



AQUA[®]

THE QUALIFIED SPA & POOL AUDIENCE YOU WANT.
THE RESULTS YOU NEED.

2019 MEDIA KIT

AQUA: THE TRUSTED SPA AND POOL MEDIA BRAND.

No other media brand delivers the entire market of spa and pool professionals like AQUA. We remain strong in our commitment to provide effective marketing solutions to help you reach highly qualified prospects, as well as measurable results through our meticulously maintained subscriber lists. AQUA connects you to the full spectrum of spa and pool decision-makers nationwide.



WE'RE CONSTANTLY RAISING THE BAR TO DELIVER PROVEN RESULTS:



Our magazine has grown by 28% since 2015 by covering the topics that our spa and pool readers care about, read and share.



We are the preferred media partner of APSP, ensuring your message gets in front of the entire association.



We have the largest independently audited readership of any spa and pool magazine, meaning you're reaching verified buyers.

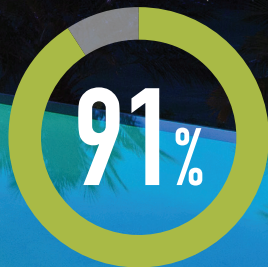
BRING YOUR BRAND TO THE NEXT LEVEL WITH AQUA.

Whether your goal is to generate brand awareness, reach new prospects or launch a new product, AQUA is your solution – and it all starts with print. Our print subscriber base of 15,000 spa and pool decision-makers rely on us to find the products and services they need to run profitable businesses.

As part of our commitment to continue raising the bar, we are the only industry publication to invest in a third-party audit, which means you can be sure you're reaching your exact target audience when you advertise with AQUA.

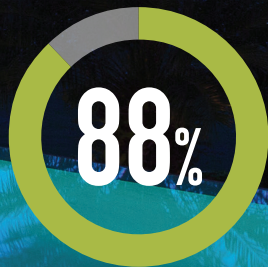


> UNPARALLELED PRINT ENGAGEMENT.



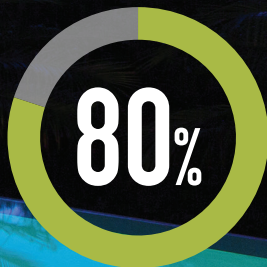
of AQUA print subscribers have renewed or subscribed within the past 24 months.

As of Sept. 10, 2018



of AQUA's readers are primary decision-makers for their organizations.

According to a 2017 independent readership survey



report gross annual revenues exceeding \$750,000.

According to AQUA's 2018 State of the Industry survey results

> WHY IS AN AUDIT SO IMPORTANT TO AN ADVERTISER?

At AQUA, we're proud to be audited by the Alliance for Audited Media (AAM) and dedicate significant resources to achieve this status. Being audited means that our 15,000 print subscribers are independently verified to ensure that:

1. They have personally requested to receive the magazine, are qualified readers or are members of an association partnered with AQUA Magazine.
2. Each professional is involved with purchasing decisions, meaning your advertisements reach people who can act on your message.
3. AQUA's subscribers are current – our list contains no outdated records that are no longer relevant.

Ask your AQUA rep for further details or learn more at info.aquamagazine.com/audit

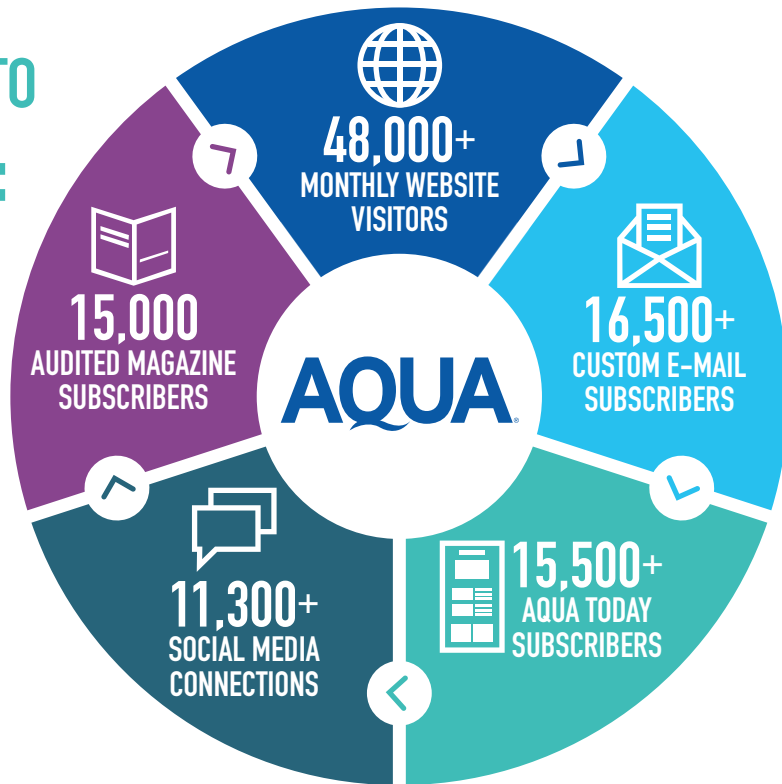


OUR COMPREHENSIVE APPROACH TO THE ENTIRE MARKET:

Wherever your top prospects are searching for the products and solutions they need, AQUA is there to deliver your message.

