



**INTERNATIONAL  
ASSOCIATION OF  
VENUE MANAGERS**

IAVM 2024-25 Venue Excellence Award Recipient  
Barclays Center  
Brooklyn, NY

***Venue Professional Magazine***

Print & Digital Advertising

pg. 5

---

***IAVM News***

Advertise in Our Weekly Newsletter

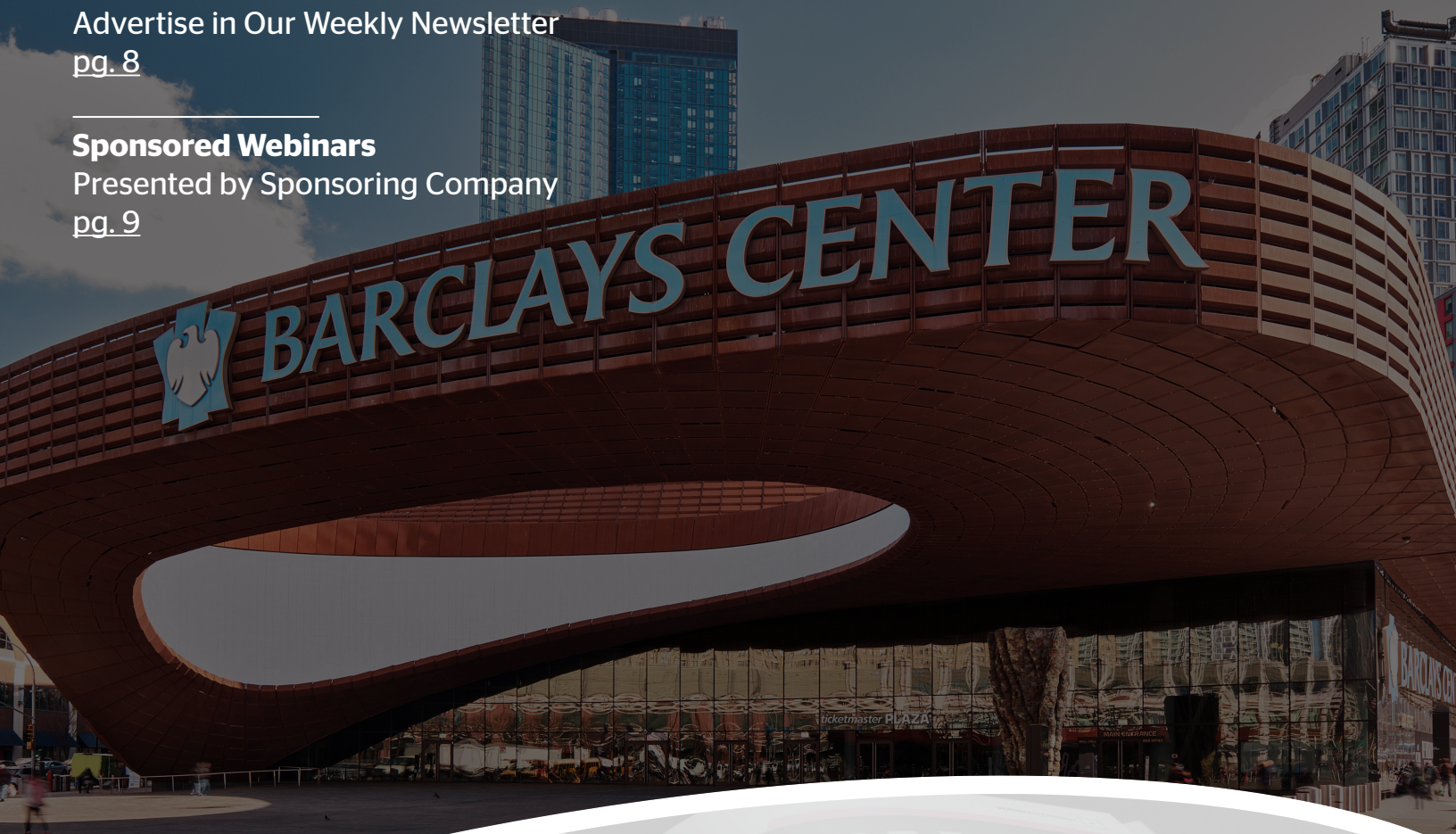
pg. 8

---

**Sponsored Webinars**

Presented by Sponsoring Company

pg. 9



**2025**

**MEDIA KIT**

**Reach IAVM's 7,900 Venue Professionals**



# 2025 MEDIA KIT

# CONTENTS

What is IAVM?	<a href="#">3</a>
Why IAVM?	<a href="#">4</a>
<i>Venue Professional (VP) Magazine</i>	<a href="#">5</a>
<i>VP Digital</i>	<a href="#">7</a>
<i>IAVM News</i>	<a href="#">8</a>
Sponsor Hosted Webinars & Additional Opportunities	<a href="#">9</a>

**International Association of Venue Managers**  
5601 Executive Drive, Suite 450  
Irving, TX 75038  
