# 2021 EDITORIAL CALENDAR

| MONTH | AD CLOSE | AD DUE | SPECIAL COVERAGE | FEATURES | PRODUCT FOCUS* |
|---|---|---|---|---|---|
| **JANUARY**<br>BONUS DISTRIBUTION:<br>Atlantic City Pool and Spa Show<br>Mid-America Pool & Spa Show<br>Southwest Pool & Spa Show | NOV. 23 | NOV. 30 | **THE POOL & SPA SHOW** | • Pool Heating<br>• Outdoor Heating<br>• Pool Paint | • Chemicals, Sanitization |
| **FEBRUARY**<br>BONUS DISTRIBUTION:<br>Orlando Pool & Spa Show | DEC. 28 | JAN. 4 | | • Fiberglass Pools<br>• Automatic Pool Covers | • Vinyl-Liner Patterns & Systems |
| **MARCH** | JAN. 25 | FEB. 1 | **THE RENOVATION ISSUE** | • Smart Sensors<br>• Finance<br>• Pool Lighting<br>• Hot Tub/Spas Dealer Profile | • Renovation Products (finishes, paints, coping, fencing, etc.) |
| **APRIL** | FEB. 24 | MARCH 3 | **THE AQUA 100 ISSUE**<br>Top Retailers from Across North America | • Inground Package Pools<br>• Pool Equipment | • Retail Must Haves (grills, cutlery, spa accessories, pool cleaners, heaters, furniture, etc.) |
| **MAY** | MARCH 25 | APRIL 1 | **STATE OF THE INDUSTRY**<br>Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers | | |
| **JUNE** | APRIL 23 | APRIL 30 | **OUTDOOR LIVING** | • Swim Spas<br>• Water Testing<br>• Pool Lighting<br>• Water/Fire Features<br>• Hot Tub/Spas Dealer Profile | • Outdoor Living Products (furniture, heating, sounds systems, water features, fire features, etc.) |
| **JULY** | MAY 26 | JUNE 2 | **THE DOE ISSUE** | • Pool Equipment<br>• Fiberglass Pools<br>• Pool Covers<br>• Custom Upgrades | • Water Testing<br>• Safety Products |
| **AUGUST** | JUNE 24 | JULY 1 | **THE LABOR ISSUE** | • Financing<br>• Insurance<br>• Business Software | • Winterizing Products |
| **SEPTEMBER**<br>BONUS DISTRIBUTION:<br>PIE Show (Monterey, Calif.) | JULY 22 | JULY 29 | **5TH ANNUAL HOT WATER ISSUE** | • Pool Equipment<br>• Custom/Commercial Spas<br>• Specialty Chemicals<br>• Hot Tub/Spas Dealer Profile | • Spas (portable, stainless, commercial, swim, saunas) |
| **OCTOBER** | AUG. 26 | SEPT. 2 | **PHTA AWARDS OF EXCELLENCE**<br>The finest in pool building on display. | • Chemicals<br>• Filtration<br>• Decking<br>• Pool Tile<br>• Slides & Diving Boards | • Pool Equipment (pumps, UV, pool/landsscape lighting, etc.) |
| **NOVEMBER**<br>BONUS DISTRIBUTION:<br>All Major Industry Shows | SEPT. 24 | OCT. 1 | **THE INTERNATIONAL POOL \| SPA \| PATIO EXPO ISSUE** | • Outdoor Living | • Show Products |
| **DECEMBER**<br>BONUS DISTRIBUTION:<br>All Major Industry Shows | OCT. 28 | NOV. 4 | **BUYERS' GUIDE**<br>The industry's handbook for quick reference to all suppliers. | | |

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