



10,000 CIRCULATION

31,365 READERSHIP

2017 READER SURVEY

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

88% 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% Either visit the company website, email or call the company when interested in a product advertised

IFAI DIVISIONS

Tarp Association
Tent Rental Division



INTENTS ADVERTISEMENT RATES

Prices are subject to change.

AD SIZE	ISSUE FREQUENCY		
	6x	4x	1x
Full page	\$4225	\$4600	\$4975
2/3 vertical	\$3775	\$4125	\$4650
1/2 island	\$3350	\$3625	\$3950
1/2 horiz	\$2550	\$2950	\$3300
1/3 page (H or V)	\$1825	\$2025	\$2250
1/6 page (H or V)	\$1400	\$1625	\$1875
Cover 2	\$4650		
Cover 3	\$4650		
Cover 4	\$4850		
2-pg spread	\$8000	\$8750	\$9475

Special positions add 10% to earned rate

NET Digital Rates				
<i>Prices listed are per month</i>				
InTentsMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$650	\$550	\$450
Wide skyscraper	160 x 600 px	\$600	\$500	\$400
Mid-rectangle	300 x 250 px	\$600	\$500	\$400
Sponsored content	custom	\$850	\$750	\$650
E-Newsletter	size	3X	6X	12X
Leaderboard	600 x 90 px	\$750	\$700	\$650
Position #2	600 x 90 px	\$650	\$600	\$550
Position #3	600 x 90 px	\$550	\$500	\$450
Sponsored content	custom	\$850	\$800	\$750

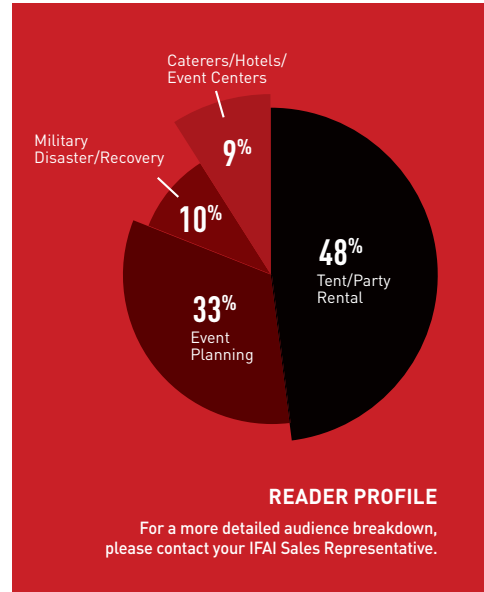


InTentsMag.com

E-Newsletter

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 professionals, seeking new opportunities in the tent rental industry. A successful Buyer's Guide is the cornerstone for year-round purchasing decisions by professionals across the tent rental landscape.



INTENTS EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

Dec 2018/Jan 2019

PREMIER PRODUCT SHOWCASE
 WOW! installations
 Event lighting for tents
 Premier Product Showcase
 Ad Close: Oct 17, 2018
 Materials Due: Nov 3, 2018

February/March

BUYER'S GUIDE
 A leading resource of products and services tent rental professionals utilize for purchasing decisions.
 Ad Close: Dec 17, 2018
 Materials Due: Jan 3, 2019

April/May

READER'S CHOICE AWARDS
 Tenting for graduations
 Operations management
 Reader's Choice Awards
 Ad Close: Feb 17, 2019
 Materials Due: Mar 3, 2019

June/July

WEDDINGS
 Wedding trends
 Staging for tents
 Managing your company's busiest weeks
 Ad Close: Apr 17, 2019
 Materials Due: May 3, 2019

August/September

5 UNDER 40
 Multistory tents
 Tent anchoring
 5 industry pros under 40
 Ad Close: Jun 17, 2019
 Materials Due: Jul 3, 2019
 BONUS DISTRIBUTION
 IFAI EXPO 2019
 TENT EXPO

October/November

PREMIER PRODUCT SHOWCASE
 Tenting for street festivals
 Event fabric care and cleaning
 Premier Product Showcase
 Ad Close: Aug 17, 2019
 Materials Due: Sep 3, 2019