(972) 906-7441 | [iavm.org](http://iavm.org)

To reserve advertising opportunities, please contact us at [sales@iavm.org](mailto:sales@iavm.org).

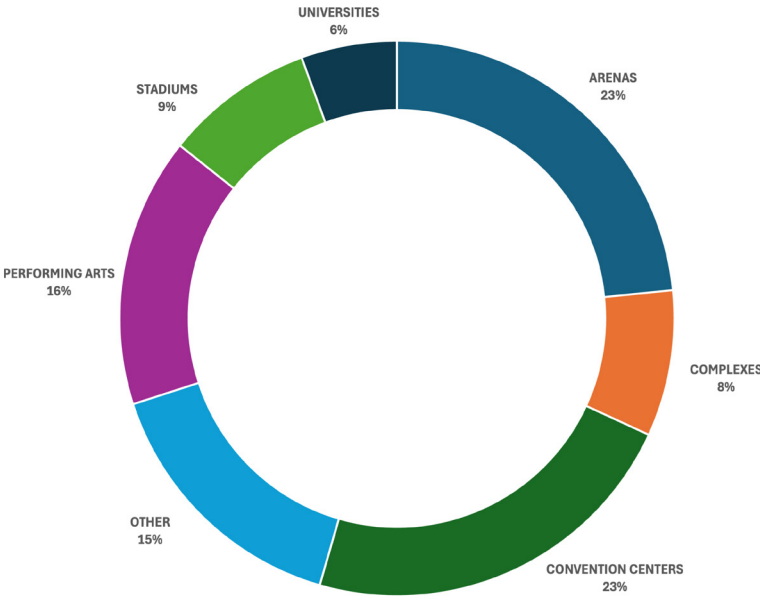
IAVM 2024-25 Venue Excellence Award Recipient  
Rocket Mortgage FieldHouse  
Cleveland, OH

# WHAT IS IAVM?

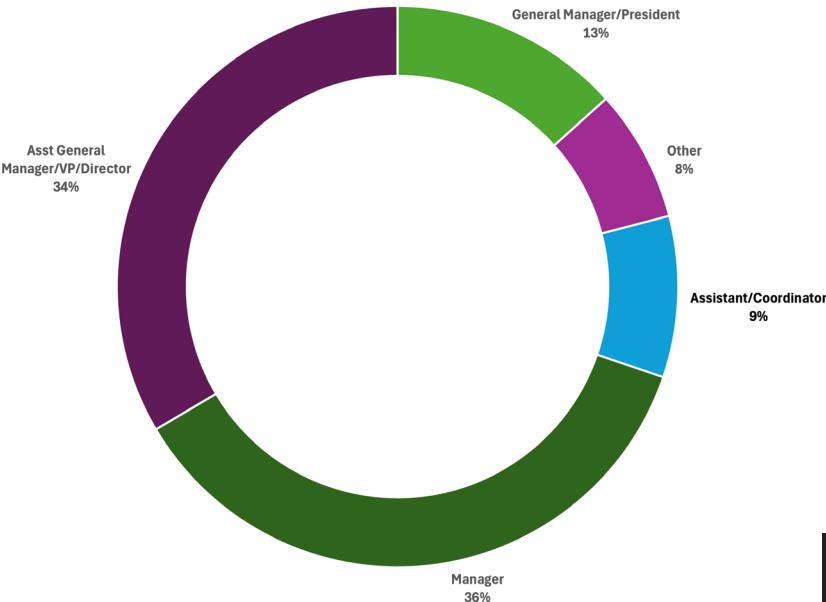
The International Association of Venue Managers (IAVM) is a non-profit organization dedicated to educating, advocating for, and inspiring public assembly venue professionals worldwide. IAVM hosts multiple events and conferences annually, provides live safety and security training programs, engages members 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 7,900 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 7,900 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 7,900 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.

