

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. Issue advertisers receive enhanced listing.

READY TO GET STARTED?



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