

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



6,900

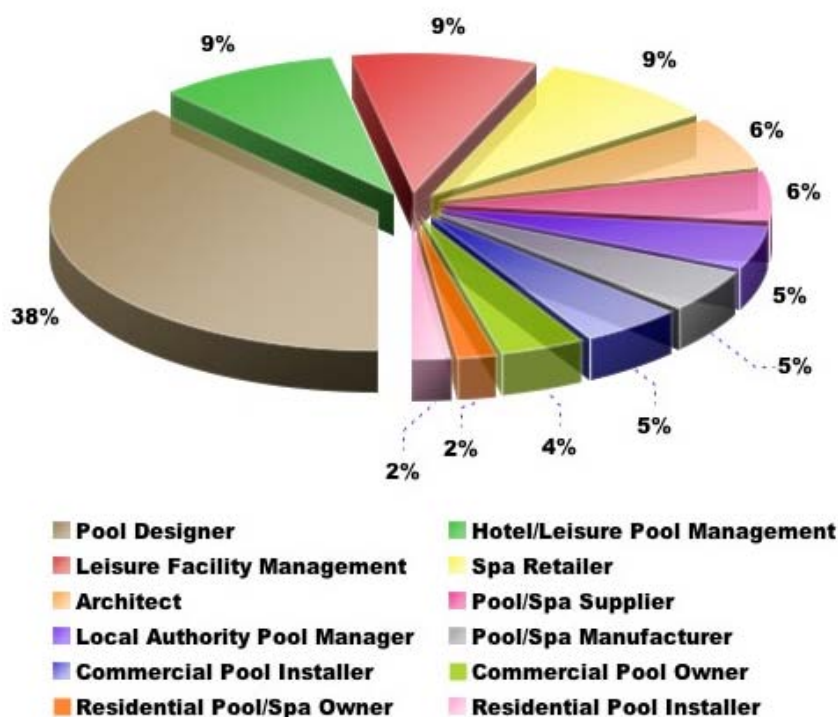
CIRCULATION

FOR ADVERTISING ENQUIRIES
CALL TONY ON 01474 814919
OR EMAIL:
tony.weston@gopublishing.co.uk

DISTRIBUTION

Since the integration of UK LEISURE NEWS magazine, each edition of **SWIMMING POOL NEWS** is now distributed to approximately 6,900 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.



NOW INCLUDES:



6,900

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WEBSITE AND DIGITAL EDITION

SWIMMING POOL NEWS has had an online offering for the past 5 years. Available at www.swimmingpoolnews.co.uk, the current website carries exclusive online only news content, in-depth show reviews, downloadable technical papers, exhibition listings and contact and media information.

In addition, since December 2007, each edition of **SWIMMING POOL NEWS** has been available via the website as an eco-friendly virtual publication.

This free to access, searchable digital archive not only creates an invaluable resource but means that **SWIMMING POOL NEWS** is available to as wide a range of readers as possible, 24/7. With options including 'send to a friend' and 'make notes', this interactive edition is very user friendly.

The virtual edition is great for advertisers too as any advertising placed within the magazine is working harder over a longer period of time.

The **SWIMMING POOL NEWS** website currently receives in excess of 2,000 unique visitors a month and with additional content planned for the second half of 2009, we are expecting this traffic to grow over the course of 2009.

Additional banner advertising is also available on the **SWIMMING POOL NEWS** website with costs as follows:

Left sidebar banner - complete site per annum

170px wide x 170px high	£395
170px wide x 85px high	£295

DIGITAL MARKETING

SWIMMING POOL NEWS actively and regularly communicates with both its advertisers and readers through regular email campaigns. Whether it be to advise on upcoming issue content or the latest development on the website, we have found this a great way to communicate to the industry as a whole.

Sponsorship of a series of emailers (which currently are sent to over 1,700 recipients and growing) is possible through sidebar banner advertising. With costs starting from just £300 for a minimum of 3 mailings and with a limit of 3 advertisers per email, this is a great cost effective way to promote your company or website.



