

2024 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. 29 | 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. 28 | JAN. 4 | 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. 25 | FEB. 1 | 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 1 | 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 28 | APRIL 4 | STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers | | |
| JUNE | APRIL 26 | MAY 4 | AROUND THE POOL | <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 24 | JUNE 3 | THE TRUCK/VAN CONTEST | <ul style="list-style-type: none"> Pool Equipment Fiberglass Pools Pool Covers | <ul style="list-style-type: none"> Water Testing Safety Products |
| AUGUST | JUNE 26 | JULY 3 | INDUSTRY WATCHLIST Top Social Media Influencers | <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 25 | AUG. 1 | 8TH 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: Equip Exposition (Louisville, Ky.) | AUG. 23 | AUG. 30 | PHTA AWARDS OF EXCELLENCE | | <ul style="list-style-type: none"> Pool Equipment (pumps, UV, pool/landscape lighting, etc.) |
| NOVEMBER BONUS DISTRIBUTION: PSP Expo | OCT. 2 | OCT. 9 | THE INTERNATIONAL POOL SPA PATIO EXPO ISSUE | <ul style="list-style-type: none"> Chemicals | <ul style="list-style-type: none"> 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 FREE product submission opportunity. Issue advertisers receive enhanced listing.

READY TO GET STARTED?



JARED FISH
 EAST COAST SALES
 AQUA Media Advisor
 (608) 729-4220
 jared@aquamagazine.com



STAN CHAMBERS
 WEST COAST SALES
 AQUA Media Advisor
 (949) 253-8725
 stan@aquamagazine.com