



## SO WHY CHOOSE SPN?...

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

Formerly known as **SWIMMING POOL NEWS** (and a few other names too), **spn** has stood side by side with the industry for over 50 years and is 'the' respected trade title.

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 the pool, spa, hot tub, sauna and associated 'wet leisure' markets.

We continually review how and where **spn** is targeted, and by doing so ensure that the magazine reaches the right audience every time!

### ...BECAUSE WE ARE NOW THE OFFICIAL INDUSTRY TRADE MAGAZINE

Starting from our April edition, **spn** will incorporate **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** also means that we are the only trade magazine that is re-investing in the industry that it serves.

### ...BECAUSE WE ARE THE MOST ESTABLISHED

Going back as far as 1959, **spn** 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 **spn**, a searchable online archive of editions provides an invaluable resource to readers and gives added value to advertisers.

### ...BECAUSE WE HAVE THE DECISION MAKERS

**spn** 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, **spn** is able to offer advertisers the best and widest range of options available.

And if you're looking to target consumers, we have that covered too. Our sister publication, **WHAT POOL & HOT TUB** magazine is the only consumer magazine in the UK that provides the complete and crucial information that potential buyers are looking for! For more information visit the **WHAT POOL & HOT TUB** website at [www.whatpoolandhottubmag.co.uk](http://www.whatpoolandhottubmag.co.uk)



## EXAMPLE PAGES



## CIRCULATION

6,900 PRINTED COPIES WITH AN OFF AND ONLINE READERSHIP ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

FOR ADVERTISING ENQUIRIES  
CALL TONY ON 01474 813433

OR EMAIL:  
[tony.weston@gopublishing.co.uk](mailto:tony.weston@gopublishing.co.uk)



## WHAT OUR READERS THINK:

"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.

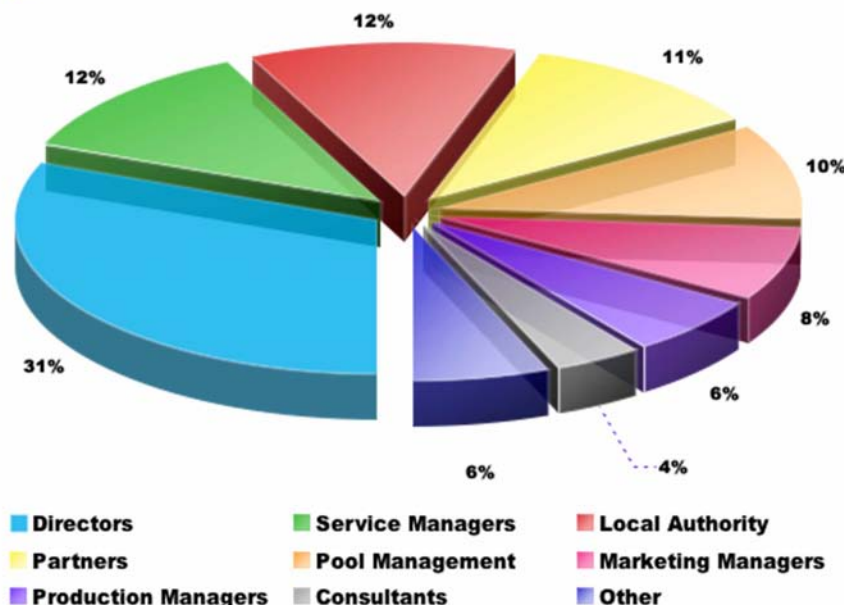
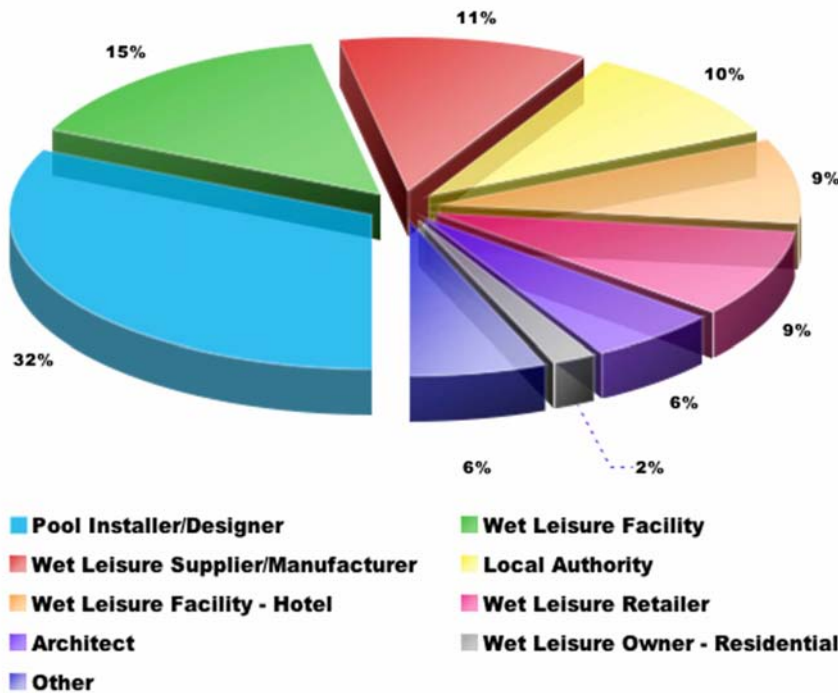
Roll on the next issue!"

