

**MEDIA PACK**

**2012**

POOLS | SPAS | HOT TUBS | SAUNAS | CHEMICALS | ACCESSORIES & MORE

WWW.SWIMMINGPOOLNEWS.CO.UK

**spn** AUGUST 2011

Swimming Pool News  
incorporating  
Pool & Spa Industry  
is the *only* official  
trade magazine of

**BSPF**  
'promoting pools, spas & allied leisure'

**SPATA**  
SWIMMING POOL AND ALLIED TRADE ASSOCIATION

**BISHTA**  
PROMOTING SAFE SPA WATER

**LINER POOLS**  
Colourful, low cost alternatives

**TOP END HOT TUBS**  
It's boom time for luxury spas

**PLAY EQUIPMENT**  
'Toys' help generate profits

**WATER TESTING**



info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

ADVERTISING ENQUIRIES CALL TONY ON 01474 813433  
OR EMAIL: tony.weston@gopublishing.co.uk

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

SPN (incorporating Pool & Spa Industry) IS  
THE ONLY OFFICIAL TRADE MAGAZINE FOR:

**BSPF**  
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**SPATA**  
SWIMMING POOL AND ALLIED TRADE ASSOCIATION

**BISHTA**  
PROMOTING SAFE SPA WATER

## SO WHY CHOOSE SPN?

**spn** is the UK's leading source of up-to-date, high quality information in its sector, providing news, authoritative comment and in-depth features on and about the swimming pool, hot tub, spa, sauna and allied industries.

First published in 1959 under the name **SWIMMING POOL REVIEW** and formerly known as **SWIMMING POOL NEWS**, **spn** remains the only publication to have stood side by side with the industry through both the good and difficult times and is the oldest and most respected trade title available in the UK.

With a **unique and loyal audience** and a distribution of nearly **7,000 copies** every other month, **spn** is the first choice publication to use when **targeting decision makers** within the UK 'wet leisure' markets.

**spn** magazine is acknowledged as the **essential source of information** for the professional and we continually review how and where **spn** is targeted. By doing so ensure that **the magazine reaches the right audience** every time!

Over 80% of loyal **spn** readers archive each issue to refer to at a later date, providing **longer shelf life** and with the launch of our virtual edition, a **searchable online archive** provides an invaluable resource to readers and gives **added value to advertisers**.

With a **wide range of ways to promote your company** both off and online, **spn** is able to offer advertisers the best and widest range of options available.

## WHAT OUR ADVERTISERS SAY:

*"SPN is PoolSan Direct's first choice for reaching our target market of pool professionals. Online visits and calls both increase noticeably as an ad in SPN is published and the quality of enquiries is excellent."*

**Celina Brown, Managing Director – POOLSAN DIRECT (LEISURE) LTD**



## THE OFFICIAL MAGAZINE

Since our April 2010 edition, **spn** has incorporated **POOL & SPA INDUSTRY**, the magazine launched several years ago by the BSPF.

While still retaining full independence, **spn** will now carry news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and the PIP committee.

The licensing of **POOL & SPA INDUSTRY** raises funds and means that we are the only trade magazine that is re-investing in the industry that it serves.

## WHAT OUR ADVERTISERS SAY:

*"Talking to customers in a relatively small industry means that you have to target the right niche customer segments effectively for your advertising messages to be worthwhile. Since SPN is a well-read publication that supplies information and advice directly to other retailers in the pool and spa markets, it presents a good opportunity to build our brand message in the face of those who we want to attract. Being main sponsors of BISHTA and SPATA, advertising in SPN also builds our credibility with those associated in the industry. If good brands are to be noticed by retailers at all, they should be communicating with them in an integrated way. Industry magazines like SPN work as a fundamental part of that approach."*

**Jo Williams, Marketing Manager – JACUZZI UK**

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## DISTRIBUTION

spn distributed to individuals located mainly throughout the UK and readers include Directors, Managers, Consultants and individuals that are either product purchasers, specifiers, influencers or budget holders with the responsibility to spend.

