

# WHAT POOL & HOTTUB

## SO WHY DO ADVERTISERS CHOOSE WHAT POOL & HOT TUB MAGAZINE?...

## ...BECAUSE WE PROVIDE THE CRUCIAL INFORMATION THAT UK CONSUMERS ARE LOOKING FOR!

Produced by the publishers of **SWIMMING POOL NEWS**, the UK wet leisure industry's leading title, **WHAT POOLS & HOT TUB** has gone from strength-to-strength since its launch.

Designed not only to entertain, but also to inform and deliver key information about which product best suites the consumer's needs, what questions to ask when buying, and the issues surrounding owning, maintaining and running these products.

Produced as a high quality 120 page+ glossy magazine, **WHAT POOLS & HOT TUB** will include editorial features extolling the lifestyle and health benefits of owning a hot tub, spa or pool. Concentrating on the experiences of users as well as taking the experts views, the magazine will delivers a unique package to its readers. See page 3 of this document for a list of this years editorial features.

## ...BECAUSE WE HAVE THE BEST DISTRIBUTION CHANNELS...

Each annual edition of **WHAT POOL & HOT TUB** is distributed via WHSmiths stores throughout the UK. This exclusive consumer distribution channel is unique to the magazine.

For 2008, we have extended the market reach of the title even more and aswell as being on the newsstand, the magazine will also be available through the following:

- **Airport lounges and departure gates to First and Business Class passengers with a number of other airlines including BMI, Virgin Atlantic and Continental.**
- **The SWIMMING POOL NEWS website as a virtual publication. That means that a digital edition will be available 24/7 to consumers until the 2009 edition. Website accessibility greatly improves the potential reach of the magazine and the duration of any advertising.**
- **Selected garden centres that sell hot tubs and spas to individuals located throughout the UK.**



## EXAMPLE PAGES



FOR ADVERTISING INFORMATION  
CALL TERRY ON 020 7880 6222  
OR EMAIL:  
terry.arnold@redactive.co.uk

# WHAT POOL & HOTTUB

## ...AND BECAUSE WE HAVE THE BEST ADVERTISING PACKAGES AVAILABLE

With a wide range of ways to promote your company both on and offline, **WHAT POOL & HOT TUB** is able to offer advertisers the best and widest range of options available.

Aswell as traditional display advertising (see page 4 for rates), we also the following packages:

### 1) SUPPLIERS DIRECTORY - £149

The low cost entry point into the magazine. Inclusion in a product listing of your choice as well as a single column advertisement including:

- A colour logo
- Your full company contact details
- A 60 word description of your company

### 2) PRODUCT PROFILE - £695

A section of the magazine dedicated to a simple low cost entry point for any manufacturer or distributor to showcase products, which includes:

- 4 colour pictures of your choice
- A 50 word description of each of your products
- A colour logo
- Your full company contact details

### 3) COMPANY PROFILE - £995

A full page of editorial dedicated to your company - why not take the opportunity to tell your customers what you and your products stand for. All you need to do is supply the pictures and words and in keeping with the editorial style of the magazine, we will write an article for you. The finished piece will include:

- Up to 3 colour pictures of your choice
- A colour logo
- Your full company contact details
- A 500 word description of your products or services

**SPACES ARE LIMITED SO BOOK EARLY TO AVOID DISAPPOINTMENT!**



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# WHAT POOL & HOTTUB

## EDITORIAL FEATURES 2008

**NEWS / EMPORIUM:** The best and latest of west leisure products accessories events and happenings.

**HOW SMART IS YOUR POOL?:** A look at the technology available to make your pool easy to manage at the touch of a button.

**DOES YOUR POOL EMBARRASS YOU?:** If your pool is a gas guzzling, heat losing, and chemical-soup threat to the environment – what can you do to improve its sustainability?

**LOOKING TO BUY A POOL?:** Easy to follow guide to what options you face when you but a pool what the costs are and how to get started.

**HOT TUBS BUYERS GUIDE:** Exclusive buyers guide looking at our view of the best dozen spas on the market, what they have to offer.

