

# Tap into the biggest and fastest growing amusement industry today.

# HAUNTWORLD.com

The Halloween Attraction 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 Haunt 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. The biggest growth is creating new attractions to operate year around including Christmas to Escape Rooms. The all-new Hauntworld Magazine now covers Escape Rooms, Zombie Laser Tag, Christmas Attractions to anything haunt owners might operate as an attraction.

When you market to the haunted house industry, you reach direct to the decision makers with 100% purchase power and **HAUNTWORLD is your source!**

**Hauntworld.com is the World's #1 Haunted and Halloween website, our combined network attracted over 10 million visitors in 2016!** Hauntworld.com operates the largest and most sophisticated online DIRECTORY helping people find haunted houses, corn mazes, pumpkin patches, hayrides, ghost tours, escape rooms, and more.

Additionally, we have a FIND HAUNT VENDORS section of Hauntworld.com, helping people connect with companies that supply everything from animations to props, masks and more, plus ticketing solutions, marketing services, insurance and more.

Between the online directories, the forums the magazine subscriptions, direct emails for amusement facilities, escapes, to haunts **Hauntworld's database, includes over 50,000 attraction owners and operators.**



### **Our Data Base:**

Over 10,000 Total Attraction Owners Including:

- 600 Ghost Tours
- 500 Haunt Vendors
- 800 Pumpkin Patches
- 600 Corn Mazes
- 1000 Escape Rooms
- 2350 Amusement Parks and Themed Attractions
- 500 Halloween Inspired Attractions
- 100 Christmas Themed Attractions
- 300 Renaissance Fairs
- 5,000 Haunted Houses and Home Haunts

**Our online vendor directory complete with over 500 unique vendors over 30 categories is featured on the following websites:**

**Facebook Page:** Nearly 500,000 Likes and engaged fans

**Email Data Base:** Over 63,000 amusement attractions World Wide

### **HauntedHouseAssociation.org**

Page Views: 1.3 million / Unique Visitors: 161,490

### **HauntedHouseMagazine.com**

Page Views: 3.7 million / Unique Visitors: 438,852

### **Hauntworld.com**

Pages Views: 165 Million / Unique Visitors: 7 million

**Fright Forum** Averages over 1,500 visitors per day and nearly 3 million page views a year.

**Nothing on the web can match our performance.**



[www.hauntworld.com](http://www.hauntworld.com)  
[www.hauntedhouseonline.com](http://www.hauntedhouseonline.com)  
[www.hauntedhousemagazine.com](http://www.hauntedhousemagazine.com)  
[www.hauntedhouseassociation.org](http://www.hauntedhouseassociation.org)

[www.facebook.com/hauntworldscariesthauntedhousesattractions](http://www.facebook.com/hauntworldscariesthauntedhousesattractions)

# 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. Leaderboards, Banners & Skyscraper Ads on our websites including banners embedded into the FORUMS posts.** Online ads will appear on ALL these sites: Hauntworld.com, HauntedHouseOnline.com, HauntedHouseMagazine.com and HauntedHouseAssociation.org.
- 2. We send Mass Emails** each time we publish a new Magazine. Mass emails will include all advertisers emailed to over 60,000 amusement attraction operators and owners.
- 3. Online Vendor Directory:** Your company will be a featured Vendor. And, you will receive a page-1 Featured Company Profile inside our FIND HAUNT VENDORS vendor directory. Banners will be placed on within the directory.
- 4. Facebook: NEW POLICY!** Any and all advertisers can send us a video or picture of something cool and we'll publish it. If you're running a sale send it over we'll publish it. All vendor videos from Transworld show will also be uploaded to youtube.
- 5. Youtube Page:** Hauntworld will produce a video for any vendor who has a booth at Transworld that buys ads in the magazine. Some of our vendor videos have been watched over 5,000 times. Additionally all videos will be uploaded to youtube. Hauntworld youtube page has nearly 1900 followers with nearly 500,000 views.
- 6. Mass Email:** Hauntworld can do mass emails for vendors. Cost **\$1000**
- 7. Featured Vendors:** Hauntworld will start to feature vendors in the magazine. If a vendor wants to purchase an article about their company which would include publish online **\$1000** must be in combination with an ad.
- 8. Brochure Mailing:** Hauntworld can include direct mail of your brochure to our data base with each magazine. Cost **\$2,500**

