



SO WHY CHOOSE SPN?...

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

Formerly known as **SWIMMING POOL NEWS**, **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 THE UK'S OFFICIAL INDUSTRY TRADE 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.

...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. 14% of our readers are from the service and maintenance sector - ensuring this significant group are kept abreast of the ongoing developments within the market. 29% of our readers describe their main business activity as either 'design' or 'installation'.

...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



EXAMPLE PAGES



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

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





The new name for
Swimming Pool News
Now incorporating

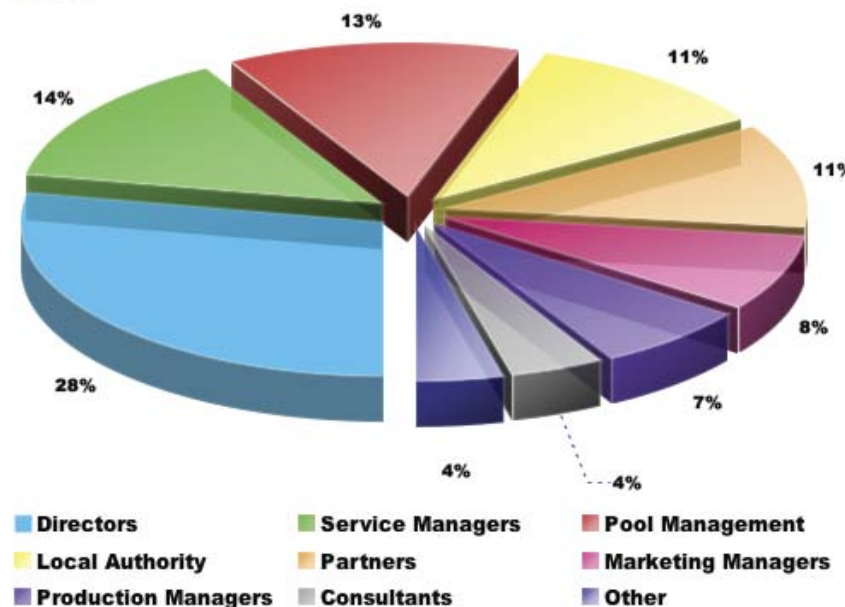
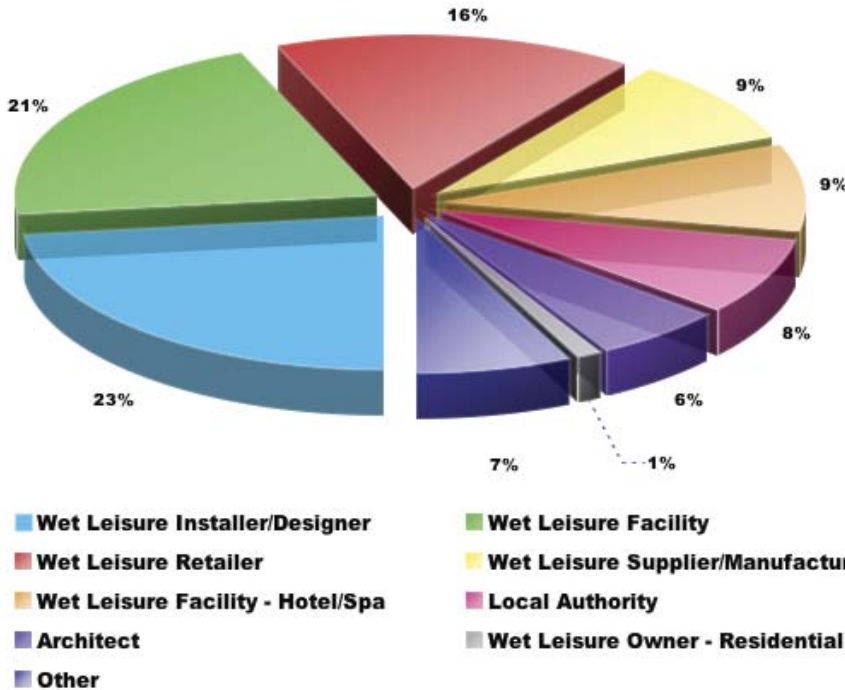


www.swimmingpoolnews.co.uk

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.



