

MONTH	AD CLOSE	AD DUE	SPECIAL COVERAGE	FEATURES	PRODUCT FOCUS
JANUARY BONUS DISTRIBUTION: Atlantic City Pool and Spa Show Mid-America Pool & Spa Show Southwest Pool & Spa Show	NOV. 22	NOV. 30	The Atlantic City Pool Show Issue	Distribution	*Chemicals
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 22	DEC. 29	Truck/Van Contest The best service vehicles in the industry compete for the top honor.	Fiberglass Pools, Filtration, Automatic Pool Covers,	*Vinyl-liner patterns
MARCH	JAN. 24	JAN. 31	Finding the Next Generation of Pool and Spa Professionals	Controls and Automation, Outdoor Living	*Automatic Pool Cleaners, *Spa Accessories
APRIL	FEB. 21	FEB. 28	The AQUA 100 Returns Top Retailers from Across North America	Inground Package Pools, Pool Equipment	*Saunas, *Safety Products
MAY	MARCH 23	MARCH 30	STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers		
JUNE	APRIL 23	APRIL 30	Outdoor Living	Swim Spas, Outdoor Living, Chemicals, Pool Equipment	*Water Testing
JULY	MAY 24	MAY 31	Renovation	Fiberglass Pools, High-Tech Pools, Renovation: Deck, Finishes, Paints and More	*Winter Pool Covers
AUGUST	JUNE 25	JULY 2	Pool Equipment	Spa Covers and Removal Systems, Pool Sanitizing, Pool Equipment	*Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, CA)	JULY 23	JULY 30	3rd Annual "Hot Water" Issue Special Focus on Spas		*Portable Spas
OCTOBER	AUG. 23	AUG. 30	APSP Awards of Excellence The finest in pool building on display.	Chemicals, Filtration	*Automatic Pool Cleaners
NOVEMBER BONUS DISTRIBUTION: All Major Industry Shows	SEPT. 24	OCT. 1	The International Pool Spa Patio Expo Issue	Outdoor living	*Show Products
DECEMBER BONUS DISTRIBUTION: All Major Industry Shows	OCT. 25	NOV. 1	BUYERS' GUIDE The industry's handbook for quick reference to all suppliers.		

* Denotes product submission opportunity

READY
TO GET
STARTED?



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