## Marketing Packages

### #1 - TWO PAGE SPREAD per issue

- 3 Two-Page Spreads - Print Magazine  
Horizontal: 17 w x 11 h (final trim) - bleed add .125 to each side or .25 to each dimension (11.25 x 17.25)  
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites  
Includes a Featured Vendor Article published online and in the magazine.  
Includes Youtube Transworld Feature.  
**\$5,000 per year**

### #2 - FULL PAGE per issue

- 3 Full Page Ads - Print Magazine  
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)  
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites  
- Up to 3 Featured Banners in Vendor Directory along with Featured Profile in same category. Includes Youtube Transworld Feature. Includes a featured article about your company published online and in the magazine.  
**\$4,000 per year**

### #3 - HALF PAGE per issue

- 3 Half Page Ads - Print Magazine  
Horizontal: 7.5 w x 5 h / Vertical: 3.75 w x 10 h  
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites  
1 Featured Banner in Vendor Directory along with Featured Profile in same.  
**\$3,000 per year**

### #4 - QUARTER PAGE per issue

- 3 Quarter Page Ads - Print Magazine  
Vertical: 3.75 w x 5 h / Horizontal: 7.5 w x 2.5 h  
- Top Leaderboard rotations and Sidebar Ad rotations Front Pages of All Sites  
- 1 Featured Banner in Vendor Directory along with Featured Profile in same.  
**\$2,500 per year**

## ONLINE ONLY PACKAGES

**#1. Top Leaderboard Ad Rotations & Sidebar Ad Rotations** on front pages of all sites all year long with 2 Featured Banners in vendor directory along with 2 Featured Profiles in same categories, all year. Plus up to 4 Blog and/or Video Blog updates about your company throughout the year. **\$3,000**

**#2. 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.**

**#3. MASS EMAIL:** Cost **\$2500** for one mass email to our entire data base.

**#4. Vendor Featured Article:** **\$1000** with full page ad or **\$2500** without. Published online and in magazine.



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

www.facebook.com/hauntworldscariesthauntedhousesattractions



## 2017 Issues Release Schedule:

### 1. Hauntworld Magazine Issue 43

-First Quarter Magazine-

**Release:** January 2017

It will highlight tradeshow news, dates seminars & events, plus featured haunted houses, and how-to articles.

### 2. Hauntworld Magazine Issue 44

-Second Quarter Magazine-

**Pre-Release:** March at Haunt Show 2017

Additional magazines are printed and distributed during the Transworld Haunt Show.

**BONUS DISTRIBUTION:** Over 500 Magazines handed out at The Darkness Behind the Scenes Tour March 2017

### 3. Hauntworld Magazine Issue 45

-Third Quarter Magazine-

**Release:** July 1, 2017

Please contact Patti Ludwinski  
HauntWorld Sales Manager  
at 314-629-3940 or  
email: [info@hauntworld.com](mailto:info@hauntworld.com)  
or Larry Kircher - [darkrides@sbcglobal.net](mailto:darkrides@sbcglobal.net)



[www.hauntworld.com](http://www.hauntworld.com)  
[www.hauntedhouseonline.com](http://www.hauntedhouseonline.com)  
[hauntedhousemagazine.com](http://hauntedhousemagazine.com)  
[hauntedhouseassociation.org](http://hauntedhouseassociation.org)

[facebook.com/hauntworldscariesthauntedhousesattractions](https://facebook.com/hauntworldscariesthauntedhousesattractions)