Gregg Titmuss, THE SPA DOCTOR

## DISTRIBUTION

Since the integration of the 'wet leisure' sector companies from our UK LEISURE NEWS magazine, each edition of **spn** is now distributed to approximately 6,900 individuals located mainly throughout the UK.

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



## CIRCULATION

6,900 PRINTED COPIES WITH AN OFF AND ONLINE READERSHIP ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

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



## WEBSITE AND DIGITAL EDITION

**spn** has had an online offering for the past 5 years. Available at [www.swimmingpoolnews.co.uk](http://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 **spn** 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 **spn** 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 **spn** website currently receives in excess of 3,500 unique visitors a month (as at October 2009) and with additional partnerships and content planned for the start of 2010, we are expecting this traffic to grow year on year.

Additional banner advertising is also available on the **spn** website with costs as follows:

### LEFT SIDEBAR BANNER - 6 MONTHS

170px wide x 170px high

£395

170px wide x 85px high

£295

## 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 nearly 2,000 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 just 3 advertisers per email, this is a great cost effective way to promote your company or website.

## SPN WEBSITE



## VIRTUAL EDITION



## SPN EMAILERS



## CIRCULATION

6,900 PRINTED COPIES WITH AN  
OFF AND ONLINE READERSHIP  
ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

FOR ADVERTISING ENQUIRIES  
CALL TONY ON 01474 813433  
OR EMAIL:  
[tony.weston@gopublishing.co.uk](mailto:tony.weston@gopublishing.co.uk)



## EDITORIAL FEATURES 2010

### JAN/FEB 2010 ISSUE

- Products galore – what's new to see at SPATEX
- Full preview of SPATEX 2010
- UV – winning over the 'undecided' market
- Pool filters – more options in a changing market
- 2010 hot tubs – what's new, what's selling and what's different
- Pool cleaners – products and why and how they work
- Pool enclosures – time to invest in all year round swimming
- Water wellness – disabled access and hydrotherapy pools
- Water technology – is the search for pure water changing for 2010
- Water testing products – designed for safety
- A new era for PR in the industry?
- Energy savings – spotlighting better energy with news and products

### MAR/APR 2010 ISSUE

- The award winners 2010 – Britain's best pools and spas
- SPATEX Review – full report from the Brighton show
- Automatic pool covers – stylish, energy efficient and in demand
- One-piece and fibre glass pools – top selling innovation
- Opening time! Getting ready for the new pool season
- Stainless steel pools for discerning owners
- Heat pumps – an ever changing product profile
- Saunas, steam and wet rooms – still a warmed up market
- Solar energy – time for more pools to opt in
- Garden buildings – options for alongside the pool
- Swim spas – for when space is a problem
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

### MAY/JUN 2010 ISSUE

- Above ground pools – what's on the market
- The alternative approach – we look at chlorine free chemicals
- Finishing touches in and around the pool – tiling finishing etc
- Energy savings – the summer's top energy saving devices
- Lighting – products to bring glamour to the pool side
- Trading up hot tubs
- Pool safety – products and trends to keep pools safe
- Wooden pools – an ideal self-build project
- Lockers and changing rooms – adding to the 'out of pool experience'
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

We would also love to hear from you if you have any news or case studies and if there is a particular subject you want covered in **spn**, please let us know.



