

2017 EDITORIAL CALENDAR

JANUARY

Ad Close: 11/22
Ad Due: 11/29

ATLANTIC CITY SHOW ISSUE

BONUS DISTRIBUTION:

The Pool & Spa Show (Atlantic City)
Mid-America Pool & Spa Show
Southwest Pool & Spa Show

PRODUCT FOCUS:

- Chemicals

FEBRUARY

Ad Close: 12/23
Ad Due: 12/30

- Fiberglass Pools
- Automatic Pool Covers
- Pool Filtration

BONUS DISTRIBUTION:

Orlando Pool & Spa Show

PRODUCT FOCUS:

- Vinyl Liner Patterns

MARCH

Ad Close: 1/25
Ad Due: 2/1

- Automatic Pool Cleaners
- Controls & Automation

PRODUCT FOCUS:

- Spa Enclosures, Steps & Surrounds
- Outdoor Living (Patio Furniture, BBQ, Hearth)

APRIL

Ad Close: 2/22
Ad Due: 3/1

- Inground Package Pools
- Saunas
- Pool Equipment

PRODUCT FOCUS:

- Safety Products

MAY

Ad Close: 3/23
Ad Due: 3/30

STATE OF THE INDUSTRY

Market Reports for:

- Retail
- Service
- Build/Design
- Hot Tub Retailers

JUNE

Ad Close: 4/24
Ad Due: 5/1

- Swim Spas/Aquatic Exercise Equipment
- Chemicals
- Business Software Products
- Outdoor Living (Patio Furniture, BBQ, Hearth)

PRODUCT FOCUS:

- Water Testing

JULY

Ad Close: 5/25
Ad Due: 6/1

- Winter Pool Covers
- Pool Lighting

PRODUCT FOCUS:

- Fiberglass Pools
- Renovation: Deck, Finishes, Paints & more

AUGUST

Ad Close: 6/22
Ad Due: 6/29

- Spa Covers & Removal Systems
- Alternative Sanitizing
- Pool Equipment

PRODUCT FOCUS:

- Winterizing Products

SEPTEMBER

Ad Close: 7/24
Ad Due: 7/31

THE HOT WATER ISSUE

- Custom Spas

BONUS DISTRIBUTION:

Pool Industry Expo (Monterey)

PRODUCT FOCUS:

- Portable Spas

OCTOBER

Ad Close: 8/24
Ad Due: 8/31

AWARDS OF EXCELLENCE ISSUE

- Pool Filtration
- Chemicals

PRODUCT FOCUS:

- Automatic Pool Cleaners

NOVEMBER

Ad Close: 9/22
Ad Due: 9/29

POOL | SPA | PATIO EXPO ISSUE

- Outdoor Living (Patio Furniture, BBQ, Hearth)

BONUS DISTRIBUTION:

PSP Expo (Orlando)

PRODUCT FOCUS:

- Show Product/Booth Preview

DECEMBER

Ad Close: 10/25
Ad Due: 11/1

ANNUAL BUYERS' GUIDE ISSUE

- Boldfaced listings throughout printed version
- Featured Supplier listing on the online Buyers' Guide
- "See our ad on page __" re-direct in your company listing

BONUS DISTRIBUTION:

All Major Industry Shows

IN EVERY ISSUE

Waterfront :

Short, fun observations from the world of spas and pools.

Hot Tub Monthly:

A look at news, trends, advice and products specifically for hot tub professionals.

APSP:

News and notes from the Association of Pool & Spa Professionals.

Spotlight:

Shining examples of new, innovative ideas and people from around the industry.