

THE HAUNTED HOUSE INDUSTRY'S #1 MAGAZINE

HAUNTWORLD™

MAGAZINE



Hauntworld.com is the World's #1 Haunted House and Halloween website, helping over 9 million people find haunted houses, haunt vendors, and information about the haunt industry. Hauntworld operates the largest online directory of haunted houses (with over 4,000 haunts), the largest online haunt forums (with over 5,000 registered members), and the number one haunt industry magazine, Hauntworld Magazine (with over 10,000 readers). Every week, several new subscriptions pour in from our easy, online SUBSCRIBE form found on www.hauntedhousemagazine.com and www.hauntedhousesupplies.com.

HALLOWEEN ATTRACTIONS ARE NOW A ONE BILLION DOLLAR INDUSTRY

Each year in the haunted house industry, nearly 500 haunted houses close and 500 new ones open, some spending upwards of a half million dollars to create their new attraction. When a new haunted house owner or operator decides to open a haunted attraction the first thing they do is look for information and the first thing they find is Hauntworld.com.

Hauntworld.com sells thousands of magazines, how-to dvd's, haunted house books, and general information about how to create, operate, and promote a haunted house. For most new attractions Hauntworld.com is their source for finding all of their how-to information plus vendors from which to purchase the products to build the attractions.



The screenshot shows the Hauntworld.com website with a navigation bar including: HOME, FIND HAUNTED HOUSES, HAUNTWORLD MAGAZINE, HAUNTED FORUMS, HAUNTED NEWS, AMERICA'S BEST HAUNTS, HAUNTED SUPPLIES, HAUNTED TRADESHOWS, FIND HAUNT VENDORS, HAUNTED FACTS, LINKS, ADVERTISE, and CONTACT. Below the navigation is a search bar and a list of featured articles, including 'Haunted House in Phoenix, Arizona - 13th Floor Haunted House' and 'Haunted House in San Antonio, Texas - 13th Floor'. The website also features social media icons for Facebook, Twitter, and YouTube, and a 'darklight' LED spotlight advertisement.

LIKE
HAUNTWORLD
ON
facebook

facebook.com/hauntworldscariest
hauntedhousesattractions

www.hauntworld.com
www.hauntedhouseonline.com
hauntedhousemagazine.com
hauntedhouseassociation.org

An advertisement in Hauntworld Magazine is NOW so much more than a printed advertisement...

When you purchase a full year of ads in the magazine (3 ads), you will benefit from the following:

1. Leaderboard banners and Skyscraper Ads on the front page of the following websites:

Hauntworld.com, HauntedHouseOnline.com, HauntedHouseMagazine.com and HauntedHouseAssociation.org.



2. Your company will be featured on www.HauntedHouseMagazine.com as one of the industry's best vendors. This new feature will include a description of your company and a link to your website. NO OTHER vendors will be featured, but those advertising inside the magazine!



3. Your company will be featured on our new video blog with a description and link to your company. Provide us your latest YouTube promo video along with a description, and we'll post them on the www.HauntedHouseMagazine.com front page inside the video section.



What are Halloween Attractions?

Haunted Houses, Corn Mazes, Amusement Parks, Family Fun Centers, Renaissance Fairs, Pumpkin Patches, Haunted Hayrides, Ghost Tours, and Haunted Attractions.

What do Halloween Attractions buy?

- Animations and Theming Supplies
- Costumes, Masks and Make-up
- Food Items and Concession Equipment
- Gift Shop Items: Logo Tees, Sweatshirts, Hats, Light-Up Toys and more
- Sound, Lighting, Fog, and Special Effects
- Graphics, Printing, and Web Design
- Security/Safety Equipment and Communication Devices
- Insurance, Ticketing, Integrated Systems and much more.

Tap into the biggest and fastest growing amusement industry today.

The Haunted House industry is now a ONE billion dollar industry attracting millions upon millions of guests each year, spending hundreds of millions of dollars to create and market their business. The Haunted House industry is looking to grow their business by finding new technology, expanding retail and concessions, or simply looking for new services to increase revenue and productivity.

