

SO WHY CHOOSE SWIMMING POOL NEWS?...

...BECAUSE WE PROVIDE A CRUCIAL PLATFORM FOR THE POOL AND SPA MARKET

SWIMMING POOL NEWS has been the respected industry title for nearly 50 years.

With a unique and loyal audience and a distribution of 6,000 copies every other month, **SWIMMING POOL NEWS** is the first choice publication to use when targeting the pool, spa and hot tub markets.

Having undertaken a comprehensive data management review of how and where **SWIMMING POOL NEWS** is targeted, we ensure that the magazine reaches the right audience every time!

...BECAUSE WE ARE THE MOST ESTABLISHED

Going back as far as 1959, **SWIMMING POOL NEWS** is the oldest and most respected pool and spa magazine. Over 80% of our loyal readers archive each issue to refer to at a later date, providing greater and longer shelf life and with the launch of a virtual edition of **SWIMMING POOL NEWS**, a searchable online archive of editions will provide an invaluable resource to readers and give added value to advertisers.

...BECAUSE WE HAVE THE DECISION MAKERS

SWIMMING POOL NEWS reaches a high proportion of decision makers. 20% of our readers are from the service and maintenance sector - ensuring this significant group are kept abreast of the ongoing developments within the market. 38% of our readers describe their main business activity as 'design'.

...BECAUSE WE HAVE THE BEST ADVERTISING PACKAGES AVAILABLE

With a wide range of ways to promote your company both on and offline, **SWIMMING POOL NEWS** is able to offer advertisers the best and widest range of options available.



EXAMPLE PAGES



6,000

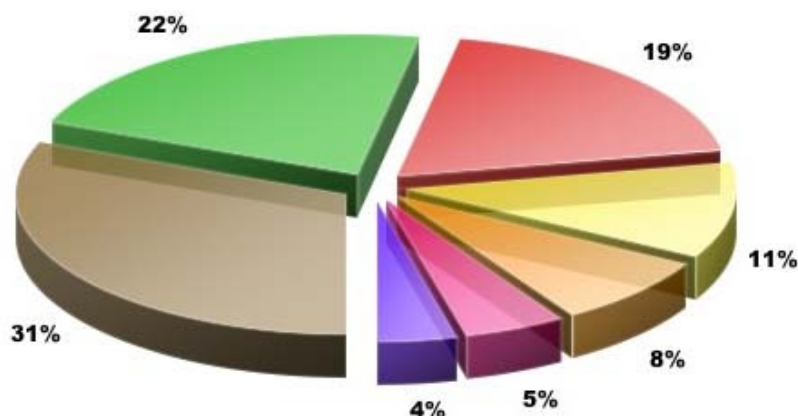
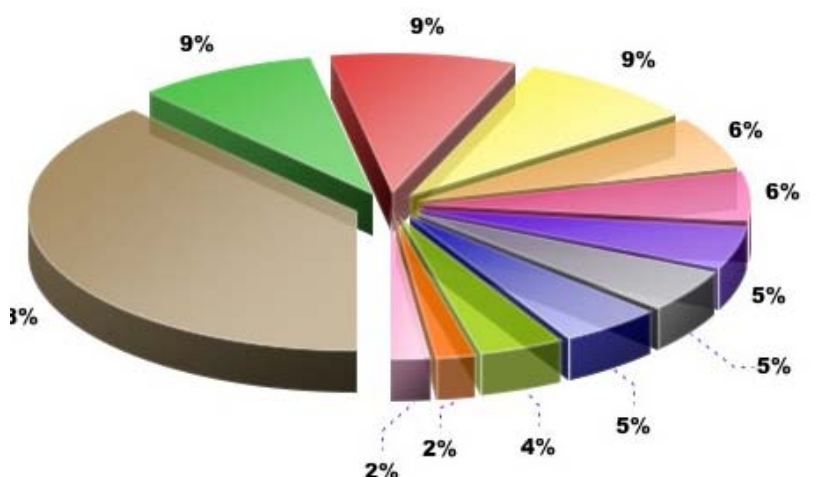
CIRCULATION

FOR ADVERTISING INFORMATION
CALL TERRY ON 020 7880 6222
OR EMAIL:
terry.arnold@redactive.co.uk

DISTRIBUTION

Each edition of **SWIMMING POOL NEWS** is distributed to 6,000 individuals located throughout the UK.

To receive **SWIMMING POOL NEWS** readers must be able to prove that they are either product purchasers, specifiers, influencers or budget holders with the responsibility to spend.



DID YOU KNOW...

FROM THE DECEMBER 2007 ISSUE, **SWIMMING POOL NEWS** WILL ALSO BE AVAILABLE ONLINE AS A VIRTUAL PUBLICATION.

SO HOW DOES THAT BENEFIT ADVERTISERS?

- 1) IT MEANS THAT **SWIMMING POOL NEWS** WILL BE AVAILABLE FROM OUR WEBSITE 24/7 EITHER TO READ ONLINE OR TO BE DOWNLOADED AS A PDF FILE TO READ AT A LATER DATE.
- 2) A 'SEND TO A FRIEND' OPTION WILL ALSO MEAN THAT ADDITIONAL READERS WILL BE BROUGHT TO THE MAGAZINE.
- 3) OVER TIME, A SEARCHABLE DIGITAL ARCHIVE OF **SWIMMING POOL NEWS** ISSUES WILL BE BUILT UP, PROVIDING AN INVALUABLE RESOURCE FOR READERS.

