

PRB

Parks & Rec Business

Common Sense Solutions to Everyday Problems

★ Just the Facts

Don't have time to read the whole media kit? Here are the highlights:

Why Target The Parks & Recreation Market:

<u>Our 30,000 subscribers operate/manage:</u>	<u>Ave Per Agency</u>	<u>Total Audience</u>
Aquatic Centers.....	3	90,000
Baseball Fields	9.8	294,000
Fitness Centers.....	3.7	111,000
Football Fields	3.5	105,000
Gardens Maintained	3	90,000
Golf Courses	2	60,000
Indoor Aquatic Centers.....	2	60,000
Multi-Use Fields.....	6.3	189,000
Outdoor Aquatic Centers	2.9	87,000
Park Acres	1,932.9	57.9 million acres
Rec Centers	3.7	111,000
Running Tracks	2.4	72,000
Sport Courts	10	300,000
Sports Fields.....	18.4	552,000
Trail (Miles)	89.2	2.68 million miles
Waterfront Areas	3.1	93,000

Why Use PRB?

- **Publishing Cycle:** Monthly
- **Audit Organization:** BPA
- **Total Circulation:** 30,000
- **Print Subscribers:** 15,000
- **Digital Subscribers:** 15,000
- **Market Share:** PRB sells more add each issue than any other industry publication—making it the first choice of companies looking to sell to the parks and recreation market
- **CPM Comparison:** PRB is \$72 per thousand less than NRPA's association magazine
- **Marketing Products Offered:**
 - PRB Magazine
 - PRB Digital Edition
 - PRB Digital Edition E-mail
 - PRB Web Site
 - PRB Direct Mail
 - PRB E-mail Marketing