When you market to the haunted house industry, you reach direct to the decision makers with 100% purchase power.

Unlike most industry magazines, Hauntworld Magazines are collected by haunt owners, not thrown away, and are a strong source of information to help owners expand and grow their business.

Marketing Packages

#1 - THE MAIN EVENT

- 3 Two-Page Spreads - Print Magazine
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites
- 4 Featured Banners in Vendor Directory along with Featured Profile in same category.
- Plus up to 10 blog and video blog updates about your company.
- \$5,000 per year**

#2 - THE PROFESSIONAL

- 3 Full Page Ads - Print Magazine
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites
- 4 Featured Banners in Vendor Directory along with Featured Profile in same.
- Plus up to 10 blog and video blog updates about your company.
- \$4,000 per year**

#3 - THE HIGHLIGHT

- 3 Half Page Ads - Print Magazine
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites
- 2 Featured Banners in Vendor Directory along with Featured Profile in same.
- Plus up to 6 blog and video blog updates about your company.
- \$3,000 per year**

#4 - THE STARTER

- 3 Quarter Page Ads - Print Magazine
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites
- 1 Featured Banner in Vendor Directory along with Featured Profile in same.
- Plus up to 4 blog and video blog updates about your company.
- \$2,500 per year**

ONLINE ONLY PACKAGES

- #1.** Top Leaderboard Ad rotations on front pages of all sites, 4 featured banners in vendor directory along with featured profiles in same categories. Plus up to 5 blog and video blog updates about your company. **\$3,000**

- #2.** Top Leaderboard Ad rotations on front pages of all sites, 2 featured banners in vendor directory along with featured profile in same categories. Plus up to 4 blog and video blog updates about your company. **\$2,500**

- #3.** Featured Banner and Profile in hand selected categories such as animations, insurance, complete haunted houses, etc. Each featured banner plus profile per category (pick as many categories as you want) Plus up to 1 blog and video blog updates about your company. **\$500 first banner \$250 each additional.**

AD DESIGN IS NOT INCLUDED



LEADER BOARD
700 x 115
jpeg or gif

FEATURED BANNERS
390 x 65
jpeg or gif

FEATURED PROFILE LISTING

SIDEBAR BANNERS
150 x 570
jpeg or gif



NEED HELP GETTING A PROFESSIONAL AD PUT TOGETHER?
If you need a Magazine Ad or Web Banner Ad created...
We refer all of our design work to Brainstorm Studios Design Group.
You can email them at contact@brainstormdesigngroup.com



[facebook.com/hauntworldscariesthauntedhousesattractions](https://www.facebook.com/hauntworldscariesthauntedhousesattractions)
www.hauntworld.com
www.hauntedhouseonline.com
www.hauntedhousemagazine.com
www.hauntedhouseassociation.org



HauntWorld Magazine 2012 Advertising Rates

All Ads are created in 4-color process
and include exposure on www.hauntworld.com website too!

2012 Issues:

1.

Hauntworld Magazine Issue 29

Release Date: January 31, 2012.

This issue promotes the 2012 Transworld Haunt Show. Perfect issue to promote winter sales, upcoming new product lines and more to over 10,000 readers.

2.

Hauntworld Magazine Issue 30

Pre-Release: Will pre-release at the 2012 Transworld Haunt Show in March. **Official Release Date:**

April 1, 2012. Extra print for distribution at the 2012 Transworld Show, Perfect to promote your new line of products and services and to re-enforce a message about the products released at the show.

3.

Hauntworld Magazine Issue 31

Release Date: July/Aug 2012.

Nearly 50% of all haunt owners buy in the last three months leading up to October. This issue focuses on helping vendors move products to last minute buyers. This is the issue we print overruns for distribution at the 2012 IAAPA Show in November. The IAAPA Show is the only tradeshow the magazines are distribute for free. It's our annual push to increase subscriber base with IAAPA members.