## EXAMPLE PAGES



## CIRCULATION

6,900 PRINTED COPIES WITH AN  
OFF AND ONLINE READERSHIP  
ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

FOR EDITORIAL ENQUIRIES  
CALL ALAN ON 01823 431767

OR EMAIL:  
alan.lewis@gopublishing.co.uk



## EDITORIAL FEATURES 2010 CONT.

### JUL/AUG 2010 ISSUE

- Piscine, LIW and Interbad show previews
- In-ground pools – a review of products on the UK market
- Pool filters – how to choose the right one
- Liner pools fighting back after two tough years
- Play equipment – toys and games bring life to dull old pools
- Safety flooring – without it accidents are waiting to happen
- Pool refurbishment and renovation
- Water testing products – designed for safety
- Commercial pools – products to improve efficiency and save money
- Natural and eco pools – the designers choice
- 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 2010 ISSUE

- Winter's almost here – how to get your pool ready for the winter
- Saunas, steam 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 other markets
- Energy savings – spotlighting better energy with news and products
- A touch of luxury – spa furniture, heated loungers and dry floatation
- Piscine 2010 – full preview of the Lyon show
- Allergy free swimming
- Swim spas – still a silver lining for spa retailers
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

### NOV/DEC 2010 ISSUE

- Landscaping – ideas and designs to add value and style around the pool
- Moving floors – new technology
- Dosing pumps – an unsung hero of the trade when it comes to safe water
- Concrete pools – top of the range and still in demand
- Carbon footprints – products to help us all out
- Swimming pool trends for 2011
- Condensation – products to beat the problem
- Full reviews of the Piscine, LIW and Aquanale shows
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

We would also love to hear from you if you have any news or case studies and if there is a particular subject you want covered in **spn**, please let us know.



## EXAMPLE PAGES



## CIRCULATION

6,900 PRINTED COPIES WITH AN  
OFF AND ONLINE READERSHIP  
ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

FOR EDITORIAL ENQUIRIES  
CALL ALAN ON 01823 431767

OR EMAIL:  
alan.lewis@gopublishing.co.uk

# spn

The new name for  
Swimming Pool News  
now incorporating

**Pool & Spa** Industry  
THE OFFICIAL MAGAZINE FOR THE UK WET LEISURE MARKETS

www.swimmingpoolnews.co.uk

## ADVERTISING RATE INFORMATION

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

### BUYERS GUIDE - per annum (6 issues)

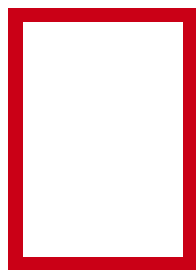
Double - 43mm(w) x 110mm(h) max	£395
Single - 43mm(w) x 50mm(h) max	£295

### INSERTS

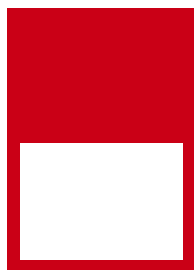
For inserts up to 20grams	£100 per 1,000
For inserts over 20grams	£POA per 1,000

### ONLINE - left sidebar banner - 6 months

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



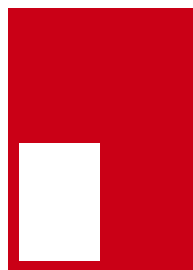
**FULL PAGE**  
Bleed 303mm x 216mm  
Trim 297mm x 210mm  
Type 277mm x 190mm



**HALF PAGE HORIZONTAL**  
135mm x 190mm



**HALF PAGE VERTICAL**  
277mm x 92mm



**QUARTER PAGE**  
135mm x 92mm

## ACCEPTED COPY FORMATS

- 1) We accept copy supplied as high resolution (300dpi) PDF, Photoshop, Illustrator, EPS, JPEG and TIFF files only (No Word, Publisher, Powerpoint etc formats please).
- 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) All files should be supplied with all fonts and images embedded.
- 4) We do not accept half page 'bleed' adverts.
- 5) An advert supplied that needs amending at the request of the advertiser may be subject to a small additional charge.
- 6) 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.
- 7) Should an advertisement need to be designed, we offer a basic design service - please contact us for pricing details.
- 8) 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 or we recommend using www.yousendit.com



## ISSUE DATES

### JAN/FEB 2010

Final copy deadline	06/01/10
Publication date	18/01/10

### MAR/APR 2010

Final copy deadline	03/03/10
Publication date	15/03/10

### MAY/JUN 2010

Final copy deadline	28/04/10
Publication date	10/05/10

### JUL/AUG 2010

Final copy deadline	30/06/10
Publication date	12/07/10

### SEP/OCT 2010

Final copy deadline	01/09/10
Publication date	13/09/10

### NOV/DEC 2010

Final copy deadline	03/11/10
Publication date	15/11/10

## CIRCULATION

6,900 PRINTED COPIES WITH AN  
OFF AND ONLINE READERSHIP  
ESTIMATED TO BE IN EXCESS OF

# 12,000

KEEN READERS AND GROWING!

FOR PRODUCTION ENQUIRIES  
CALL CATHY ON 01823 433433  
OR EMAIL:  
cathy.varley@gopublishing.co.uk