

2023 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. 23	NOV. 30	THE POOL & SPA SHOW	<ul style="list-style-type: none"> Pool Equipment 	<ul style="list-style-type: none"> Chemicals Sanitization
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 29	JAN. 5	THE LABOR ISSUE	<ul style="list-style-type: none"> Fiberglass Pools Automatic Pool Covers 	<ul style="list-style-type: none"> Vinyl-Liner Patterns
MARCH	JAN. 26	FEB. 2	THE RENOVATION ISSUE	<ul style="list-style-type: none"> Spa Dealer Profile 	<ul style="list-style-type: none"> Renovation Products (finishes, paints, coping, fencing, etc.)
APRIL	FEB. 23	MARCH 2	THE AQUA 100 ISSUE Top Retailers from Across North America	<ul style="list-style-type: none"> Inground Package Pools Pool Equipment Filtration 	<ul style="list-style-type: none"> Retail Must Haves (spa accessories, pool cleaners, grills, heaters, furniture, etc.)
MAY	MARCH 24	MARCH 31	STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers		
JUNE	APRIL 27	MAY 4	DEALING WITH THE DROUGHT: THE POOL WATER CONSERVATION ISSUE	<ul style="list-style-type: none"> Swim Spas Water Testing Pool Lighting Spa Dealer Profile 	<ul style="list-style-type: none"> Outdoor Living Products (furniture, heating, sound systems, water features, fire features, etc.)
JULY	MAY 25	JUNE 1	MAKING POOLS SAFER	<ul style="list-style-type: none"> Pool Equipment Fiberglass Pools Pool Covers 	<ul style="list-style-type: none"> Water Testing Safety Products
AUGUST	JUNE 23	JUNE 30	THE INDUSTRY WATCHLIST	<ul style="list-style-type: none"> Financing Business Software 	<ul style="list-style-type: none"> Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, Calif.)	JULY 27	AUG. 3	7TH ANNUAL HOT WATER ISSUE	<ul style="list-style-type: none"> Chemicals Spas Spa Dealer Profile 	<ul style="list-style-type: none"> Spas (portable, stainless, commercial, swim) Saunas
OCTOBER BONUS DISTRIBUTION: AQUA Live	AUG. 25	SEPT. 1			
NOVEMBER BONUS DISTRIBUTION: PSP Expo	SEPT. 22	SEPT. 29	THE INTERNATIONAL POOL SPA PATIO EXPO ISSUE	<ul style="list-style-type: none"> Chemicals 	<ul style="list-style-type: none"> Pool Equipment (pumps, UV, pool/landscape lighting, etc.)
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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