

# Amusement TODAY

Your Amusement Industry NEWS Leader

## 2025 MEDIA PLANNER



IAAPA Expo Europe brings the amusement industry to Amsterdam

# Amusement TODAY

Your Amusement Industry NEWS Leader

September 2024 | Vol. 28 • Issue 6



**Kennywood prepares to host Amusement Today's 2024 Golden Ticket Awards**

Registration details, event preview and more on pages 60-61



Fanciful theming makes this Zamperla tea cup ride a real treat.

### Vekoma, Zamperla, Gosetto and SBF rides fill land at Energylandia

AT: Tim Baldwin  
tbaldwin@amusementtoday.com

ZATOR, Poland — It would be a challenge to find in the entire history of the amusement industry a specific park that has seen growth that matches that of Energylandia. Ten years ago, empty fields made way for more than 80 rides, including 18 roller coasters, a theme park paradise. With more than the shortest of staggering.

The newest themed land is Sweet Valley, and it has been many years in the making. Playing into everyone's desire for desserts, the new area features several rides, a restaurant, a small outdoor theater and multiple sweet shops. A customized soundtrack and colorful pastels detail the area. The fanciful architecture doesn't just showcase the soft colors on flat surfaces; three-dimensional detailing and sculptural elements make each building bring a smile. Curved lampposts bring a cartoonish feel to the land.

See ENERGYLANDIA, page 6

**Playland at the PNE launches its newest coaster: ThunderVolt**

AT: Tim Baldwin  
tbaldwin@amusementtoday.com

VANCOUVER, B.C., Canada — Playland at the Pacific National Exhibition has opened something new. The park has introduced two family coasters in the last 20 years, but those thrills were aimed more toward the younger set and their parents. ThunderVolt, the park's latest coaster has a little more zing.

Not only is this the park's first launched coaster, but management likes to tag it as the fastest launch coaster in Canada. ThunderVolt is a project toward Zamperla.

"We know that this ride will thrill and amaze our Playland guests as well as visitors from across Canada and around the world. Positioned next to our historic Playland Wooden Coaster, the investment into the future of our park," stated Shelley Fross, PNE president and CEO.

"ThunderVolt uses our new lighting trains, and they represent the next generation of roller coaster design," said Antonio Zamperla, CEO of Zamperla Group. "They are light, have a low maintenance cost and are extremely comfortable. A decade's worth of research was put into creating these fantastic coaster vehicles."

"The Lightning trains have been a great fit for the park," added Adam Sandy, roller coaster sales and marketing director, Zamperla.

See PLAYLAND, page 6

AMUSEMENT VIEWS Page 4

PARKS & FAIRS Pages 9-38

WATER PARKS Pages 39-46

BUSINESS Pages 47-61

SAFETY Pages 62-77

CLASSIFIED Page 78

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**HOME OF THE**

Amusement TODAY

V.I.P. GOLDEN TICKET AWARDS 2025

BEST OF THE BEST!



# 2025 Publication Calendar & Deadlines

Bonus sections & special features are planned throughout the year.

**January**  
AIMS, NAARSO, iROC  
Safety Issue  
*\*Bonus distribution at  
AIMS Safety Seminar*  
**Ad Space Deadline:**  
December 1, 2024  
**ART DUE:** December 13, 2024

**February**  
ISIF Show Issue  
*\*Bonus distribution at  
ISIF Show*  
**Ad Space Deadline:**  
January 3, 2025  
**ART DUE:** January 17, 2025

**March**  
Amusement Expo Issue  
*\*Bonus distribution at  
Amusement Expo*  
**Ad Space Deadline:**  
January 31, 2025  
**ART DUE:** February 14, 2025

**April**  
General  
Editorial  
**Ad Space Deadline:**  
February 28, 2025  
**ART DUE:** March 14, 2025

**May**  
2025 Park  
Preview  
**Ad Space Deadline:**  
March 28, 2025  
**ART DUE:** April 18, 2025

**June**  
New Attraction  
Openings  
**Ad Space Deadline:**  
April 25, 2025  
**ART DUE:** May 16, 2025

**July**  
New Attraction  
Openings  
**Ad Space Deadline:**  
May 30, 2025  
**ART DUE:** June 13, 2025



View online or download  
our 2025 Media Planner!

**August**  
New Attraction  
Openings  
**Ad Space Deadline:**  
June 27, 2025  
**ART DUE:** July 18, 2025

**September I**  
IAAPA Expo Europe  
Preview  
**Ad Space Deadline:**  
July 31, 2025  
**ART DUE:** August 12, 2025

**September II**  
Golden Ticket Issue  
2024 Golden Ticket Awards  
September 6 & 7 at Kennywood  
*\*Special Ad Rates\**  
**Ad Space Deadline:**  
August 15, 2025  
**ART DUE:** August 22, 2025

**October**  
WWA Show Preview  
Halloween Preview  
*\*Bonus distribution at  
WWA Trade Show*  
**Ad Space Deadline:**  
August 29, 2025  
**ART DUE:** September 12, 2025

**November I**  
Pre-IAAPA Issue  
IAAPA Expo 2025  
Preview  
**Ad Space Deadline:**  
September 24, 2025  
**ART DUE:** October 10, 2025

**November II**  
IAAPA Expo Issue  
*\*Bonus distribution at  
IAAPA Expo 2025*  
**Ad Space Deadline:**  
October 1, 2025  
**ART DUE:** October 24, 2025

**December**  
IAFE Show Preview  
Christmas Preview  
*\*Bonus distribution at  
IAFE Show*  
**Ad Space Deadline:**  
October 23, 2025  
**ART DUE:** November 5, 2025

## 2025 Digital Advertising Sizes & Rates

All Rates Are Net. Ad Design Services Available (Artist Fees Additional)

### AmusementToday.com

<b>Top Banners</b> \$400/month 400px wide x 80px tall	<b>Right Column Banners</b> \$300/month 300px wide x 80px tall
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All electronic ads require a 6 or 12 month commitment.  
Only JPG, PNG, or GIF formats are accepted.

