

# MEDIA PACK

# 2013



info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

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

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



## 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 addition 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** also carries 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 UK trade magazine that is re-investing in the industry that it serves.

## 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 C Pratt, UK Regional Director – SCP UK LTD**

*"We have always been impressed with the service offered by SPN. The project management offered by the advertising team is excellent and allows for a seamless process. SPN provides us with valuable editorial support, which in conjunction with our well placed advertisements, allows us to continue to build on and maintain our brand awareness."*

**Bethany Skinnard, Public Relations – ORIGINAL STYLE**

info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

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

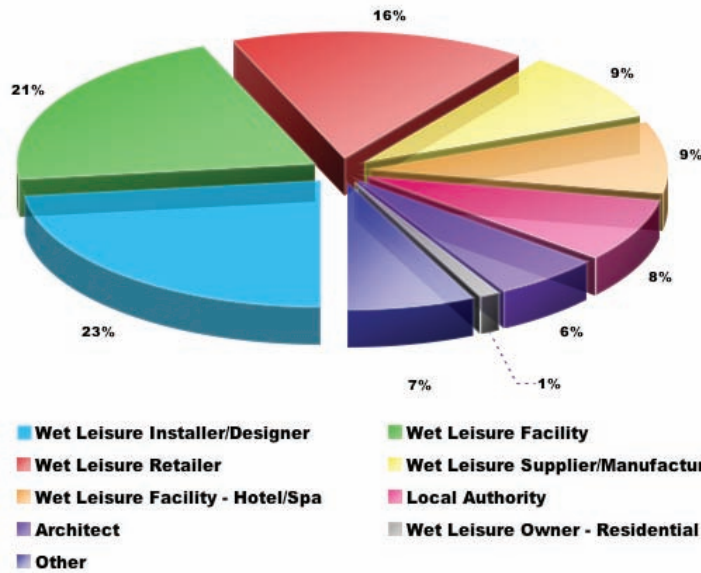
SPN (incorporating Pool & Spa Industry) IS  
THE ONLY OFFICIAL TRADE MAGAZINE FOR:



# 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.

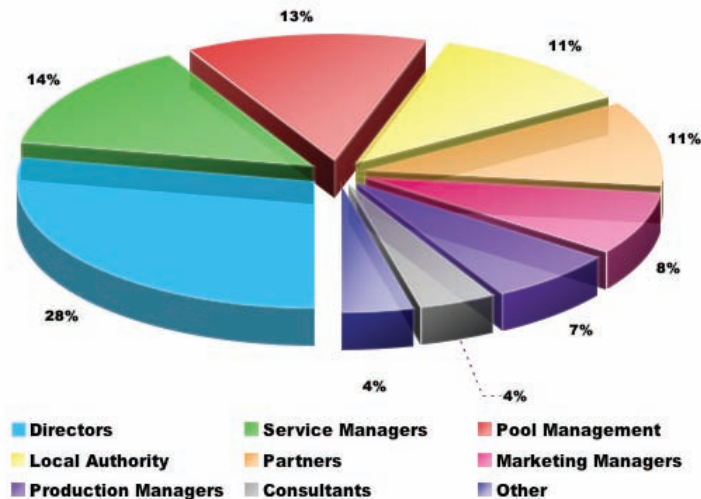
Since the integration of the 'wet leisure' sector companies from our **UK LEISURE NEWS** magazine, each edition approximately 6,900 copies of spn are printed. Additional copies are also printed for any shows that we exhibit at and we estimate our keen and growing off and online readership to be in excess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



# 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, Managing Director – WATERCO EUROPE LTD**



# 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 virtual publication is free to access and provides buying authorities from both the UK and overseas with an invaluable digital resource. It 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 '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.



info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

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

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



## DIGITAL MARKETING

spn regularly communicates with both its advertisers and readers through 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 over **4,250** recipients and growing) is possible through sidebar 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 a mention on our emailers are available for just £150. An enhanced package which also includes a quarter page advert in the magazine is just £300.



## WEBSITE

The magazine has had an online offering since 2000 but over the last few years, the spn website has been extensively developed.

The website carries highlights of the current edition, a twitter feed, exclusive online only news content, in-depth show reviews, downloadable technical papers, exhibition listings and contact / media information plus much more!