> WHO YOU'RE REACHING:

- ✓ POOL RETAILERS
- ✓ SPA RETAILERS
- ✓ POOL BUILDERS
- ✓ SERVICE TECHNICIANS
- ✓ LANDSCAPE ARCHITECTS/DESIGNERS, CASUAL FURNITURE/PATIO DEALERS, MANUFACTURERS, DISTRIBUTORS



DIGITAL SOLUTIONS CUSTOMIZED FOR AN ONLINE WORLD.

When combined with our print marketing solutions, digital opportunities from AQUA ensure your brand messaging is connected to our engaged and growing audience of buyers 365 days a year. We have the digital engagement and list integrity that exceeds industry standards, driving your message to the buyers you're targeting.

AQUA is at the forefront of digital marketing, offering solutions designed to captivate and engage our 16,500+ email subscribers and 48,000+ monthly website visitors – and our stats prove it.

AQUA TODAY



Twice-weekly e-newsletter sent to 15,500+ engaged spa and pool professionals in North America

CUSTOM E-MAIL



Exclusive opportunity to reach your specific target audience from a database of 16,500+ decision-makers

WEBSITE



Aquamagazine.com draws more visitors and pageviews than any other website in the industry – period

SOCIAL MEDIA



Reach 11,300+ engaged spa and pool decision-makers who live and breathe the industry

OUR NUMBERS SPEAK FOR THEMSELVES.



8,900+

additional reach when you add email advertising to your print package.

29.5%

average total open rate for AQUA Today – **that's 35% better** than the industry average.

According to SurveyMonkey

79,000+ 4.4 MILLION+

total monthly pageviews on **aquamagazine.com.**

guaranteed **annual inbox impressions** with AQUA email marketing.

DIGITAL + SOCIAL

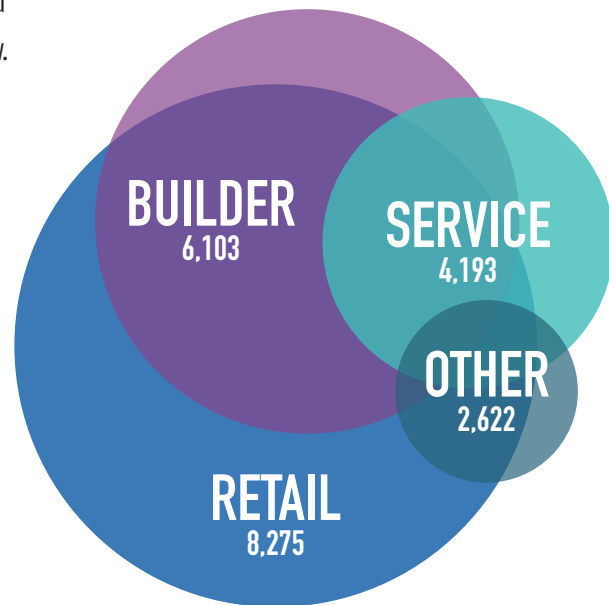
info.aquamagazine.com/digital
info.aquamagazine.com/social



YOU KNOW YOUR IDEAL TARGET. WE KNOW OUR AUDIENCE INSIDE AND OUT.

AQUA is the most sought-after resource in the spa and pool industry because we consistently deliver incredible value to our print and digital readers. Industry professionals need content that covers every facet of the business, and that's exactly what we provide. From pool and spa retailing to construction and maintenance, we cover it all. This dedication to the industry has allowed us to cultivate an engaged audience that relies on AQUA to find the products and services they need to help their businesses grow.

	Maintenance/Service	Pool & Spa Dealer/Builder	Pool Dealer/Builder Only	Pool & Spa Supply Dealer	Manufacturer/Rep	Distributor/Wholesaler	Landscape Arch/Design	Spa Dealer Only	Casual Furniture/Patio Dealer	Solar/Sauna Dealer
POOL RETAILER	✓	✓	✓							
SPA RETAILER	✓		✓				✓			
POOL BUILDER	✓	✓								
SERVICE TECH	✓									
OTHER				✓	✓	✓		✓	✓	



As of Sept. 2018

A LOOK INTO WHO OUR READERS ARE:



RETAILER
RENE HUSTON, OWNER
Patio Pleasures

City/State: Sun Prairie, Wis.

Location count: 2

Has been an AQUA reader for: 5+ years

Business includes:

- ✓ RETAIL
- ✓ SERVICE
- ✓ BUILDING
- ✓ OUTDOOR LIVING

Approx. revenue in 2017: \$3.2 million

Why she reads AQUA: “I enjoy industry publications to help grow my knowledge and awareness within the industry.”

