

# intents

Your complete source for events in tents  
 IFAI PUBLICATION  
 aug / sept 2016

**Behind the scenes**  
 Small auxiliary tents are the backbone of large events.

**Stretching the limits**  
 Mike Holland and Chattanooga Tent Co. embrace the tools for success.

**Second location**  
 Expanding to multiple locations offers exceptional benefits when the time is right.



ONE TENT  
**TWO PARTIES**  
 ACHIEVING TWO DISTINCT EVENTS  
 BACK-TO-BACK

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OFFICIAL PUBLICATION OF

## IFAI tent EXPO

January 24-26, 2017  
 Renaissance Orlando at SeaWorld

E-Newsletter

InTentsMag.com

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### INTENTS EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

#### February/March

##### BUYER'S GUIDE

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

Ad Close: Dec 17, 2016  
 Materials Due: Jan 4, 2017

#### April/May

##### WEDDING AND DECOR

Hot décor for weddings: chairs, tables, dance floors, and more  
 Bringing outdoor elements into tents with natural décor

Tent series: Sailcloth tents

Ad Close: Feb 17, 2017  
 Materials Due: Mar 3, 2017

BONUS DISTRIBUTION  
 Specialised Textiles Association Expo  
 OFFPANZ Conference 2017

#### June/July

##### READER'S CHOICE AWARDS

Great backyard events  
 Tent series: Frame tents

Ad Close: Apr 17, 2017  
 Materials Due: May 3, 2017

#### August/September

##### EQUIPMENT

Equipment that makes the job easy  
 Corporate event trends  
 Tent series: Clearspan tents

Ad Close: Jun 17, 2017  
 Materials Due: Jul 3, 2017

BONUS DISTRIBUTION  
 IFAI Expo 2017

#### October/November

##### FABRIC

Event fabrics  
 Tent and fabric cleaning  
 Tent series: Unique tents (stretch, military, disaster relief, glamping)

Ad Close: Aug 17, 2017  
 Materials Due: Sep 3, 2017

BONUS DISTRIBUTION  
 Mid Atlantic Tent Renters Association Conference

#### Dec 2017/Jan 2018

##### PREMIER PRODUCT SHOWCASE

Events with multiple locations  
 Ballasting and staking challenges

Premier Product Showcase

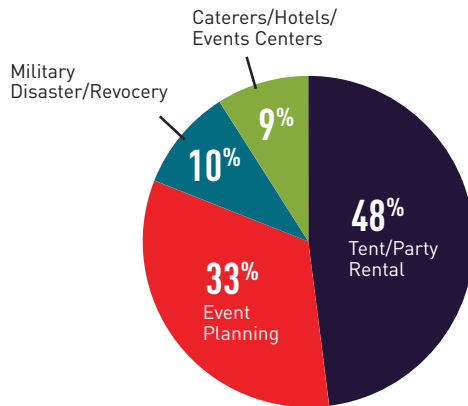
Ad Close: Oct 17, 2017  
 Materials Due: Nov 3, 2017

BONUS DISTRIBUTION  
 IFAI Tent Conference  
 The Rental Show (ARA)



# InTents

Motivated professionals and successful entrepreneurs from the tent rental, meeting and event planning, and catering industries turn to *InTents* for everything from weddings to military and disaster recovery. Readers are among the most engaged, seeking new opportunities in the tent rental industry. A successful Buyer's Guide is the cornerstone for year-round purchasing decisions for professionals across the tent rental landscape.



## READER PROFILE

10,000 CIRCULATION

31,365 READERSHIP

## 2016 READER SURVEY

100% Read or looked at ads and 60.4% read or looked at 6 or more

88% Of readers are owners, managers, caterers and event planners

95.3% Read for new products and services

90.6% Keep and refer to past issues

91.1% Make or influence decisions

71.1% Read all of the last 4 issues

97.2% Pass along their issue of InTents to someone else after reading.

83.5% Visit the company website, call or e-mail the company when interested in a product advertised

## DIVISIONS

Tarp Association  
Tent Rental Division

## NET\* Print Rates: InTents

AD SIZE	ISSUE FREQUENCY		
	6x	4x	1x
Full page	\$4155	\$4530	\$4910
2/3 vertical	\$3710	\$4060	\$4575
1/2 island	\$3285	\$3580	\$3890
1/2 horiz	\$2500	\$2915	\$3245
1/3 page (H or V)	\$1805	\$1990	\$2210
1/6 page (H or V)	\$1390	\$1600	\$1855
Cover 2	\$4570		
Cover 3	\$4570		
Cover 4	\$4775		
2-pg spread	\$7890	\$8610	\$9330

Special positions add 10% to earned rate

## NET Digital Rates: InTents

Prices listed are per month

InTentsMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90 px	\$595	\$495	\$395
Wide skyscraper	160 x 600 px	\$550	\$450	\$350
Mid-rectangle	300 x 250 px	\$550	\$450	\$350

\*Other sizes and dynamic units available. Please call for more information.

E-Newsletter	size	3 mo	6 mo	12 mo
Position #1	600 x 90 px	\$595	\$525	\$450
Position #2	600 x 90 px	\$495	\$425	\$350
Position #3	600 x 90 px	\$395	\$325	\$250
Sponsored content	custom	\$650	\$600	\$550