## SINGLE ISSUE AD RATES & SIZES:

<b>2 Page Spread</b>	_____	\$1750
Horizontal: 17 w x 11 h (final trim)		
- bleed add .125 to each side or .25 on each dimension - on each page (11.25 x 17.25)		
<b>Full Page</b>	_____	\$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
<b>1/2 Page</b>	_____	\$750
Vertical: 3.75 w x 10 h		
Horizontal: 7.5 w x 5 h		
<b>1/4 Page</b>	_____	\$600
Vertical: 3.75 w x 5 h		
Horizontal: 7.5 w x 2.5 h		
<b>Business Card Ad</b>	_____	\$400
Horizontal: 3.75 w x 2.5 h		
<b>Inserts</b>	_____	\$1000

## AD SUBMISSION REQUIREMENTS:

- All ads must be supplied in electronic format. 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.

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

Two-Page specs - Horizontal: 17w x 11h final trim, (17.25 x 11.25 bleed).

Full Page specs - Vertical: 8.5w x 11h final trim, (8.75 x 11.25 bleed).

Half Page specs - Vertical: 3.75w x 10h / Horizontal: 7.5w x 5h.

Quarter Page Ads - Vertical: 3.75w x 5h / Horizontal: 7.5w x 2.5h.

- 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. (bleed available on full page and 2 page ads only)

Please send your ads via email to both [blacklightminigolf@sbcglobal.net](mailto:blacklightminigolf@sbcglobal.net) and [darkrides@sbcglobal.net](mailto:darkrides@sbcglobal.net) Some ads will be too large for email we suggest using an online upload service such as [hightail.com](http://hightail.com) or [dropbox.com](http://dropbox.com)

You can also mail your ads if necessary. Mail your disc to:

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

## HauntWorld.Com Banner Size: 468x60

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

## FRIGHT FORUM MESSAGE BOARD BANNER SIZES

853x115 gif or jpeg

300 x 250 jpeg

468x60 jpeg or gif

## TERMS:

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

## AD DESIGN IS NOT INCLUDED

## 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 Design Group.

You can email them at

[admin@brainstormdesigngroup.com](mailto:admin@brainstormdesigngroup.com)



# CREATE A PROFILE PAGE ON OUR FIND A HAUNT VENDOR YELLOW PAGES DIRECTORY

## Log in today to

[www.hauntworld.com/haunted\\_house\\_suppliers/index.cfm](http://www.hauntworld.com/haunted_house_suppliers/index.cfm) and create your company profile on the biggest Haunted Attraction based website in the World. Over TEN million visitors used our systems last year to find everything from vendors to haunted houses.

## Create a FREE Company Profile today!

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, & even upload a PDF of your latest full color brochure. Additionally, if you have a Facebook or Twitter you can embed those right onto your Company Profile page which keeps your customers updated about your business. Create a profile today and let the Halloween industry know about products & services you have to offer. You'll be given a login to updated your company info any time, any day. Choose from several different Vendor Categories to best place your profile and market your business, categories like Animations, Props, Special FX, Ticketing Solutions, Insurance, Marketing & more.

There are 2 main webpages per Vendor Category. Free Company Profiles are found on page-2. When you purchase a Hauntworld Marketing Package, your Company Profile is upgraded to page-1 at no extra charge, PLUS you can choose to duplicate your Profile into multiple Vendor Categories to further impact your business.

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](http://www.HauntWorld.com) today and click on our Find A Haunt Vendor page and create or update your Company Profile within minutes.