**THE PERFECT POOL HOUSE:** What should it – and could it – contain to improve your pool experience.

**SPA DAY IN:** A day at a leading Spa will cost you hundreds but a well planned day of pampering round the hot tub could be far more fun and relaxing.

**THE ULTIMATE UPGRADE:** Want to upgrade an old pool or give your existing pool a bit of a makeover? We look at what's available to give your pool a new lease of life.

**THIS YEAR'S COOL POOLS:** What's in, what's out, what's new. What Pool tells it how it is?

**MILLION DOLLAR POOLS:** Times might be hard financially but there are still some spectacular millionaire lifestyle pools for us all to “ogle “at.

**CLEAN IT UP:** If you enjoy a pool and spa you need to know how to keep it clean and hygienic-here's our easy to follow guide.

**SAUNAS BUYING GUIDE:** The myths and magic – a look at a new cheaper easier to maintain generation of saunas on the market.

**SWIM SPAS:** What's on the market and what you get for your money?

**PLUS: CELEBRITIES:** Celebrities enjoy their water pleasures- a look at the stars that have been out and about enjoying the water,

**SPA PRODUCTS:** Spa products to pamper yourself, **TREAT YOURSELF:** Water based spa treatments guide, **POOL FASHION:**

Fashion accessories for the summer, **CELEBRITY MASTER**

**CLASS:** Exercise workout in a pool – something totally different!,

**WATER THERAPY:** How to stay fit and well in the water with

regimes which will aid everything from arthritis to poor energy,

**HERE'S TO THE YOUNG AND THE OLD!:** How both end of the

age scales are enjoying a boom in enjoying the pleasures of swimming.



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# WHAT POOL & HOTTUB

## ADVERTISING RATE INFORMATION

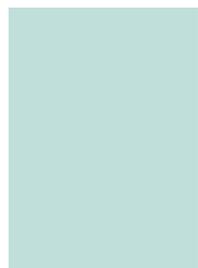
Full page	£1,250
Half page	£700
Quarter page	£400
Eighth page	£250
Company Profile	£995
Product Profile	£695
Sponsored pages and cover positions	£POA

## SUPPLIERS DIRECTORY

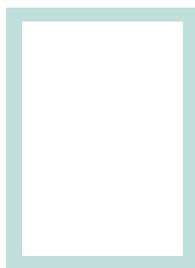
Sixth Page (approx)	£149
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## INSERTS

For inserts up to 65grams	£100 per 1,000
For inserts over 65grams	£POA per 1,000



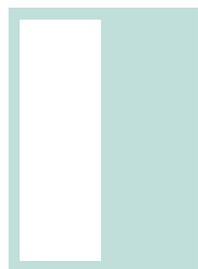
**FULL PAGE**  
Bleed 303mm x 216mm  
Trim 297mm x 210mm



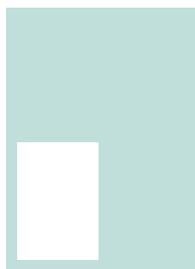
**FULL PAGE TYPE AREA**  
Type area  
277mm x 190mm



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



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



**QUARTER PAGE**  
Type area  
135mm x 92mm



**EIGHTH PAGE**  
Type area  
65mm x 92mm

## ACCEPTED COPY FORMATS

We accept copy supplied as high resolution (300dpi) PDF, Photoshop EPS, JPEG and TIFF files. All files and their elements should be supplied in a CMYK colour format. All files should be supplied with all fonts and images embedded. Digital files must be accompanied by a page proof.

Please send your copy by email to Sarah Coakley, email address: [production@icd.gb.com](mailto:production@icd.gb.com) or on CD to: SPN Production Department, ICD, The Old Stables, 120 Junction Road, Burgess Hill, West Sussex, RH15 0NU and include a page proof.

If you have any questions or need advice on artwork please contact Sarah Coakley on 01444 253453 or via the above email address.



## ISSUE DATES

On sale	05/06/08
Final copy deadline	09/05/08
Booking deadline	07/05/08

When supplying advertising copy, please send as early as possible so that a proof can be sent to you for your approval.

**PLEASE NOTE:** The publisher reserves the right to alter, amend, withdraw and add features as published in this document.

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