AQUA®

2023 MEDIA KIT

YOUR TRUSTED CONNECTION TO THE ENTIRE POOL & SPA INDUSTRY

AQUA

HIGH-QUALITY AUDIENCE. TRUSTED CONTENT. PROVEN RESULTS.

At AQUA, we're committed to continually providing the most impactful marketing solutions across our print, digital and social media channels. Our timely and relevant editorial content covers the topics our readers care about, and we take great pride in our meticulously maintained subscriber lists that guarantee measurable results. When you advertise with AQUA, you can be confident that you're gaining direct access to a highly qualified and engaged audience of pool and spa decision-makers.

POOL & HOT TUB ALLIANCE

We are the preferred media partner of the Pool & Hot Tub Alliance, ensuring your message gets in front of the entire PHTA association.

Alliance for Audited Media

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

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

OUR COMPREHENSIVE APPROACH TO THE ENTIRE MARKET:

15,000
AUDITED MAGAZINE SUBSCRIBERS

17,500+
CUSTOM E-MAIL SUBSCRIBERS

17,200+
AQUA E-NEWSLETTER SUBSCRIBERS

42,400+
MONTHLY WEBSITE SESSIONS

23,000+
SOCIAL MEDIA CONNECTIONS

WHO YOU'RE REACHING:

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

YOUR TRUSTED POOL & SPA MEDIA BRAND

info.aquamagazine.com

A TRUSTED PLATFORM TO REACH A VERIFIED AUDIENCE.

Integrated marketing is the name of the game — and it all starts with print. Our audited print audience of pool and spa decision-makers still heavily rely on print media to find relevant information to inform their business decisions and to find the products and services they need to run profitable businesses.

As part of our commitment to be transparent with our data, we're proud to be an Alliance for Audited Media (AAM)-audited magazine, which means you can be confident you're reaching the exact market you're targeting.

"I love the information 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!"

—DAN LENZ | VICE PRESIDENT | ALL SEASONS POOLS & SPAS

95%

of our circulation are direct request or receive as a benefit of PHTA membership*

**As of November 2021*

91%

of our magazine subscribers have renewed in the last 24 months**

***As of our last audit statement*

89%

of AQUA Magazine readers are Owners, Presidents, CEO's or Managers

WHAT IT MEANS TO BE AUDITED:

At AQUA, we're proud to be audited, and we dedicate significant resources to achieve this status. Being audited means that our 15,000 print subscribers are independently verified to ensure that:

- They have personally requested to receive the magazine or are members of PHTA, an industry association partnered with AQUA.
- They are decision-makers in the pool and spa industry.
- Our subscribers are current — our list contains no outdated records.

Learn more at info.aquamagazine.com/audit

AQUA SOLUTIONS DESIGNED FOR POOL & SPA PROS ON THE MOVE.

When combined with our print marketing solutions, digital opportunities from AQUA ensure your brand messaging is connected to our engaged and growing audience of decision-makers anywhere and anytime. With a meticulously maintained email list and measurable engagement across all digital channels, AQUA helps deliver your message to key decision-makers — on the job site, during their downtime or whenever they're looking for information to help their businesses succeed.

E-NEWSLETTER

AQUA's twice-weekly E-Newsletter is sent to 17,200+ engaged pool and spa professionals.

CUSTOM E-MAIL

Exclusive opportunity to reach your specific target audience from a database of 17,500+ subscribers.

WEBSITE

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

SOCIAL MEDIA

Reach 23,000+ engaged industry decision-makers who live and breathe pools, spas and outdoor living.

WEBINAR

Have a one-on-one conversation and dive deeper with industry influencers.

33,100+

Qualified prospects in our well-maintained email database

2,200+

Monthly unique engagement on AQUA Facebook posts

810,000+

Annual pageviews on AQUAMagazine.com

AQUA IS THE #1 RANKED MEDIA/TRADE WEBSITE IN THE INDUSTRY BY AMAZON ALEXA

Alexa's traffic estimates are based on data from our global traffic panel, which is a sample of millions of internet users on one of many different browser extensions. In addition, we gather much of our traffic data from direct sources in the form of sites that have chosen to install the Alexa script and certify their metrics. However, site owners can always choose to keep their certified metrics private.

