

2020 EDITORIAL CALENDAR



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. 29	The Pool & Spa Show	<ul style="list-style-type: none"> • Custom Spas 	<ul style="list-style-type: none"> • Chemicals
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 26	JAN. 2	Small Business Marketing	<ul style="list-style-type: none"> • Fiberglass Pools • Automatic Pool Covers 	<ul style="list-style-type: none"> • Vinyl-Liner Patterns
MARCH	JAN. 23	JAN. 30	The Labor Issue	<ul style="list-style-type: none"> • Controls and Automation • Distribution • Spas/Hot Tubs 	<ul style="list-style-type: none"> • Pool Cleaners, (Automatic, In-floor, Pool Vacs, Robotic)
APRIL	FEB. 24	MARCH 2	The AQUA 100 Issue Top Retailers from Across North America	<ul style="list-style-type: none"> • Inground Package Pools • Pool Equipment 	<ul style="list-style-type: none"> • Saunas
MAY	MARCH 25	APRIL 1	STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers		
JUNE	APRIL 23	APRIL 30	Outdoor Living	<ul style="list-style-type: none"> • Swim Spas • Pool Equipment • Water Testing • Pool Lighting 	<ul style="list-style-type: none"> • Spa Accessories
JULY	MAY 26	JUNE 1	Renovation	<ul style="list-style-type: none"> • Fiberglass Pools • Pool Covers • Custom Slides 	<ul style="list-style-type: none"> • Decking, Finishes, Paints, Coping, Fencing
AUGUST	JUNE 25	JULY 2	Truck/Van Contest The best service vehicles in the industry compete for the top honor.	<ul style="list-style-type: none"> • Chemicals • Pool Cleaners • Financing 	<ul style="list-style-type: none"> • Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, Calif.)	JULY 22	JULY 29	4th Annual Hot Water Issue	<ul style="list-style-type: none"> • Pool Equipment • Spas/Hot Tubs • Specialty Chemicals 	<ul style="list-style-type: none"> • Spas (Portable, Stainless, Commercial, Swim)
OCTOBER	AUG. 25	SEPT. 1	PHTA Awards of Excellence The finest in pool building on display.	<ul style="list-style-type: none"> • Chemicals • Filtration 	<ul style="list-style-type: none"> • Business Software Products
NOVEMBER BONUS DISTRIBUTION: All Major Industry Shows	SEPT. 24	OCT. 1	The International Pool Spa Patio Expo Issue	<ul style="list-style-type: none"> • Outdoor Living 	<ul style="list-style-type: none"> • Show Products
DECEMBER BONUS DISTRIBUTION: All Major Industry Shows	OCT. 26	NOV. 2	BUYERS' GUIDE The industry's handbook for quick reference to all suppliers.		

*Denotes FREE product submission opportunity. Issue advertisers receive enhanced listing.

READY TO GET STARTED?



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