## Fright Forum Banner Sizes

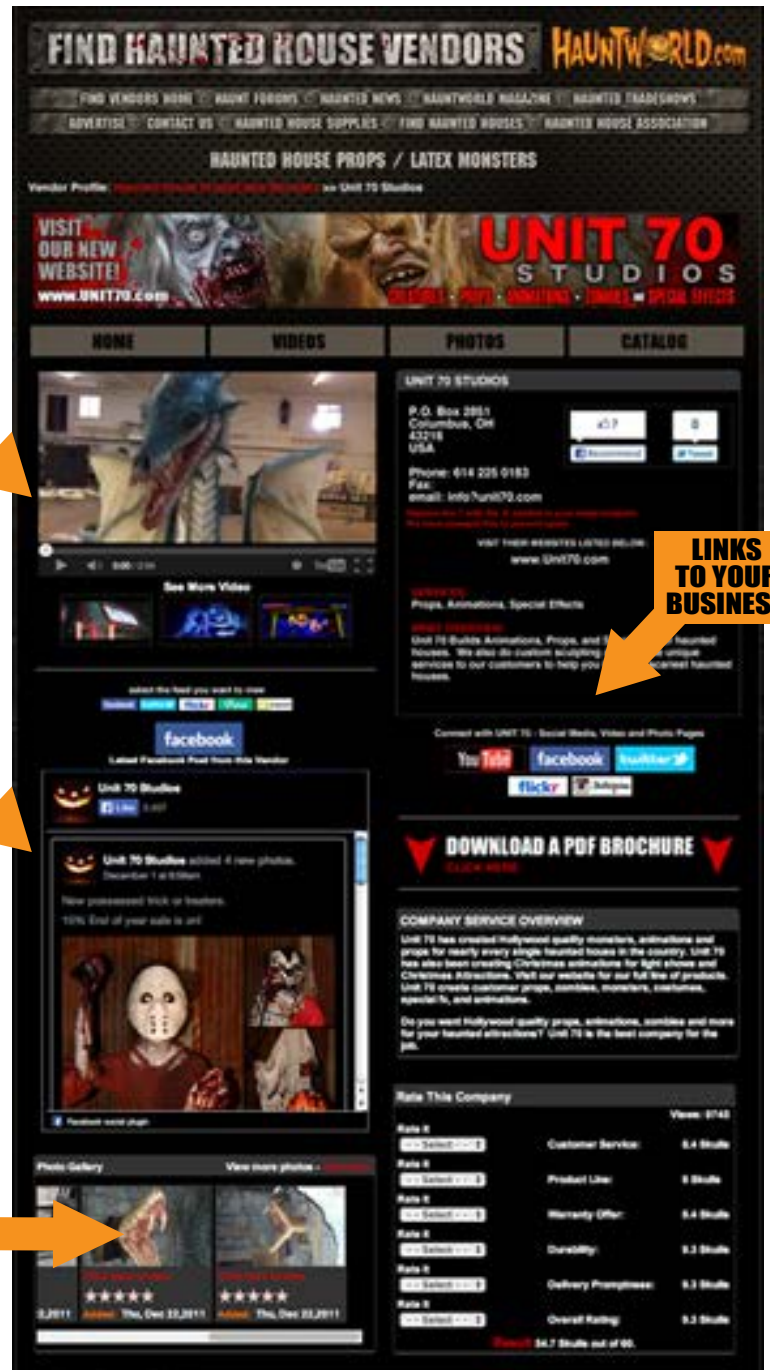


**LEADER BOARD**  
853 x 115  
jpeg or gif

**SIDEBAR BANNERS**  
300 x 250  
jpeg or gif

**BANNER**  
468 x 60  
jpeg or gif

You'll need to submit the online ads too.  
Sizes needed are:  
853x115 pixels, formatted in gif or jpeg, sized under 60kb in total size  
300 x 250, formatted in gif or jpeg, sized under 60kb in total size  
468x60, formatted in gif or jpeg, sized under 60kb in total size



**VIDEO GALLERY**

**EMBED YOUR FACEBOOK & TWITTER**

**PHOTO GALLERY**

**LINKS TO YOUR BUSINESS**

[www.hauntworld.com](http://www.hauntworld.com)  
[www.hauntedhouseonline.com](http://www.hauntedhouseonline.com)  
[www.hauntedhousemagazine.com](http://www.hauntedhousemagazine.com)  
[www.hauntedhouseassociation.org](http://www.hauntedhouseassociation.org)



[www.facebook.com/hauntworldscariest](http://www.facebook.com/hauntworldscariest) [hauntedhousesattractions](http://hauntedhousesattractions)