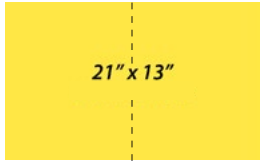
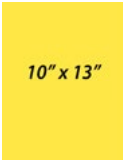

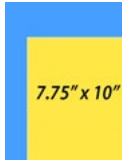
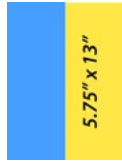
### Extra! Extra! Daily Desktop Edition




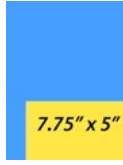


<b>Top Banners</b> \$700/month 400px wide x 80px tall	<b>Banners Between Features</b> \$650/month 400px wide x 80px tall
<b>Right Column</b> \$350/month 175px wide x 120px tall	<b>Photo Archive Sponsorship</b> \$200/month





All rates are net. Ad design services available (artist fees additional).

Payment must accompany order or ad will not run. Cash, Check, Visa, Mastercard, or American Express are accepted.

**QUESTIONS? (817) 460-7220**

Senior Spread			Senior Page			Junior Page				
										
1-6 Issues \$5,070	7-12 \$4,563	13+ \$4,056	1-6 Issues \$2,535	7-12 \$2,282	13+ \$2,028	1-6 Issues \$1,560	7-12 \$1,404	13+ \$1,248		

Half Page			2/5 Page			1/3 Page				
										
1-6 Issues \$1,267	7-12 \$1,141	13+ \$1,014	1-6 Issues \$1,092	7-12 \$983	13+ \$874	1-6 Issues \$780	7-12 \$702	13+ \$624		

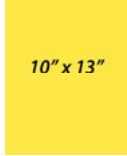

1/4 Page			1/5 Page			1/7 Page		
								
1-6 Issues \$624	7-12 \$542	13+ \$500	1-6 Issues \$546	7-12 \$492	13+ \$437	1-6 Issues \$390	7-12 \$351	13+ \$312



View the 2024 Golden Ticket Awards issue!

"The Best of the Best" in the amusement industry are celebrated and showcased in this special issue.

The Golden Ticket Awards issue is sent digitally to all regular subscribers with event attendees receiving printed copies.

		
<b>Senior</b> \$2,500	<b>Half Page</b> \$1,750	<b>Strip</b> \$1,000

[GOLDENTICKETAWARDS.COM](http://GOLDENTICKETAWARDS.COM)

## Economy Ads

- ▶ Budget Friendly!
- ▶ Run 6 or 12 times (one year commitment, prepaid)
- Color or Black & White

3.5" wide x 2.5" tall

\$125 per ad

3.5" wide x 5" tall

\$225 per ad

## Classifieds

- ▶ \$20 Minimum, up to 30 words (\$1 per additional word)
- ▶ DISPLAY AD: \$50 per column inch (a 1-point rule will appear around the ad)
- ▶ Due 10th of the month prior to issue
- ▶ PAID employment ads distributed FREE on AmusementToday.com and Desktop Edition

## IMPORTANT PRINT AD INFO

- ▶ Ads must be submitted in high resolution (300 dpi) Adobe Acrobat PDF at "Press Quality" format
- ▶ Images must be in CMYK format (not RGB)
- ▶ Black type must be created as 100% BLACK ONLY!

# Delivering award-winning, comprehensive coverage of the amusement and attractions industry

Established by Gary Slade in 1997, *Amusement Today* is the news leader for the greater amusement industry. Delivering *Amusement Today* in 14 digital editions — as well as the *EXTRA! EXTRA! Your Desktop Edition* daily email newsblast and other online/social platforms — *Amusement Today* is the industry's go-to news source, providing more news than any other industry news outlet.

As a courtesy to its readers, all ads in the monthly digital edition are hyperlinked to advertiser websites for a seamless experience in driving traffic.

The publication's editorial staff consists of the most experienced media professionals — all with a passion for the industry — who deliver must-read news to the amusement professional. *Amusement Today* is proud of its commitment in promoting its ongoing Safety, Maintenance & Operations section in its monthly digital editions and remains the only publication to maintain a focus on this important segment of the industry.

The largest independently owned publication in the amusement industry, *Amusement Today* continues to be led by its Founder and industry Hall-of-Famer Gary Slade. During the COVID-19 pandemic, *Amusement Today* evolved from a paid print subscription to **free** digital distribution across all news platforms, setting another new industry standard that others have now embraced.

*Amusement Today* also hosts the annual Golden Ticket Awards, a weekend networking event **free** to industry professionals that honors the "Best of the Best" in the amusement industry during the awards ceremony.



Latest issue always available for **FREE** at [amusementtoday.com/digital](http://amusementtoday.com/digital)



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