SO WHY CHOOSE SPN?

**SPN** is the UK’s leading source of up-to-date and high quality information for the wet leisure sector. Covering both residential and commercial markets, **SPN** provides a wide variety of news, authoritative comment and in-depth features on and about swimming pools, hot tubs, spas, swim spas, saunas and more. Projects, products and services are all covered by **SPN**.

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. The magazine celebrated 60 years of continuous publishing in 2019, making **SPN** by far the oldest and most respected industry trade title available in the UK.

**SPN** is acknowledged as the essential source of information for the industry professional and we continually review our content and distribution. By doing so, we ensure **SPN** is focussed and provides relevant and engaging information to the right audience.

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 key decision makers within the UK wet leisure markets. A high percentage of loyal **SPN** readers archive each issue to refer to at a later date, providing a longer shelf life. Our virtual edition, which also features an online archive also provides an invaluable resource to readers and gives added value to advertisers.

With a wide range of ways to promote your company both in the magazine and electronically, **SPN** is able to offer advertisers the best and widest range of options available.

WHAT OUR READERS SAY:

“**I have been receiving SPN for the last couple of years and find the articles informative and comprehensive. 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 - **THE SPA DOCTOR**

THE OFFICIAL MAGAZINE

Since our April 2010 edition, **SPN** has incorporated **POOL & SPA INDUSTRY**, the trade magazine launched a number of years ago by the BSPF. While still retaining full independence, **SPN** also carries news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX, the PIP committee and the STA.

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

OUR GREEN CREDENTIALS

**SPN** is doing its bit for the environment. Each edition is published on an FSC MIX paperstock from responsible sources and starting from 2020, our magazines will be mailed in a biodegradable film. In addition, the **SPN** website is powered by ‘1&1 Green Hosting’ and all our virtual editions are carbon neutral.

WHAT OUR ADVERTISERS SAY:

“**SPN is the most effective way of getting our products in front of the trade audience. They support us editorially and we support them by advertising with them. They provide a balanced insight into the industry and we value the relationship.”**

Ian Pratt - SCP UK LTD

ADVERTISING ENQUIRIES CALL TONY ON 01474 813433 OR EMAIL: tony@aqua-publishing.co.uk

EDITORIAL ENQUIRIES CALL JON ON 020 8306 8150 OR EMAIL: jon@aqua-publishing.co.uk

OFFICIAL MAGAZINE FOR THE UK INDUSTRY

info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN_POOL_SPAS

www.facebook.com/SPNSwimmingPoolNews
WHAT OUR ADVERTISERS SAY:
“Complete Pool Controls have benefited considerably from its advertising in SPN. 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 it broad appeal across these sectors, underlined by the breadth of advertisers.”
Mark Ramsden – COMPLETE POOL CONTROLS LTD

WHAT OUR ADVERTISERS SAY:
“Together with their market knowledge, professionalism and willingness to advise and assist at all stages of our advertising planning, for us SPN have delivered on their promises with a complete service package.”
Paul Grunhut – TOTAL WATER PRODUCTS LTD

WHAT OUR ADVERTISERS SAY:
“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 – SWIMEX ENCLOSURES

DISTRIBUTION
SPN is primarily distributed to individuals located across the UK (99%). Our readers include Directors, Owners, Managers, Consultants and individuals that are either purchasers, specifiers, influencers or budget holders. In addition, our partnership with STA ensures all of their Pool Plant Tutors also receive a complimentary copy of SPN.

Following the integration of commercial facilities from our UK LEISURE NEWS magazine several years ago, each edition of SPN has a print run of approximately 6,900 copies. Additional copies are also printed for any shows that we exhibit at and we estimate our keen and growing off and online readership to be in excess of 12,000 individuals.

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

Each searchable publication is free to access and provides buying authorities with an invaluable digital resource. It adds hundreds of readers to the circulation of each issue and also means that SPN is available to as wide a range of readers as possible, 24 hours a day, 7 days a week.

With options including ‘send to a friend’ and the ability to share via various social media platforms, 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.
WEBSITE & SOCIAL MEDIA

**SPN** has had an online offering since 2000 and actively utilises social media (Twitter, Facebook and Instagram) to highlight jobs, news and more. In addition, we often post ‘live’ to our social media accounts from any exhibitions we attend.

The **SPN** website carries highlights of the current edition, a Twitter feed, exclusive online only news content, the latest industry jobs, show reviews, technical papers, exhibition listings and contact / media information plus much more!

Google Analytics shows that the **SPN** website averages just over 5,500 visits (sessions) a month (01/09/18-31/08/19), with 75% of all activity originating in the UK and 25% from a further 116 countries from around the world.

Banner advertising is available on the **SPN** website and prices start from just £445 for six months.

DIGITAL MARKETING

**SPN** regularly communicates with both its advertisers and readers through responsive email campaigns. Whether it’s to advise on upcoming issue content, the latest news or a 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 just over 4,000 recipients) is possible through banner advertising. Costs start from just £300 for a minimum of 3 mailings. This is a cost effective way to promote your company, website, special offers and events.

RECRUITMENT PACKAGES

Packages, which include a ‘flagged’ advert on our website plus mentions on our emailer, Twitter and Facebook are available for just £150. An enhanced package which also includes a quarter page advert in the magazine is just £300.

What our advertisers say:

“Waterco has always felt that **SPN** is a great trade magazine for the industry and there is no magazine with better links to the decision makers and official associations within our industry.

