

# 2021 EDITORIAL CALENDAR

MONTH	AD CLOSE	AD DUE	SPECIAL COVERAGE	FEATURES	PRODUCT FOCUS*
<b>JANUARY</b> BONUS DISTRIBUTION: Atlantic City Pool and Spa Show Mid-America Pool & Spa Show Southwest Pool & Spa Show	NOV. 23	NOV. 30	<b>THE POOL &amp; SPA SHOW</b>	<ul style="list-style-type: none"> <li>Pool Heating</li> <li>Outdoor Heating</li> <li>Pool Paint</li> </ul>	<ul style="list-style-type: none"> <li>Chemicals, Sanitization</li> </ul>
<b>FEBRUARY</b> BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 28	JAN. 4		<ul style="list-style-type: none"> <li>Fiberglass Pools</li> <li>Automatic Pool Covers</li> </ul>	<ul style="list-style-type: none"> <li>Vinyl-Liner Patterns &amp; Systems</li> </ul>
<b>MARCH</b>	JAN. 25	FEB. 1	<b>THE RENOVATION ISSUE</b>	<ul style="list-style-type: none"> <li>Smart Sensors</li> <li>Finance</li> <li>Pool Lighting</li> <li>Hot Tub/Spas Dealer Profile</li> </ul>	<ul style="list-style-type: none"> <li>Renovation Products (finishes, paints, coping, fencing, etc.)</li> </ul>
<b>APRIL</b>	FEB. 24	MARCH 3	<b>THE AQUA 100 ISSUE</b> Top Retailers from Across North America	<ul style="list-style-type: none"> <li>Inground Package Pools</li> <li>Pool Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Retail Must Haves (grills, cutlery, spa accessories, pool cleaners, heaters, furniture, etc.)</li> </ul>
<b>MAY</b>	MARCH 25	APRIL 1		<b>STATE OF THE INDUSTRY</b> Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers	
<b>JUNE</b>	APRIL 23	APRIL 30	<b>OUTDOOR LIVING</b>	<ul style="list-style-type: none"> <li>Swim Spas</li> <li>Water Testing</li> <li>Pool Lighting</li> <li>Water/Fire Features</li> <li>Hot Tub/Spas Dealer Profile</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor Living Products (furniture, heating, sounds systems, water features, fire features, etc.)</li> </ul>
<b>JULY</b>	MAY 26	JUNE 2	<b>THE DOE ISSUE</b>	<ul style="list-style-type: none"> <li>Pool Equipment</li> <li>Fiberglass Pools</li> <li>Pool Covers</li> <li>Custom Upgrades</li> </ul>	<ul style="list-style-type: none"> <li>Water Testing</li> <li>Safety Products</li> </ul>
<b>AUGUST</b>	JUNE 24	JULY 1	<b>THE LABOR ISSUE</b>	<ul style="list-style-type: none"> <li>Financing</li> <li>Insurance</li> <li>Business Software</li> </ul>	<ul style="list-style-type: none"> <li>Winterizing Products</li> </ul>
<b>SEPTEMBER</b> BONUS DISTRIBUTION: PIE Show (Monterey, Calif.)	JULY 22	JULY 29	<b>5TH ANNUAL HOT WATER ISSUE</b>	<ul style="list-style-type: none"> <li>Pool Equipment</li> <li>Custom/Commercial Spas</li> <li>Specialty Chemicals</li> <li>Hot Tub/Spas Dealer Profile</li> </ul>	<ul style="list-style-type: none"> <li>Spas (portable, stainless, commercial, swim)</li> <li>Saunas</li> </ul>
<b>OCTOBER</b>	AUG. 26	SEPT. 2	<b>PHTA AWARDS OF EXCELLENCE</b> The finest in pool building on display.	<ul style="list-style-type: none"> <li>Chemicals</li> <li>Filtration</li> <li>Slides &amp; Diving Boards</li> </ul>	<ul style="list-style-type: none"> <li>Pool Equipment (pumps, UV, pool/landscape lighting, etc.)</li> </ul>
<b>NOVEMBER</b> BONUS DISTRIBUTION: All Major Industry Shows	SEPT. 24	OCT. 1	<b>THE INTERNATIONAL POOL   SPA   PATIO EXPO ISSUE</b>	<ul style="list-style-type: none"> <li>Outdoor Living</li> </ul>	<ul style="list-style-type: none"> <li>Show Products</li> </ul>
<b>DECEMBER</b>	OCT. 28	NOV. 4		<b>BUYERS' GUIDE</b> The industry's handbook for quick reference to all suppliers.	

\*Denotes FREE product submission opportunity. Issue advertisers receive enhanced listing.