## 2025 EDITORIAL CALENDAR

**JAN/  
FEB »**

**FOCUS: GUEST EXPERIENCE**

**Editorial Features:** No Sector Named: Running Alternative Venues, Entertainment Districts – Columbus, OH, Fan Packages-Tickets Plus, Unlocking Success: Navigating Strategic Plans as Venue Managers

Ads Due Dec. 16

**MARCH/  
APRIL »**

**FOCUS: SAFETY & SECURITY**

**Editorial Features:** New Challenges of Cybersecurity, Severe Weather (Hurricanes), What You Don't Know About Your Medical Plan Could Hurt You

Ads Due Feb. 17

**MAY/  
JUNE »**

**FOCUS: FOOD & BEVERAGE**

**Editorial Features:** Immersive Experiences, Pre-paid Concessions, Improving Your Bottom Line – Contracting and Self Operation of Your F/B Operations

Ads Due April 18

**JULY/  
AUG »**

**FOCUS: VENUECONNECT**

**Editorial Features:** The Art of Venue Sponsorship, Pop-Up Venues, Oversold – What now?, Ways to Improve Your Bottom Line Through Contracting Out Commissioning

Ads Due June 9

**SEPT/  
OCT »**

**FOCUS: TECHNOLOGY**

**Editorial Features:** To Manage, You Measure – Data Analysis, Cashless Concessions Today, Fairgrounds Food Upgrades, From Chaos to Order: Leveraging AI for Smarter Employee Scheduling

Ads Due Aug. 15

**NOV/  
DEC »**

**FOCUS: EVENTS**

**Editorial Features:** New Revenues through Partnerships, Events, Lightning, No Greater Threat, Route 91 – First Person Experience, Venue Data Analysis Best Practices: How to Get Started

Ads Due Oct. 17

<b>PREMIUM POSITIONS »</b>	<b>SIZE</b>	<b>ISSUE</b>	<b>RATE</b>
<b>Inside Front Cover</b>	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
<b>Inside Back Cover</b>	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
<b>Back Cover</b>	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
<b>First Right Read</b>	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
<b>1-Page Advertorial</b> <i>Includes Title, Text (350 words) &amp; (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

<b>GENERAL POSITIONS »</b>	<b>SIZE</b>	<b>ISSUE</b>	<b>RATE</b>
<b>2 Page Spread</b>	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
<b>Full Page</b>	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
<b>1/2 Page Horizontal</b>	7.125" x 5"	1x	\$2,220
		3x	\$1,980
		6x	\$1,870
<b>1/3 Page Horizontal</b>	7.125" x 3.423"	1x	\$1,350
		3x	\$1,215
		6x	\$1,150
<b>Professional Directory</b>	3.5" x 2"	1x	\$550
		3x	\$495
		6x	\$470

# VP DIGITAL ENHANCEMENTS

» 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**

**58.1% OPEN RATE**

**29.2% CLICK RATE**

**Square Ad**

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

To reserve advertising opportunities, please contact us at [sales@iavm.org](mailto:sales@iavm.org).