“**SPN** supports us editorially and the dedicated news section gives us excellent coverage. They remind us when there is something relevant going in the magazine and encourages us to contribute as well as keeping in touch between times with updates in regards to the industry. The advertising team are always professional, flexible and ready to help and ultimately we find **SPN** an excellent and valued partner.”

Tony Fisher - WATERCO EUROPE LTD

What our readers say:

“We were very impressed with the magazines and thought our customers may also feel the same as we did. We placed the complementary copies around our show site for customers to read and found there was a lot of interest. With this in mind, our Managing Director Mark, asked if it would be possible to receive complementary copies of all subsequent editions of both **What Pool & Hot Tub** and **SPN** in the future, so that we may continue to display them.”

Karen - PANACHE POOLS LIMITED

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WEBSITE ENQUIRIES CALL JON ON 020 8306 8150 OR EMAIL: jon@aqua-publishing.co.uk

OFFICIAL MAGAZINE FOR THE UK INDUSTRY
**FEBRUARY 2020 ISSUE**
- Full preview of SPATEX
- UV systems
- Hot tubs – the new season
- Pool and spa pumps
- Pool cleaners
- Pool water treatments and systems for the new season
- Special feature – details TBC on our regular emailer
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX, STA and PIP
- People and Company Profiles plus Project Showcases

**APRIL 2020 ISSUE**
- SPATA & BISHTA Award winners – Britain’s best pool, spa and hot tub installations
- Swim spas – mid and high-end models
- Automatic pool covers (domestic sector)
- One-piece and fibre glass pools
- Pool liners and systems
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**JUNE 2020 ISSUE**
- Above-ground and wooden pools
- Hot tubs (commercial sector)
- Water heating options (non heat pumps)
- Manufactured in the UK (swimming pool products)
- Tiling and mosaics
- Shows round up – what’s on in the next 12 months
- Special feature – details TBC on our regular emailer
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**AUGUST 2020 ISSUE**
- Water testing products
- Lighting
- The alternative approach – no and low chlorine solutions
- Heat pumps
- Stainless steel pools, spas and accessories
- Special feature – details TBC on our regular emailer
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX, STA and PIP
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**OCTOBER 2020 ISSUE**
- Pool covers (commercial sector)
- Tiled spas and swim spas
- Hot tubs – high-end models above £10,000
- Enclosures
- Counter-current systems
- Show preview: Piscine Global
- Special feature – details TBC on our regular emailer
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX, STA and PIP
- People and Company Profiles plus Project Showcases

**DECEMBER 2020 ISSUE**
- Filtration
- Dosing pumps and control systems
- Swim spas – entry level and party spas
- Wellness – saunas, steam and more
- Safety equipment
- Special feature – details TBC on our regular emailer
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**FEATURES 2020**

PLEASE NOTE: To be considered for editorial inclusion within our news sections or any of the above features, please send in material at your earliest opportunity but no later than 2 weeks prior to each issue’s advert copy deadline. Our advertisers are given priority for inclusion.

* Additional copies are printed for this edition and distributed at SPATEX
ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>1 issue</th>
<th>3 issues</th>
<th>6 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,250</td>
<td>£935</td>
<td>£875</td>
</tr>
<tr>
<td>Half page</td>
<td>£700</td>
<td>£560</td>
<td>£525</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£425</td>
<td>£360</td>
<td>£340</td>
</tr>
</tbody>
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BUYERS GUIDE - per annum (6 issues)

Double - 43mm(w) x 110mm(h) max £495
Single - 43mm(w) x 50mm(h) max £345

INSERTS

For inserts up to 20grams £120 per 1,000

WEBSITE / EMAILER

6 months website 275px square max* banner £445
3 emailers 275px square max* banner £300

NOTE: Actual displayed size will vary by device

RECRUITMENT

Electronic + magazine (quarter page) package £300
Electronic only package £150

ACCEPTED COPY FORMATS

1) High resolution (300dpi) PDF, Photoshop, Illustrator, EPS, JPEG and TIFF files only (No MS Office formats). All fonts and images should be embedded. All 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.

2) 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.

3) Should an advertisement need to be amended or designed, the advertiser may be subject to a small additional charge.

4) Specifications for online/electronic copy can be found on our website at: www.swimmingpoolnews.co.uk/pages/media

5) Please send your copy by email to Cathy Varley: cathy@aqua-publishing.co.uk

ADVERTISEMENT SIZES

FULL PAGE
Bleed 210mm(w) x 303mm(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)

2020 ISSUE DATES

FEBRUARY
- Editorial deadline 27/12/19
- Advert copy deadline 10/01/20
- Publication date 22/01/20

APRIL
- Editorial deadline 06/03/20
- Advert copy deadline 18/03/20
- Publication date 30/03/20

JUNE
- Editorial deadline 08/05/20
- Advert copy deadline 20/05/20
- Publication date 01/06/20

AUGUST
- Editorial deadline 03/07/20
- Advert copy deadline 15/07/20
- Publication date 27/07/20

OCTOBER
- Editorial deadline 04/09/20
- Advert copy deadline 16/09/20
- Publication date 28/09/20

DECEMBER
- Editorial deadline 06/11/20
- Advert copy deadline 18/11/20
- Publication date 30/11/20

Official Magazine for the UK Industry

info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk
username: SPN_POOL_SPAS

www.facebook.com/SPNSwimmingPoolNews

ADVERTISING ENQUIRIES CALL TONY ON 01474 813433 OR EMAIL: tony@aqua-publishing.co.uk

PRODUCTION ENQUIRIES CALL CATHY ON 01823 432416 OR EMAIL: cathy@aqua-publishing.co.uk

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BSPF

BISHTA

STA