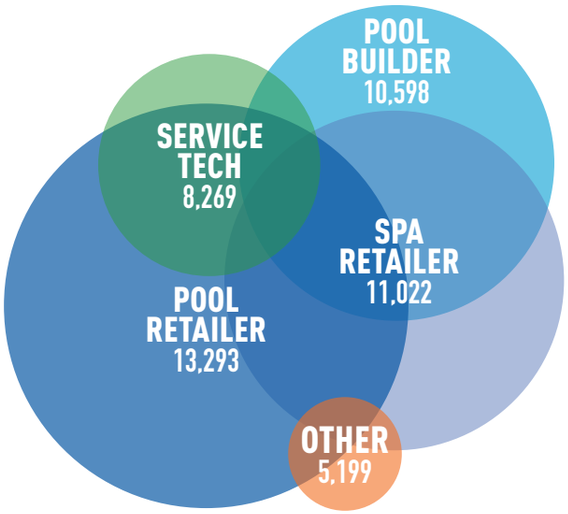
Learn more at www.alexa.com/siteinfo/aquamagazine.com

AQUA AUDIENCE INSIGHTS: INSIDER INFORMATION ON YOUR PROSPECTS.

At AQUA, our greatest assets are our connections with pool and spa pros across the industry. These strong relationships help us deliver relevant, timely content our audience relies on and unique marketing solutions for our advertisers that deliver proven results.

See more audience insights at info.aquamagazine.com/audience

	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. 2022

OUR BUILDERS

- **77%** of contractors said their average ticket price for a pool is above $45,000
- **55%** of contractors installed 15+ pools last year
- **94%** of contractors said they are interested in new technology/emerging markets
- **68%** of contractors said capability/specs was an important factor when determining new suppliers
- **71%** of contractors said their customer base spans more than 41 miles

OUR SERVICE TECHS

- **69%** of technicians reported annual revenue of $250K+
  - **60%** $500K+
  - **45.5%** $1Mil+
- **71%** of technicians said they use software to assist in managing routes/ customer records/invoices/etc.
- **53%** of technicians service 50+ pools weekly
  - **46%** 75+
  - **42%** 100+
- **51%** of technicians said they are open to working with new suppliers

OUR RETAILERS

- **72%** of retailers have 5+ employees at their store
- **58%** of retailers reported annual revenue of $1Mil+
- **61%** of retailers said they are open to working with new suppliers
- **90%** of retailers will add at least one new line each year
- **89%** of retailers said they are interested in new technology/emerging markets

**Data from internal AQUA survey to all known builders, retailers and service techs within our email database. Averages pulled from 249 individual survey responses.*

OUR READERS + EDITORIAL CALENDAR

BE A PREMIUM PARTNER

POOL & HOT TUB ALLIANCE

INTERMATIC

PENTAIR

HFS Home Improvement Loans

COVERLON Safety Covers

PleatcoPure THE CLEAN WATER COMPANY

FLUIDRA

RB retail & service solutions

SPECK pumps

AQUASTAR pool products

SKIMMER

HAYWARD We Build Better.

TARA

LYON FINANCIAL

POOLSIDE Tech

Podium

SR Smith

POWERED BY OXONE LANXESS

FROG

VIKING CAPITAL

HASA

ADVERTISING PARTNERS

Aqua Creek Products

BLUE SQUARE

bullfrog spas

Garrett

DIAMOND SPAS POOLS

Dimplex

LOOP-LOC THE ONE. THE ONLY.

HAMMER·HEAD

MARQUIS The ULTIMATE Hot Tub Experience!

jack's magic

Haviland POOL AND SPA PRODUCTS

NORDIC HOT TUBS

npt

POOLCORP

WATER TECH "The pool invention people"

PLUS MANY MORE!