Since the integration of the 'wet leisure' sector companies from our **UK LEISURE NEWS** magazine, each edition approximately 6,900 copies of spn are printed and we estimate our keen and growing off and online readership to be in excess of **12,000** individuals.

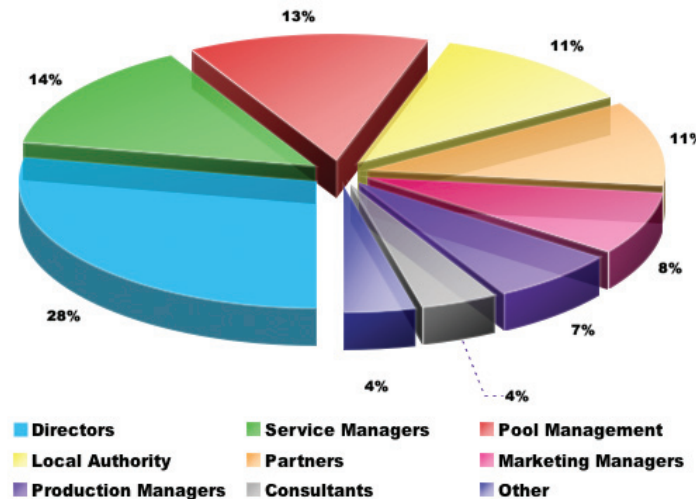
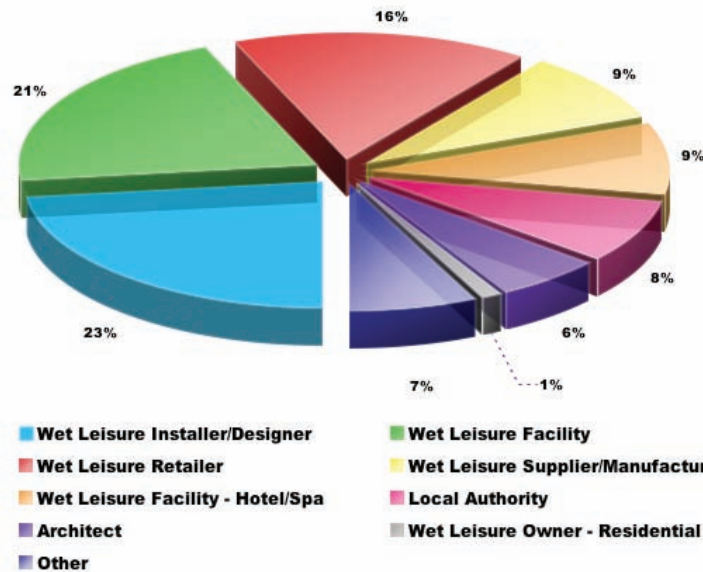
## WHAT OUR READERS SAY:

*"I own and operate 'The Spa Doctor', a small Spa and Pool service company based in Chesterfield, Derbyshire ( www.the-spa-doctor.co.uk ). I have been receiving SPN (Swimming Pool News) for the last couple of years and find the articles informative and comprehensive. The news is up to date and the latest in the industry and occasionally gets the news faster than some of the people in the articles! I am more interested in the hot tub articles and these are heavily featured and on the ball.*

*There is a wide range of advertisements within the publication covering all scope of the industry and I personally have made use of these for contacts.*

*Roll on the next issue!"*

**Gregg Titmuss, OWNER – THE SPA DOCTOR**



## DIGITAL EDITIONS

Since December 2007, each edition of spn has been available via our website archive as a carbon neutral and eco-friendly virtual publication.

This free to access, searchable digital resource is unique to spn and not only creates an invaluable resource, but also means that spn is available to as wide a range of readers as possible, from both the UK and overseas, 24 hours a day, 7 days a week.

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.



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# DIGITAL MARKETING

spn 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 **3,350** recipients and growing) is possible through sidebar banner advertising.

With costs starting from just £300 for a minimum of 3 mailings, this is a great cost effective way to promote your company, website, special offers and events.

Recruitment advertising can also be included and packages for these start from as little as £150.