SO IN SHORT, IT MEANS THAT YOUR ADVERTISING IS WORKING HARDER FOR YOU OVER A LONGER PERIOD OF TIME!



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EDITORIAL FEATURES 2008

JAN/FEB 2008 ISSUE

- Spatex preview - countdown to the UK's biggest ever trade show
- New pool and spa products for 2008
- Swim Spas - a market review on pools for when space is a problem
- Covered Pools- keep your investment covered
- Pool Cleaners - new products for a new season
- Spas and hot tubs - spas for the 2008 season
- Energy special - highlighting energy savings in each issue

MAR/APR 2008 ISSUE

- Chemical special - a market review of how to treat pool and spa water for the new pool season
- Award winners - the 2008 best pools and spas in the UK
- Automatic pool covers - a detailed look what's on the market
- Does your pool need a heater? Pool and spa heaters
- Solar energy - how to take advantage of the sun - even in the UK
- Energy special - highlighting energy savings in each issue

MAY/JUN 2008 ISSUE

- Energy special - how to cut costs, save money, become greener, lower your carbon footprint and buy products to help the environment
- Above ground pools - new styles and old favourites
- Water technology what's new in the search for pure clear water
- Lighting - a look at new ways to bring glamour to pools

JUL/AUG 2008 ISSUE

- In-ground one piece pools - top of the range
- Pool products for special needs - state of the art technology
- Ozone and UV water treatment for high tech success
- Energy special - highlighting energy savings in each issue
- Fibre glass and one piece pools - an instant solution
- Leisure Industry Week preview

SEP/OCT 2008 ISSUE

- Pool covers
- Sauna and steam - adding to the water leisure experience
- Safety covers a market review
- Choosing a pool filter
- Energy special - highlighting energy savings in each issue
- The French Connection a review of the French market and preview of Piscine 2008

NOV/DEC 2008 ISSUE

- Landscaping - how to add value and style around the pool
- Here's comes winter - how to get your pool ready for the end of season
- What's new from the USA a look at the market and the products it's planning for next year
- Energy special - highlighting energy savings in each issue
- Perfectly clear - how to keep your pool water sparkling and healthy



EXAMPLE PAGES



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ADVERTISING RATE INFORMATION

Full page	£1,250
Half page	£700
Quarter page	£400
Eighth page	£250
Product profile	£150
Sponsored pages and cover positions	POA

BUYERS GUIDE

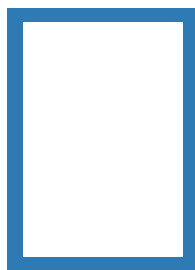
Single (per annum)	£295
Double (per annum)	£395

INSERTS

Singlesheet to 10gm	£15 per 1,000
Per 1gm thereafter	£6 per 1,000



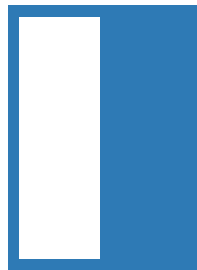
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FULL PAGE TYPE AREA
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HALF PAGE VERTICAL
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QUARTER PAGE
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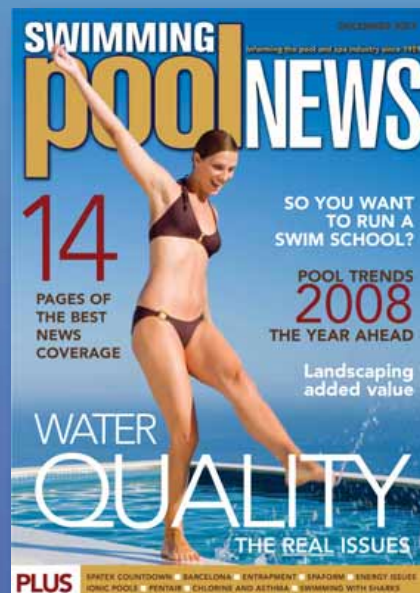
EIGHTH PAGE
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ACCEPTED COPY FORMATS

We accept copy supplied as high resolution (300dpi) PDF, Photoshop EPS, JPEG and TIFF files. All files and their elements should be supplied in a CMYK colour format. All files should be supplied with all fonts and images embedded. Digital files must be accompanied by a page proof.

Please send your copy by email to Sarah Coakley, email address: production@icd.gb.com or on CD to: SPN Production Department, ICD, The Old Stables, 120 Junction Road, Burgess Hill, West Sussex, RH15 0NU and include a page proof.

If you have any questions or need advice on artwork please contact Sarah Coakley on 01444 253453 or via the above email address.



ISSUE DATES

JAN/FEB 2008

Final copy deadline	09/01/08
Publication date	21/01/08

MAR/APR 2008

Final copy deadline	27/02/08
Publication date	10/03/08

MAY/JUN 2008

Final copy deadline	30/04/08
Publication date	12/05/08

JUL/AUG 2008

Final copy deadline	02/07/08
Publication date	14/07/08

SEP/OCT 2008

Final copy deadline	03/09/08
Publication date	15/09/08

NOV/DEC 2008

Final copy deadline	12/11/08
Publication date	24/11/08

JAN/FEB 2009

Final copy deadline	07/01/09
Publication date	19/01/09

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