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EDITORIAL FEATURES 2008

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 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

EDITORIAL FEATURES 2009

JAN/FEB 2009 ISSUE

- New for 2009 - who's got what on show in Brighton?
- Full review of SPATEX 2009
- Swim spas - for when space is a problem
- Solar technology - it's take off year for the alternative energy
- Water technology - what's new in the search for pure, clear water
- The new season spas - highlighting the best products for 2009
- Pool cleaners - products and why and how they work
- Pool design and tiling - great ideas for a stylish finish
- BISHTA takes to the road to grow sales
- Covered pools - why covering up makes a pool an all year round pleasure
- Water testing products - designed for safety
- Energy savings - spotlighting better energy with news and products

MAR/APR 2009 ISSUE

- The 2009 roll of honour for Britain's best pools and spas
- UK leisure industry review - how can the pool trade fit in?
- Safety covers - why there's such a lot on offer
- Opening Time! Getting ready for the new pool season
- Concrete pools - top of the range and still in demand
- Stainless steel pools for discerning owners
- Automatic pool covers - stylish, energy efficient and in demand
- Cutting carbon footprints - how pools large and small can make a difference
- Energy savings - spotlighting better energy with news and products



EXAMPLE PAGES



FOR EDITORIAL ENQUIRIES
CALL ALAN ON 01823 431767
OR EMAIL:
alan.lewis@gopublishing.co.uk

EDITORIAL FEATURES 2009 cont

MAY/JUN 2009 ISSUE

- Above ground pools - what's on the market
- Does your pool need a heater?
- Chlorine - it doesn't deserve the bad press it gets
- Researching the future - full reports from London's Pool and Spa conference
- Ozone and UV systems - higher tech and a safer option
- Lighting - products to bring glamour to the pool side
- Looking further afield - what we can learn from the European market
- One piece and fibre glass pools - top selling innovation
- Condensation - how to stop things getting all steamed up
- The alternative approach - we look at chlorine free chemicals
- Energy savings - spotlighting better energy with news and products

JUL/AUG 2009 ISSUE

- Previewing Leisure Industry Week
- In ground pools - a review of the UK market products
- How to choose a pool filter
- Garden buildings - options for alongside the pool
- It's summertime! Outdoor and lido pools
- Play equipment - toys and games bring life to dull old pools
- Energy savings - spotlighting better energy with news and products

SEP/OCT 2009 ISSUE

- Piscine 2009 - full preview of Barcelona show
- Winter's almost here - how to get your pool ready for the winter
- Saunas and wet rooms - still a warmed up market
- Heat pumps - high technology and designed to cut costs
- Looking further afield - what we can learn from the US market
- Commercial pools - cutting the costs of running a larger pool
- Energy savings - spotlighting better energy with news and products

NOV/DEC 2009 ISSUE

- What's new from the USA as we review the big Las Vegas trade show
- Landscaping - ideas and designs to add value and style around the pool
- Moving floors - new technology.
- Dosing pumps
- Concrete pools - top of the range and still in demand
- Floor surrounds and covers - keeping pools safe and sure
- Energy savings - spotlighting better energy with news and products



EXAMPLE PAGES



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ADVERTISING RATE INFORMATION

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

BUYERS GUIDE - per annum (6 issues)

Double - 43mm(w) x 110mm(h) max	£395
Single - 43mm(w) x 50mm(h) max	£295

INSERTS

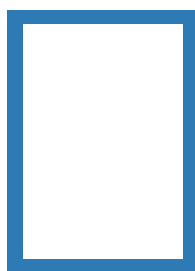
For inserts up to 50grams	£80 per 1,000
For inserts over 50grams	£POA per 1,000

ONLINE - left sidebar banner - complete site per annum

170px wide x 170px high	£395
170px wide x 85px high	£295



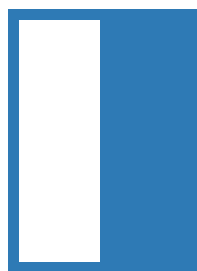
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Bleed 303mm x 216mm
Trim 297mm x 210mm



FULL PAGE TYPE AREA
Type area
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HALF PAGE HORIZONTAL
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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.

Please send your copy by email to Cathy Varley, email address: cathy.varley@gopublishing.co.uk or if too large to email, please contact us for ftp details



ISSUE DATES

JAN/FEB 2009

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

MAR/APR 2009

Final copy deadline	04/03/09
Publication date	16/03/09

MAY/JUN 2009

Final copy deadline	29/04/09
Publication date	12/05/09

JUL/AUG 2009

Final copy deadline	01/07/09
Publication date	13/07/09

SEP/OCT 2009

Final copy deadline	02/09/09
Publication date	14/09/09

NOV/DEC 2009

Final copy deadline	04/11/09
Publication date	16/11/09

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