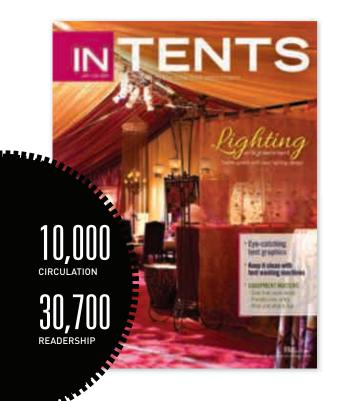
InTents

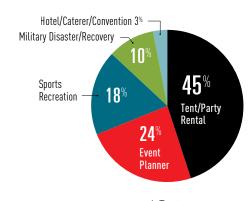


6 PRINT ISSUES /// WEBSITE

nTents readers are highly motivated and successful entrepreneurs who are in the business of planning events under tents or renting tents to meeting planners, caterers, event planners and the general public.

IN PRINT: Market to more than 30,700 tent renters, event/meeting planners, caterers and more who work with everything from weddings to military and disaster recovery. These motivated business owners avidly read every issue seeking opportunities in the tent rental industry.

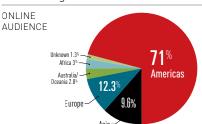
ONLINE: Flourish with *InTents* online, one of the most interactive hubs among IFAI websites. Visitors come to search the Buyer's Guide, learn about new products and stay up-to-date on trends in tent décor.



InTents READER PROFILE

Because of its worldwide distribution, in addition to the domestic responses we have received, advertising in *InTents* has helped us establish relations with companies that allow us to export a new product.—Bud Weisbart, AR Tech 2000, Fontana, Calif.

InTentsMag.com



AVERAGE MONTHLY TRAFFIC









MARKET REPORT

SPECIALTY FABRIC ORGANIZATIONS HAVE MADE SIGNIFICANT INVESTMENTS TO IMPROVE EFFICIENCIES IN THEIR ORGANIZATIONS SINCE 2009. THEY HAVE ALSO DONE A BETTER JOB OF IMPROVING THE MARKETING OF THEIR PRODUCTS AND THEIR BUSINESSES.

Source: IFAI State of the Industry, 2013

NET* Print Rates: InTents					
AD SIZE	6x	ISSUE FREQU 4x	ENCY 1x		
Full page	\$3,960	\$4,315	\$4,675		
2/3 vertical	\$3,535	\$3,865	\$4,335		
1/2 island	\$3,125	\$3,405	\$3,705		
1/2 horiz	\$2,535	\$2,775	\$3,090		
1/3 page	\$1,720	\$1,890	\$2,105		
1/6 page	\$1,325	\$1,525	\$1,765		
Cover 2	\$4,555				
Cover 3	\$4,110				
Cover 4	\$4,900				
Center spread	\$8,175				
Page 1	\$4,355				
TOC 1, 2, Edit	\$4,460				

NET* Digital Rates: InTentsMag.com					
Price listed is per month					
Website (*exclusive)	3 mo	6 mo	12 mo		
Home page banner*	\$1,332	\$1,166	\$1,083		
Home page video*	\$932	\$883	\$833		
Banner ad	\$532	\$416	\$333		
Text ad	\$299	\$249	\$200		
Footer button	\$232	\$216	\$166		
Website Bundle	3 mo	6 mo	12 mo		
1 Site-wide banner ad 1 Site-side text ad 1 footer button	\$832	\$733	\$666		

^{*}All prices reflect a 15% discount See page 21 for advertiser discounts. All other special positions, add 10%

FEB/MARCH

Buyer's Guide

A leading resource of products and services tent rental professionals utilize for purchasing decisions.

Ad Close: Dec 17, 2013
Materials Due: Jan 3, 2013
BONUS DISTRIBUTION
The Rental Show 2014 (ARA)
Catersource Conference &
Tradeshow 2015
IFAI Expo Canada 2014

APRIL/MAY

WEDDINGS

Wedding trends Stretch tents

Restroom trailers Storm safety and evacuation plans

Ad Close: Feb 17, 2014 Materials Due: Mar 3, 2014

BONUS DISTRIBUTION Specialised Textiles Association 2014 Expo OFPANZ 2014

INTENTS EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

JUNE/JULY

DÉCOR

Décor trends for tents Harmonious tent interiors & exteriors

Chairs and unique seating Working with difficult clients

Ad Close: Apr 17, 2014
Materials Due: May 3, 2014
BONUS DISTRIBUTION
IAAPA Attractions Expo 2014

AUG/SEPT

SAFETY

Tenting for sporting events

IFAI staking study refresher & ballasting review

Thorough site evaluations Boosting profits/ mitigating losses

Ad Close: Jun 17, 2014 Materials Due: Jul 3, 2014

TRENDS & ACCESSORIES
Tent trends
Tent accessories

Getting (and keeping) multi-year contracts

OCT/NOV

Ad Close: Aug 17, 2014 Materials Due: Sep 3, 2014

BONUS DISTRIBUTION Showman's Show 2014 IFAI Specialty Fabrics Expo 2014 and Advanced Textiles Expo 2014

Mid-Atlantic Tent Renters Assoc Conference 2014

DEC/JAN

PRODUCT SHOWCASE
Double-decker tents
Case study: tough
installation
Q&A with Tent Expo
keynote

Ad Close: Oct 17, 2014 Materials Due: Nov 3, 2014

BONUS DISTRIBUTION IFAI Tent Expo 2015 ISES The Special Event 2014 The Rental Show

Cater Source Conference 2015

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