AD SIZE:

2 Page Spread _____ **\$1750**

Horizontal: 17 w x 11 h (final trim)

- bleed add .125 to each side or .25 on each dimension - on each page (11.5 x 17.5)

Full Page _____ **\$1000**

Vertical: 8.5 w x 11 h (final trim)

- bleed add .125 to each side or .25 to each dimension (8.75 x 11.25)

Inside Front Cover **\$1250**

Page 1 **\$1250**

Inside Back Cover **\$1250**

Back Cover **\$1500**

3/4 Page _____ **\$850**

Vertical: 5.25 w x 10 h

Horizontal: 7.5 w x 7.5 h

1/2 Page _____ **\$700**

Vertical: 3.75 w x 10 h

Horizontal: 7.5 w x 5 h

1/4 Page _____ **\$600**

Vertical: 3.75 w x 5 h

Horizontal: 7.5 w x 2.5 h

Business Card Ad _____ **\$400**

Horizontal: 3.75 w x 2.5 h

Inserts _____ **\$1000**

AD SUBMISSION REQUIREMENTS:

All ads must be supplied in electronic format and open in PC ONLY! CMYK PDF IS PREFERRED.

Ads must be supplied at 300dpi resolution.

Please convert all fonts to outlines and export as a flattened cmyk tif, pdf or jpeg.

Trim /Bleed: magazine final trim is 8.5 x11, safe image area image would be 8 x 10.5 to avoid cutting variance.

If you desire bleed, add .125 inch to each side or .25 inch to ea. dimension - 8.75 x11.25.

We DO NOT accept page layout files such as InDesign, Quark etc.

Please send your ads via email to both blacklightminigolf@sbcglobal.net and

darkrides@sbcglobal.net Some ads will be too large for email we suggest using an online upload service such as yousendit.com or dropbox.com

You can also mail your ads if necessary.

Mail your disc to:

HauntWorld Magazine c/o Jim Kelly
1525 South 8th Street
Saint Louis, MO. 63104

HauntWorld.Com Banner Size: 468x60

Format: Jpeg or Gif - under 50k in size
sorry no flash.

TERMS:

All advertising must now be paid in advance
via credit card, check, or money order.

Advertisement must be paid prior to printing.

Please contact Patti Ludwinski

HauntWorld Sales Manager

at 314-629-3940 or

email blacklightminigolf@sbcglobal.net



facebook.com/hauntworldscariest
hauntedhousesattractions

www.hauntworld.com
www.hauntedhouseonline.com
hauntedhousemagazine.com
hauntedhouseassociation.org

CREATE A PROFILE PAGE ON OUR NEW HAUNT VENDOR DIRECTORY

Log in today to

www.hauntworld.com/haunted_house_suppliers/index.cfm and create your company profile on the biggest Haunted Attraction based website in the World. Over NINE million visitors used our systems last year to find everything from vendors to haunted houses.

Create a profile today for FREE!

Find new customers, re-connect with old customers and create a virtual website within minutes. With our advanced system you are able to upload videos, photos, or even upload a PDF of your latest full color brochures. Additionally, if you have a facebook or twitter page you can embed those right on your profile which would always keep your customers updated about your business. Create a profile today and let the Halloween industry know about your company, your services and products. Your profile may also be updated or changed in real time by simply logging in morning noon or night. Once you've created your business to business profile you will be able to choose several different categories your business should be placed from animations, props, special fx to liability insurance, marketing, to everything between.

Without creating this FREE profile you could be left out of the biggest and fastest growing one billion dollar industry... The Haunted House and Halloween Attraction business.

Log onto www.HauntWorld.com today and click on the Find a Haunt Vendor page and create or update your profile within minutes.



EMBED YOUR FACEBOOK & TWITTER

LINKS TO YOUR BUSINESS

PHOTO GALLERY

VIDEO GALLERY

THE MOST COMFORTABLE RUBBER YOU'LL EVER WEAR.

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