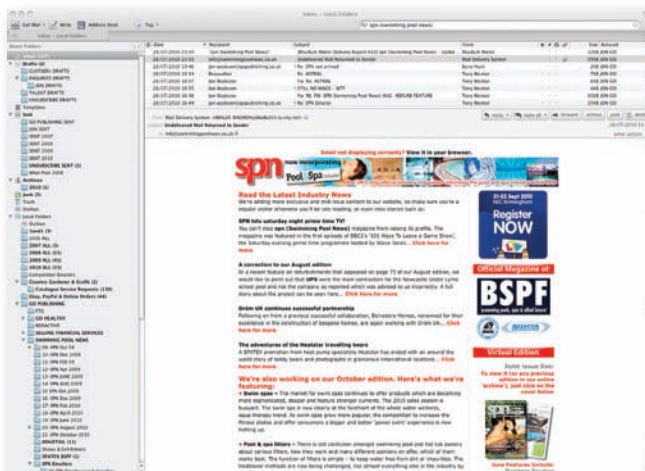


# WEBSITE

The magazine has had an online offering since 2000 but in the last 3 years, the **spn** website has been revitalised. The current website carries highlights of the current edition, exclusive online only news content, in-depth show reviews, downloadable technical papers, exhibition listings and contact / media information.

On average, the **spn** website currently receives over **6,000** unique visitors a month (as at September 2011) and with further partnerships and content planned, we are expecting this traffic to grow year on year.

Additional banner advertising and recruitment packages are also available on the **spn** website. Please contact us for further details.



# WHAT OUR ADVERTISERS SAY:

*“Complete Pool Controls have benefited considerably from its advertising in SPN, and its association with Go Publishing. The magazine has a balanced approach to recreational water sectors including swimming pools, hot tubs and commercial operators and the magazine is valued in terms of its broad appeal across these sectors, underlined by the breadth of advertisers. Most recently the addition of dedicated space to the industry’s major recognised trade associations – SPATA and BISHTA – have enhanced the authority and appeal of the magazine.”*  
**Mark Ramsden, Commercial Director – COMPLETE POOL CONTROLS LTD**

# WHAT OUR ADVERTISERS SAY:

*“I have read and advertised in Swimming Pool News since 1976 when I was Sales Manager for Fox Pools International at Twyford.*  
*This magazine is good because the people are easy to deal with and since absorbing the Industry side, it has a very wide coverage of news and readership, for the local authority, wet leisure and pool professional markets which we at Swimex, as a major supplier of fixed and telescopic pool enclosures, deals with.”*  
**Chris Elliot, Managing Director – SWIMEX ENCLOSURES**

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## JAN/FEB 2012 ISSUE

- Products galore – what's new to see at SPATEX
- Full preview of SPATEX 2012
- UV systems
- 2012 hot tubs – the new season
- Pool cleaners
- Pool enclosures
- Water wellness – disabled access and hydrotherapy
- Water testing products – designed for safety
- Pool water treatments and systems for the new season
- Pool tiles, coping, drainage and paving products
- Pool, Spa & Patio 2011 review
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

## MAR/APR 2012 ISSUE

- Award winners 2012 – Britain's best pool, spa and hot tub installations
- SPATEX review – full report from the Brighton show
- Automatic pool covers
- One-piece and fibre glass pools
- Opening time! Getting ready for the new pool season
- Heat pumps
- Saunas, steam and wet rooms
- Swim spas – for when space is a problem
- Natural and eco pools – the designers choice
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

## MAY/JUN 2012 ISSUE

- Above-ground and wooden pools
- The alternative approach – chlorine free
- Trading up hot tubs
- Finishing touches in and around the pool
- Lighting – products to bring glamour to the pool side
- Stainless steel pools for discerning owners
- Pool safety – products and trends to keep pools safe
- Shows round up – what's on in the next 12 months
- Pool, spa and hot tub filters
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

## JUL/AUG 2012 ISSUE

- LIW and Interbad show previews
- Liner pools and systems
- Play equipment
- Safety flooring
- Pool refurbishment and renovation
- Water testing products – designed for safety
- Commercial pools – products to improve efficiency and save money
- Hot tubs – technology drives the next generation
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