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

CIRCULATION

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

12,000

KEEN READERS AND GROWING!

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WEBSITE AND DIGITAL EDITION

The magazine has had an online offering since 2000 but in the last 2 years, the **spn** website has been revitalised. 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 **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.

On average, the **spn** website currently receives over 6,000 unique visitors a month (as at February 2011) and with further partnerships and content planned, 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
170px wide x 85px high

From £395
From £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 over 3,200 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



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EDITORIAL FEATURES 2011

JAN/FEB 2011 ISSUE

- Products galore – what's new to see at SPATEX
- Full preview of SPATEX 2011
- UV – how technology has established its safety record
- 2011 hot tubs – the new season
- 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 testing products – designed for safety
- Pool water treatments and systems for the new season
- Pool tiles, coping, drainage and paving products
- Energy savings – spotlighting better energy with news and products
- Pool, Spa & Patio 2010 – review of the Las Vegas show
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

MAR/APR 2011 ISSUE

- Award winners 2011 – Britain's best pool, spa and hot tub installations
- 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
- 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 2011 ISSUE

- Above-ground and wooden pools – what's on the market
- The alternative approach – we look at chlorine free chemicals
- Finishing touches in and around the pool – tiling, mosaics, art, steps etc
- Pool energy savings for the new season
- Lighting – products to bring glamour to the pool side
- Trading up hot tubs
- Pool safety – products and trends to keep pools safe
- Shows round up – what's happening and where in the next 12 months
- Lockers and changing rooms – adding to the 'out of pool experience'
- Garden buildings – options for alongside the pool
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

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

"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 industries major recognised trade associations – SPATA and BISHTA – have enhanced the authority and appeal of the magazine."

Mark Ramsden, Commercial Director – COMPLETE POOL CONTROLS LTD

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

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EDITORIAL FEATURES 2011 CONT.

JUL/AUG 2011 ISSUE

- Piscina, LIW and Aqanale show previews
- In-ground pools – a review of products on the UK market
- 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 2011 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
- Piscina 2011 – full preview of the Barcelona show
- Allergy free swimming
- Swim spas – still a silver lining for spa retailers
- UV systems – another year of success
- Pool filters – how to choose the right one
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP

NOV/DEC 2011 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
- Spa and hot tub care – products and routines to to ensure problem free use
- Condensation – products to beat the problem
- Full reviews of the Piscine, LIW and Aqanale 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.

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

"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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Now incorporating

Pool & Spa Industry

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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)

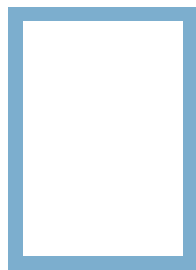
Double - 43mm(w) x 110mm(h) max	£395
Single - 43mm(w) x 50mm(h) max	£295

INSERTS

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

ONLINE - left sidebar banner - 6 months

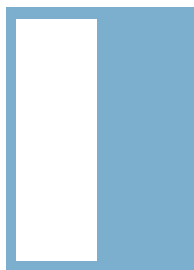
170px wide x 170px high	£395
170px wide x 85px high	£295



FULL PAGE
Bleed 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)

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).
- 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 2011

Final copy deadline	05/01/11
Publication date	17/01/11

MAR/APR 2011

Final copy deadline	02/03/11
Publication date	14/03/11

MAY/JUN 2011

Final copy deadline	27/04/11
Publication date	09/05/11

JUL/AUG 2011

Final copy deadline	29/06/11
Publication date	11/07/11

SEP/OCT 2011

Final copy deadline	31/08/11
Publication date	12/09/11

NOV/DEC 2011

Final copy deadline	02/11/11
Publication date	14/11/11

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

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