PREMIUM PARTNERS

2023 EDITORIAL CALENDAR

AQUA

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 POOL & SPA SHOW**	• Pool Equipment	• Chemicals • Sanitization
FEBRUARY **BONUS DISTRIBUTION:** Orlando Pool & Spa Show	DEC. 29	JAN. 5	**THE LABOR ISSUE**	• Fiberglass Pools • Automatic Pool Covers	• Vinyl-Liner Patterns
MARCH	JAN. 26	FEB. 2	**THE RENOVATION ISSUE**	• Spa Dealer Profile	• Renovation Products (finishes, paints, coping, fencing, etc.)
APRIL	FEB. 23	MARCH 2	**THE AQUA 100 ISSUE** Top Retailers from Across North America	• Inground Package Pools • Pool Equipment • Filtration	• Retail Must Haves (spa accessories, pool cleaners, grills, heaters, furniture, etc.)
MAY	MARCH 24	MARCH 31	**STATE OF THE INDUSTRY** Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers		
JUNE	APRIL 27	MAY 4	**DEALING WITH THE DROUGHT: THE POOL WATER CONSERVATION ISSUE**	• Swim Spas • Water Testing • Pool Lighting • Spa Dealer Profile	• Outdoor Living Products (furniture, heating, sound systems, water features, fire features, etc.)
JULY	MAY 25	JUNE 1	**MAKING POOLS SAFER**	• Pool Equipment • Fiberglass Pools • Pool Covers	• Water Testing • Safety Products
AUGUST	JUNE 23	JUNE 30	**THE TRUCK/VAN CONTEST & INDUSTRY WATCHLIST**	• Financing • Business Software	• Winterizing Products
SEPTEMBER **BONUS DISTRIBUTION:** PIE Show (Monterey, Calif.)	JULY 27	AUG. 3	**7TH ANNUAL HOT WATER ISSUE**	• Chemicals • Spas • Spa Dealer Profile	• Spas (portable, stainless, commercial, swim) • Saunas
OCTOBER **BONUS DISTRIBUTION:** AQUA Live	AUG. 25	SEPT. 1	**AQUA LIVE & PHTA AWARDS OF EXCELLENCE**		
NOVEMBER **BONUS DISTRIBUTION:** PSP Expo	SEPT. 22	SEPT. 29	**THE INTERNATIONAL POOL | SPA | PATIO EXPO ISSUE**	• Chemicals	• Pool Equipment (pumps, UV, pool/landscape lighting, etc.)
DECEMBER **BONUS DISTRIBUTION:** All Major Industry Shows	OCT. 26	NOV. 2	**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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STAN CHAMBERS
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PRICING NOTE: ALL RATES LISTED ARE NET. FOR GROSS RATES, VISIT INFO.AQUAMAGAZINE.COM/RATES

Listed prices are per ad. Frequency discounts apply when booking multiple advertisements.

PRINT ADVERTISING

FOUR COLOR	1 Issue	6 Issues	12 Issues
Spread	$5,590	$5,000	$4,800
Page	3,280	2,940	2,835
2/3 Vertical	2,835	2,500	2,415
1/2 Island	2,500	2,250	2,175
1/2 Horizontal or Vertical	2,300	2,075	1,995
1/3 Horizontal or Vertical	1,965	1,750	1,700
1/4	1,785	1,600	1,550
1/6	1,500	1,400	1,300

MARKETPLACE

(non-commissionable)	1 Issue	6 Issues	12 Issues
1/12	$600	$500	$400
1/6	1,050	900	800

CUSTOM CONTENT

Sponsored Video (One Video)	Call for Pricing
Custom Cover | Insert | Belly Band	
Sponsored Content (Print)	
Social Media Package (Add-on to current contract)	
Webinar	

WEBSITE ADVERTISING

BANNER ADS	1 Month
Billboard	$1,100
Super Leaderboard	1,000
Leaderboard	700
Microsite	Annual: $1,350

AQUA TODAY

E-NEWSLETTER	1 Week	6 Weeks	12 Weeks
1st Banner	$825	$725	$625
2nd Banner	725	650	600
3rd Banner	725	650	600
4th Banner	625	550	500
5th Banner	625	550	500

CUSTOM E-MAIL | E-MAIL BLAST	
1x Mailing (Regular Season)	$1,800
1x Mailing (Peak Season*)	2,000

**Peak Season September 1st - January 31st*

LEVERAGE THE FULL POWER OF INTEGRATED MARKETING WITH AQUA.