## SEP/OCT 2012 ISSUE

- Winter's almost here – how to get your pool ready for the winter
- Stretch ceilings systems
- Saunas, steam and wet rooms
- Heat pumps
- Piscine 2012 – full preview of the Lyon show
- Allergy free swimming
- Swim spas and counter current systems
- Salt water chlorination
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

## NOV/DEC 2012 ISSUE

- Landscaping – ideas and designs to add value and style around the pool
- Filters and filter media
- Moving floors – new technology
- Dosing pumps and control systems
- Concrete pools – top of the range and still in demand
- Spa and hot tub care – products and routines to ensure problem free use
- Full reviews of the Piscine, LIW and Interbad shows
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

# FEATURES 2012

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## ADVERTISING RATES

	1 issue	3 issues	6 issues
Full page	£1,250	£935	£875
Half page	£700	£560	£525
Quarter page	£400	£340	£320

### 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 20grams	£100 per 1,000
For inserts over 20grams	£POA per 1,000

### ONLINE - per 6 months

170px (w) x 170px (h) left sidebar banner	£395
170px (w) x 85px (h) left sidebar banner	£295
Recruitment advertising (includes emailer)	£150

## ACCEPTED COPY FORMATS

- 1) We accept copy supplied as high resolution (300dpi) PDF, Photoshop, Illustrator, EPS, JPEG and TIFF files only (No Microsoft Office formats please). All files should be supplied with all fonts and images embedded.
- 2) All files and their elements should be supplied in a CMYK colour only format. Any RGB files supplied will be converted by us and we take no responsibility for accurate colour reproduction of converted files.
- 3) An advert supplied that needs amending at the request of the advertiser may be subject to a small additional charge.
- 4) If advertising copy is not supplied to the specification as outlined on this page, we reserve the right to adjust it to meet our specifications. This will be done at no cost to the advertiser. We do not accept half page 'bleed' adverts.
- 5) Should an advertisement need to be designed, we offer a basic design service – contact us for pricing details.
- 6) Specifications for online/electronic copy can be found on our website at: [www.swimmingpoolnews.co.uk/pages/media](http://www.swimmingpoolnews.co.uk/pages/media)
- 7) Please send your copy by email to Cathy Varley: [cathy.varley@gopublishing.co.uk](mailto:cathy.varley@gopublishing.co.uk) or if too large to email, please contact us for ftp details or we recommend using [www.yousendit.com](http://www.yousendit.com)



**FULL PAGE**  
Bleed 216mm(w) x 303mm(h)  
Trim 210mm(w) x 297mm(h)  
Type 190mm(w) x 277mm(h)

**HALF PAGE HORIZONTAL**  
190mm(w) x 135mm(h)

**HALF PAGE VERTICAL**  
92mm(w) x 277mm(h)



**QUARTER PAGE**  
92mm(w) x 135mm(h)

**DOUBLE BUYERS GUIDE**  
43mm(w) x 110mm(h)

**SINGLE BUYERS GUIDE**  
43mm(w) x 50mm(h)

## ISSUE DATES

### JAN/FEB 2012

Final copy advert deadline	04/01/12
Publication date	16/01/12

### MAR/APR 2012

Final copy advert deadline	01/03/12
Publication date	13/03/12

### MAY/JUN 2012

Final copy advert deadline	26/04/12
Publication date	08/05/12

### JUL/AUG 2012

Final copy advert deadline	28/06/12
Publication date	10/07/12

### SEP/OCT 2012

Final copy advert deadline	30/08/12
Publication date	11/09/12

### NOV/DEC 2012

Final copy advert deadline	01/11/12
Publication date	13/11/12

## GREEN CREDENTIALS

**spn** is doing its bit for the environment. Each edition is published on an FSC MIX paperstock. In addition, the **spn** website is powered by '1&1 Green Hosting' and all our virtual editions are carbon neutral.

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OR EMAIL: [cathy.varley@gopublishing.co.uk](mailto:cathy.varley@gopublishing.co.uk)

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