACTION) » \$800



IAVM News

IAVM's weekly newsletter, *IAVM News*, provides nearly 8,000 subscribed venue professionals up-to-date industry information. Our goal is to provide relevant and interesting news covering subjects and trending topics related to venues, life safety, educational opportunities, technology, industry events, and so much more.

Top Leaderboard

57.9% OPEN RATE

28.7% CLICK RATE

Square Ad

POSITION	SIZE	ISSUE	RATE/MTH
Top Leaderboard	725px x 100px	1x	\$2,750
	(Full or Rotating Banner	3x	\$2,475
	.jpg or .gif file)	6x	\$2,350
		12x	\$2,200
Leaderboard (3 Available)	725px x 100px	1x	\$2,000
	(Full Banner)	3x	\$1,800
		6x	\$1,700
		12x	\$1,600
Square Ad (2 Available)	350px x 350 px	1x	\$2,500
		3x	\$2,250
		6x	\$2,125
		12x	\$2,000

Animated .gifs are accepted. Final art is subject to approval. Submission must be less than 1MB in size and will only play one time (no looping).

SPONSORED WEBINARS & ADDITIONAL OPPORTUNITIES

Sponsor Hosted Webinars connect you to a live engaged audience and drive quality leads to your sales team. Our webinar attendees want relevant educational content they can implement immediately in their venues.

SPONSORSHIP FEE »»

- **IAVM Allied Member Fee:** \$5,000 per webinar
- **IAVM Allied Non-Member Fee:** \$10,000 per webinar

SPONSORSHIP INCLUDES »»

- (1) 45-minute educational webinar presented by sponsoring company
- Sponsor recognition in the introductory and closing slides of the webinar with company logo, URL link and audio read of company/product description (50 words or less)
- IAVM collaborates with sponsor to develop webinar and provides moderator and required facilitation
- One webinar preparedness session with IAVM Education Director
- IAVM will include webinar recording in its webinar archive for a minimum of 12 months for extended reach and on-demand playback
- **Webinar promoted to IAVM membership via:**
 - IAVM webinar registration page
 - IAVM's weekly newsletter, *IAVM News*
 - IAVM's social media channels (Facebook, Instagram, LinkedIn, Twitter)
 - Dedicated webinar registration eblast
- All webinar registrants full contact information provided after the live event (to include email addresses). List details will include contacts who attended vs. registered, and full contact information for all who did not opt out. **Sponsor is limited to one-time use of the contact list following the webinar*
- Sponsor's logo displayed on relevant IAVM website pages and throughout related marketing communications

DELIVERABLES REQUIRED »»

Sponsor to provide by required deadlines:

- Title, Description, Learning Objectives, and Speaker Biography
- A sentence or two about why an IAVM member should attend the webinar
- Finalized slide deck for approval at least 10 days prior to webinar date
- Company logo: hi-res .jpg file (suggested dimensions: 200 x 200 pixels)
- Company or product URL link

ADDITIONAL OPPORTUNITIES »»

Full Membership Email Broadcast: Non-Member: \$4,500 | Member: \$3,000

Segmented Email Broadcast: Non-Member: \$1.82 / recipient | Member: \$1.30 / recipient

Member Postal Mailing List: Full Member List: \$3,500

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