On average, the spn website currently receives over **6,250** visits a month (as at September 2012) and during the last year, **68%** of visitors came from the UK. Visitors came from a further **120 countries** around the world.

Both banner advertising and recruitment packages are available on the spn website and prices start from £295 and £150 respectively.

## 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."*

**Mark Ramsden, Commercial Director – COMPLETE POOL CONTROLS LTD**

*"We have used SPN for the first time this year and found their service to be excellent. 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, Director – TOTAL WATER PRODUCTS LTD / LO-CHLOR CHEMICALS LTD**

*"SPN did a fantastic job brand building and introducing our latest products to the UK pool industry."*

**Mike McBride, Marketing Manager – INDUSTRIAL TEST SYSTEMS (ITS) AND ITS EUROPE, LTD**

info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

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

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

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



## FEBRUARY 2013 ISSUE\*

- Products galore – what's new to see at SPATEX
- Full preview of SPATEX 2013
- UV systems
- 2013 hot tubs – the new season
- Pool cleaners
- Water wellness – disabled access and hydrotherapy
- Water testing products – designed for safety
- Pool water treatments and systems for the new season
- Pool, Spa & Patio 2012 review
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP
- People and Company Profiles plus Project Showcases

## APRIL 2013 ISSUE

- Award winners 2013 – 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
- 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
- People and Company Profiles plus Project Showcases

**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 the SPATEX trade show

## JUNE 2013 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
- People and Company Profiles plus Project Showcases

## AUGUST 2013 ISSUE

- LIW and Aquanale show previews
- Liner pools and systems
- 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
- People and Company Profiles plus Project Showcases

## OCTOBER 2013 ISSUE

- Winter's almost here – how to get your pool ready
- Enclosures
- Stretch ceilings systems
- Heat pumps
- Piscina 2013 – full preview of the Barcelona 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
- People and Company Profiles plus Project Showcases

## DECEMBER 2013 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 Piscina, LIW and Aquanale shows
- A round up of all the latest news, views and opinions from the BSPF, SPATA, BISHTA, SPATEX and PIP
- People and Company Profiles plus Project Showcases

# FEATURES 2013



info@swimmingpoolnews.co.uk



www.swimmingpoolnews.co.uk



username: SPN\_POOL\_SPAS

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

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



## 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

### ONLINE / EMAILER

6 months 170px(w) x 170px(h) l/h sidebar banner	£395
6 months 170px(w) x 85px(h) l/h sidebar banner	£295
3 emailers 170px(w) x 170px(h) sidebar banner	£300

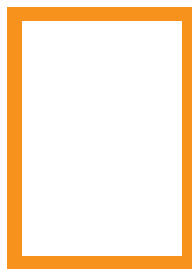
### RECRUITMENT

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](http://www.swimmingpoolnews.co.uk/pages/media)
- 5) Please send your copy by email to Cathy Varley: [cathy@aqua-publishing.co.uk](mailto:cathy@aqua-publishing.co.uk)

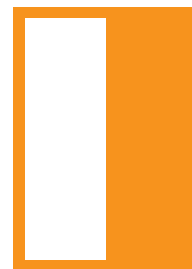
## ADVERTISEMENT SIZES



**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)

## 2013 ISSUE DATES

### FEBRUARY

Advert copy deadline	09/01/13
Publication date	21/01/13

### APRIL

Advert copy deadline	13/03/13
Publication date	25/03/13

### JUNE

Advert copy deadline	15/05/13
Publication date	27/05/13

### AUGUST

Advert copy deadline	10/07/13
Publication date	22/07/13

### OCTOBER

Advert copy deadline	11/09/13
Publication date	23/09/13

### DECEMBER

Advert copy deadline	13/11/13
Publication date	25/11/13

## 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.

info@swimmingpoolnews.co.uk

www.swimmingpoolnews.co.uk

username: SPN\_POOL\_SPAS

ADVERTISING ENQUIRIES CALL TONY ON 01474 813433  
OR EMAIL: [tony@aqua-publishing.co.uk](mailto:tony@aqua-publishing.co.uk)

PRODUCTION ENQUIRIES CALL CATHY ON 01823 432416  
OR EMAIL: [cathy@aqua-publishing.co.uk](mailto:cathy@aqua-publishing.co.uk)

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

