MEDIA PACK 2027



info@swimmingpoolnews.co.uk
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username: SPN_POOL_SPAS
www.facebook.com/SPNSwimmingPoolNews

ADVERTISING ENQUIRIES CALL TONY ON
07968 973244 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

BSPF SPATA BISHTA sta

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 items relating to them. Projects, products and services are all covered.

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 65 years of continuous publishing in 2024, 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 a **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 issue, **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 issue is published on an FSC MIX paper stock from responsible sources and since the start of 2020, our magazines have been mailed using a biodegradable, compostable film. In addition, the **SPN** website is powered by 'IONOS 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

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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:

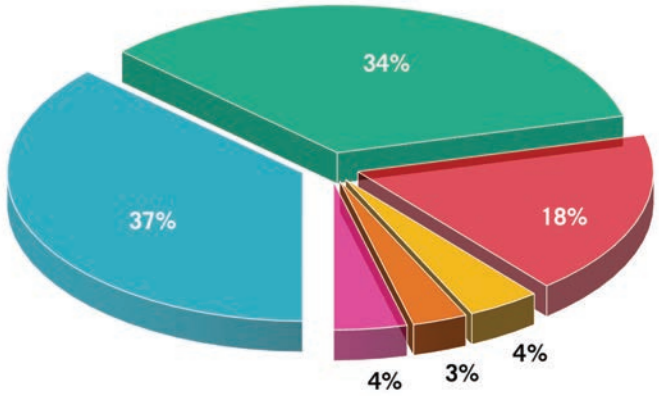
"This magazine is good because the people are easy to deal with and since absorbing the Industry side, it has a very wide coverage of news and readership, for the local authority, wet leisure and pool professional markets which we at Swimex, as a major supplier of fixed and telescopic pool enclosures, 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 issue 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.



Installer/Retailer/Designer/Architect	37%
Commercial Facility - Sports/Leisure/School	34%
Commercial Facility - Hotel/Spa/Holiday Park	18%
Supplier/Manufacturer	4%
Local Authority	3%
Other/Unknown	4%

DIGITAL EDITIONS

Since December 2007, each issue 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.



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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

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.



WEBSITE & SOCIAL MEDIA

SPN has had an online offering since 2000 and actively utilises social media (with follower levels in excess of: 6,100 on X/Twitter, 1,200 on Facebook and 1,000 on Instagram) to highlight the latest industry jobs, news, exhibitions and more.

The **SPN** website hosts all digital editions with highlights of the current issue, an X/Twitter feed, exclusive online only news content, the latest industry jobs, technical papers, exhibition listings and contact / media information plus more!

Analytics shows the **SPN** website averaged just over **5,400** visits (sessions) a month (01/09/25-31/08/26), with **75%** of activity originating in the UK and **24%** from a further **91** countries around the world (remaining **1%** unspecified).

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

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FEBRUARY 2027 ISSUE*

- Full preview of SPATEX
- Hot tubs – the new season
- UV systems
- Pool water treatments and systems (non UV systems)
- Pool and spa pumps
- Pool cleaners
- 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 2027 ISSUE

- SPATA & BISHTA Award winners – Britain's best pool, spa and hot tub installations
- Hot tub water treatments and systems
- Automatic slatted pool covers
- One-piece and fibreglass pools
- Pool liners and systems
- 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

JUNE 2027 ISSUE

- Above-ground and wooden pools
- Tiling and mosaics
- Lighting
- Heat pumps
- Wellness – cold therapy
- Events round up – what's on in the next 12 months
- 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

AUGUST 2027 ISSUE

- Water testing products
- Moving floors
- The alternative approach – no and low chlorine solutions
- Swim spas
- Dehumidification
- 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
- People and Company Profiles plus Project Showcases

OCTOBER 2027 ISSUE

- Tiled spas and swim spas
- Hot tubs – high-end models above £10,000
- Enclosures
- Counter-current systems
- Show previews
- 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 2027 ISSUE

- Filtration
- Dosing pumps and control systems
- Commercial spas and swim spas (non tiled)
- Wellness – heat therapy
- Safety covers
- 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

OUR FEATURE SCHEDULE IS SUBJECT TO CHANGE. SPN'S REGULAR EMAILERS WILL CONFIRM FEATURES THAT ARE RUNNING 1 ISSUE IN ADVANCE. PLEASE ENSURE YOU ARE RECEIVING THEM. YOU CAN SIGN UP VIA THE SPN WEBSITE

PLEASE NOTE: To be considered for editorial inclusion within our news sections or any features, please supply material no later than the editorial deadline outlined in this media pack (unless you have been given a specific/different deadline). Our advertisers are given priority for inclusion.

* Additional copies are printed for this issue and distributed at SPATEX

FEATURES 2027

V1 – 02/11/26

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ADVERTISING RATES

	1 issue	3 issues	6 issues
Double Page Spread	POA	POA	POA
Full page	£1,295	£970	£895
Half page	£725	£580	£535
Quarter page	£440	£375	£350

NOTE: Half page vertical adverts incur a 10% surcharge

BUYERS GUIDE - per annum (6 issues)

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

WEBSITE / EMAILER

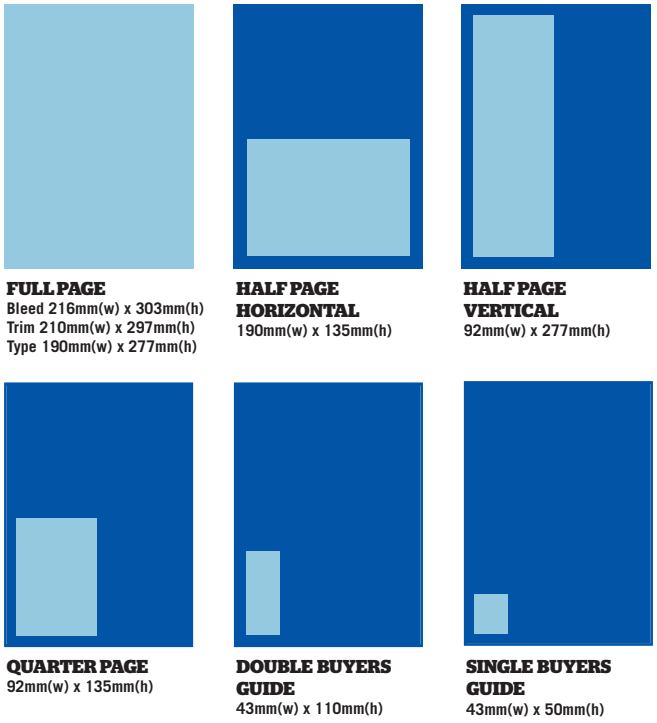
6 months website 275px square max* banner	£445
3 emailers 275px square max* banner	£300

NOTE: Actual displayed size will vary by device

RECRUITMENT

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

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)

2027 ISSUE DATES

FEBRUARY

Editorial deadline	08/01/27
Advert copy deadline	13/01/27
Publication date	25/01/27

APRIL

Editorial deadline	05/03/27
Advert copy deadline	17/03/27
Publication date	29/03/27

JUNE

Editorial deadline	07/05/27
Advert copy deadline	19/05/27
Publication date	31/05/27

AUGUST

Editorial deadline	09/07/27
Advert copy deadline	21/07/27
Publication date	02/08/27

OCTOBER

Editorial deadline	03/09/27
Advert copy deadline	15/09/27
Publication date	27/09/27

DECEMBER

Editorial deadline	05/11/27
Advert copy deadline	17/11/27
Publication date	29/11/27

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: production@aqua-publishing.co.uk and cc: tony@aqua-publishing.co.uk

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