Photo courtesy of Pool Environments



BUILDER
DAN LENZ, VICE PRESIDENT
All Seasons Pools & Spas

City/State: Orland Park, Ill.

Location count: 2

Has been an AQUA reader for: “A long time, I’m guessing at least 17 years, but likely longer than that.”

Business includes:

- ✓ RETAIL
- ✓ SERVICE
- ✓ BUILDING
- ✓ OUTDOOR LIVING

Approx. revenue in 2017: \$5.5 million

Why he reads AQUA: “I love the information that AQUA publishes. I use it often with our staff in training throughout the year, from technical, to new products, new concepts. It’s a great source. The articles are some of the best written for our industry!”



2019 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 Atlantic City Pool Show Issue	Outdoor Living	Chemicals
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 24	DEC. 31	Filthiest Filter Contest This fun, new contest showcases the gnarly filters pros encounter on the service route.	Fiberglass Pools, Automatic Pool Covers	Vinyl-Liner Patterns
MARCH	JAN. 23	JAN. 30	Finding the Next Generation of Pool and Spa Professionals	Controls and Automation, Distribution	Automatic Pool Cleaners, Spa Accessories
APRIL	FEB. 20	FEB. 27	The AQUA 100 Returns Top Retailers from Across North America	Inground Package Pools, Pool Equipment	Saunas, Safety Products
MAY	MARCH 22	MARCH 29	STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers		
JUNE	APRIL 22	APRIL 29	Outdoor Living	Swim Spas, Outdoor Living, Chemicals, Pool Equipment, Water Testing	Business Software Products

JULY	MAY 23	MAY 30	Renovation	Fiberglass Pools, High-End Pool Products, Renovation: Deck, Finishes, Paints and More	Winter Pool Covers
AUGUST	JUNE 27	JULY 1	Truck/Van Contest The best service vehicles in the industry compete for the top honor.	Spa Covers and Removal Systems, Pool Sanitizing, Pool Equipment	Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, CA)	JULY 22	JULY 29	3rd Annual "Hot Water" Issue Special Focus on Spas		Portable Spas
OCTOBER	AUG. 22	AUG. 29	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. 24	OCT. 31	BUYERS' GUIDE The industry's handbook for quick reference to all suppliers.		

**Denotes FREE product submission opportunity.*

**READY TO GET
STARTED?**



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PRICING

NOTE: ALL RATES LISTED ARE NET. FOR GROSS RATES, VISIT INFO.AQUAMAGAZINE.COM/RATES

When evaluating marketing spend, make sure engagement is at the top of your list. Without it, you might be advertising – in print or online – to an empty room.

PRINT ADVERTISING

FOUR COLOR	1 Issue	3 Issues	6 Issues	12 Issues
Spread	\$5,325	\$5,125	\$4,775	\$4,575
Page	3,125	2,975	2,800	2,700
2/3 Vertical	2,700	2,525	2,375	2,300
1/2 Island	2,425	2,275	2,150	2,075
1/2 Horizontal or Vertical	2,225	2,075	1,975	1,900
1/3 Horizontal or Vertical	1,875	1,800	1,675	1,625
1/4	1,700	1,625	1,525	1,475
1/6	1,450	1,400	1,350	1,275

*Black and white rates available upon request

MARKETPLACE

(non-commissionable)	1 Issue	3 Issues	6 Issues	12 Issues
1/12	\$525	\$500	\$450	\$375
1/6	1,000	900	825	725

CUSTOM CONTENT

Sponsored Video (One Video)	\$1,625
Sponsored Content (Digital)	Call for Pricing
Sponsored Content (Print)	Call for Pricing
Social Media Package (Add-on to current contract)	\$450

CUSTOM COVER AND SPECIAL INSERT OPTIONS

Custom Cover Insert Belly Band	Call for Pricing
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DIGITAL ADVERTISING

BANNER ADS	1 Month	6 Months	12 Months
Super Leaderboard	\$950	\$5,400	\$10,200
Welcome	900	4,925	8,925
Leaderboard	550	2,950	5,375
Block 1	450	2,425	4,475
Block 2	375	1,875	3,575

AQUA TODAY

E-NEWSLETTER	1 Week	6 Weeks	12 Weeks
1st Banner	\$775	\$675	\$575
2nd Banner	675	600	550
3rd Banner	675	600	550
4th Banner	575	500	450
5th Banner	575	500	450

CUSTOM E-MAIL	
One Mailing	\$1,575

MICROSITE	Annual: \$1,350
CONTENT LIBRARY	Annual: \$9,000



WE PARTNER WITH BRANDS TO CREATE MEDIA CAMPAIGNS THAT GET RESULTS.

“ The advertising we’ve done with AQUA through both print and digital channels has had a measurable impact on our business. I am confident in both their reach and their ability to capture the audience’s attention. We’re experiencing remarkable growth as a company and AQUA has been a key partner in helping us sustain this trajectory. ”

– Jake Ricks, Senior Marketing Manager | Bullfrog Spas



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PRINT



DIGITAL



SOCIAL

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Photo courtesy of AAA Custom Pools