PRINT ▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸ DIGITAL ▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸ SOCIAL ▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸

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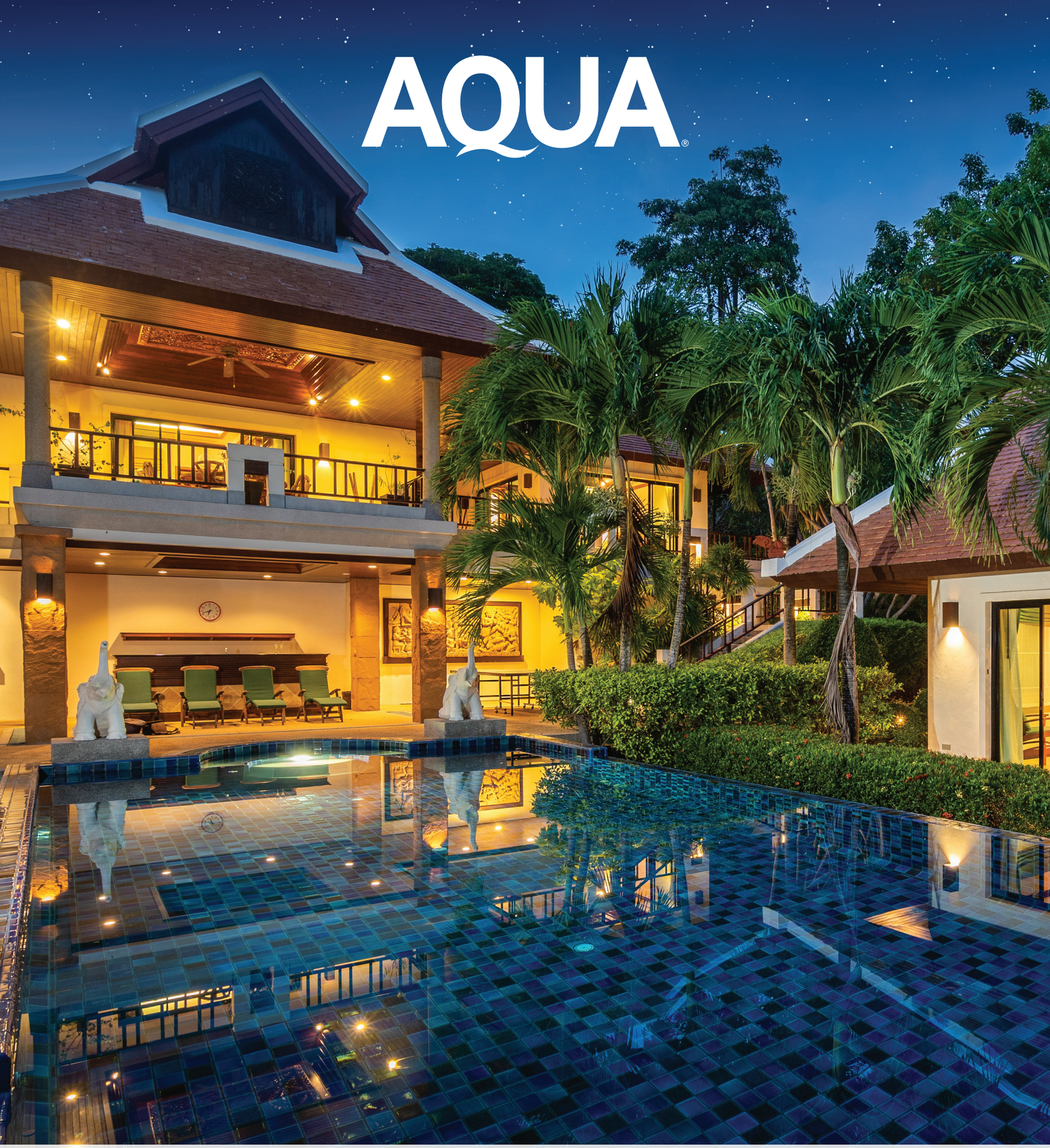

PRINT

DIGITAL

SOCIAL

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