

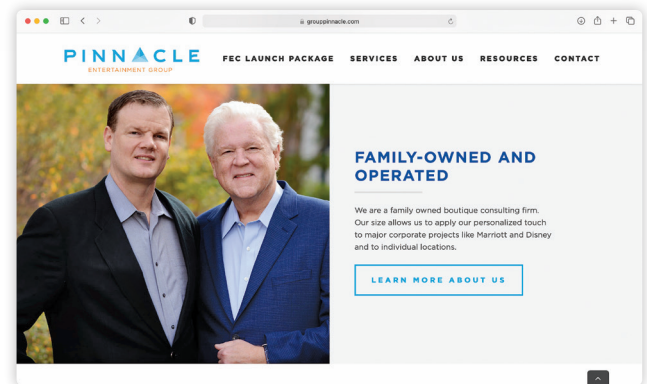
Bowling Entertainment Center, BCM magazine's popular entertainment industry-focused supplement, is celebrating its 15th anniversary in 2023. Introduced as a special section dedicated to the expanding attraction and entertainment options available to bowling center operators, BEC continues to be an integral part of BCM.

As the amusement segment gains momentum with bowling centers, BCM increases and enhances the amusement-related editorial content produced specifically for bowling operators. Bowling Entertainment Center (BEC) provides tools to help proprietors develop and expand their amusement offerings.

BEC is included in six issues of BCM — February (Amusement Expo), April, June (International Bowl Expo), August, October (IAAPA Expo) and December. The magazine also exhibits at key amusement industry shows, showcasing issues of BCM/BEC at its Amusement Expo, Bowl Expo and IAAPA trade show booths. Also, BCM/BEC is included in every Bowl Expo attendee registration bag.

To further strengthen the magazine's effectiveness, Pinnacle Entertainment Group (<https://groupinnacle.com/>), with more than 60 years of experience as a leading amusement industry consultant, provides its expertise to BCM/BEC readers.

Specifically written for bowling center operators, editorial topics include arcades, games, redemption, virtual reality, various types of bowling (boutique, duckpin, mini, string, traditional, etc.), axe throwing, escape rooms, laser tag, photo booths, rides, outdoor attractions and more. New products and services are spotlighted, at no charge, in BEC's Keeping Up department.



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New and modernized centers also are featured regularly in BEC, and bowling entertainment centers typically are well represented in BCM's annual Bowling Center Architecture and Design Awards competition, the winners of which are featured in the April and May issues of the magazine.

It all adds up to what promises to be a memorable 15th anniversary year for BEC.

BCM/BEC continue to participate in the AAMA Advertising Program, offering special advertising rates to AAMA members.

