

# AQUA

LEADERS IN THE POOL & SPA INDUSTRY

## LEADERS

### SHOW UP WHERE IT COUNTS

Position yourself within AQUA Magazine's relevant content through our leaders advertiser program to show up where it counts. Our multi-channel approach connects active buyers to the solutions you have to offer.

### KEY FEATURES

- Brand exposure through our year-round, multi-channel approach



# KEY FEATURES (CONTINUED)

- Online article tagging to position company listings along category-related content

## ⊖ POOL ACCESSORIES

- Aqua Group
- AquaStar Pool Products
- Intermatic
- Pentair Aquatic Systems

- Pop-up data card view within articles displays on hover to drive interest and engagement

The screenshot displays a website interface with a pop-up data card. The data card is titled "OUTDOOR LIVING" and lists several categories: Homestead Structures, Intermatic, Pentair Aquatic Systems, and Z Poolform - Concrete Countertop Solutions. A button labeled "VIEW ALL LEADERS COMPANIES >" is positioned below the list. The background shows a featured product section with images of pool systems and a featured video section with video thumbnails. A large image of a lounge chair is visible at the bottom of the page.

Home of the Z Poolform and Z Countertop Systems

Dario Baldoni, VP Marketing

Visit Site

View Profile

Featured Products

View more products >

Z Poolform System

Z Countertop System

Z Poolform System

Z Poolform - Concrete Countertop...

Featured Videos

View more videos >

Z Poolform AutoCover Instructional Video

Concrete Countertop Solutions Introduction

Z Poolform Presents HIDE Skimmer Covers

OUTDOOR LIVING

- Homestead Structures
- Intermatic
- Pentair Aquatic Systems
- Z Poolform - Concrete Countertop Solutions

VIEW ALL LEADERS COMPANIES >

When asked about the Schaise design, Marin said she focused on the feeling of the body, and made a seat that allows the body to be unrestrained. "The mechanics of the body's functions and movements is an essential matter for me," says Marin. "That is why this furniture is so minimal. The chairs follow the body, instead of having the body adapt itself."

The vivid, soft colors of blue, white, yellow and pink embellishing the Schaise

# KEY FEATURES (CONTINUED)

- Easy-to-search directory, highlighting companies in 19 categories

<b>⊖ AUTOMATION/CONTROLS</b> <ul style="list-style-type: none"><li>☐ Intermatic</li><li>☐ Pentair Aquatic Systems</li><li>☐ Poolside Tech 🟡</li></ul>	<b>⊖ LIGHTING</b> <ul style="list-style-type: none"><li>☐ Pentair Aquatic Systems</li></ul>	<b>⊖ RETAIL PRODUCTS</b> <ul style="list-style-type: none"><li>☐ Aqua Group</li><li>☐ BioLab, Inc. 🟡</li><li>☐ Homestead Structures</li><li>☐ Pentair Aquatic Systems</li><li>☐ Poolside Tech 🟡</li><li>☐ Speck Pumps-Pool Products</li><li>☐ Tara Pool &amp; Outdoor Products</li><li>☐ Z Poolform - Concrete Countertop Solutions 🟡</li></ul>
<b>⊖ DISTRIBUTION</b> <ul style="list-style-type: none"><li>☐ POOLCORP</li></ul>	<b>⊖ OUTDOOR LIVING</b> <ul style="list-style-type: none"><li>☐ Homestead Structures</li><li>☐ Intermatic</li><li>☐ Pentair Aquatic Systems</li><li>☐ Z Poolform - Concrete Countertop Solutions 🟡</li></ul>	<b>⊖ SAFETY PRODUCTS</b> <ul style="list-style-type: none"><li>☐ Intermatic</li><li>☐ Pentair Aquatic Systems</li></ul>
<b>⊖ FIBERGLASS POOLS</b>	<b>⊖ POOL ACCESSORIES</b> <ul style="list-style-type: none"><li>☐ Aqua Group</li><li>☐ AquaStar Pool Products</li><li>☐ Intermatic</li><li>☐ Pentair Aquatic Systems</li><li>☐ Poolside Tech 🟡</li><li>☐ Speck Pumps-Pool Products</li><li>☐ Tara Pool &amp; Outdoor Products</li><li>☐ Z Poolform - Concrete Countertop Solutions 🟡</li></ul>	<b>⊖ SANITIZING/WATER TESTING</b> <ul style="list-style-type: none"><li>☐ AQUASALT, LLC</li><li>☐ BioLab, Inc. 🟡</li><li>☐ King Technology Inc.</li><li>☐ LANXESS Corporation</li><li>☐ Poolside Tech 🟡</li><li>☐ Solenis</li></ul>
<b>⊖ FILTRATION</b> <ul style="list-style-type: none"><li>☐ AquaStar Pool Products</li><li>☐ Pentair Aquatic Systems</li></ul>	<b>⊖ POOL CLEANERS</b> <ul style="list-style-type: none"><li>☐ HammerHead</li><li>☐ Pentair Aquatic Systems</li><li>☐ Tara Pool &amp; Outdoor Products</li></ul>	<b>⊖ SOFTWARE</b> <ul style="list-style-type: none"><li>☐ Poolside Tech 🟡</li></ul>
<b>⊖ FINANCE</b> <ul style="list-style-type: none"><li>☐ HFS Financial Services</li><li>☐ Lyon Financial 🟡</li><li>☐ Viking Capital</li></ul>	<b>⊖ POOL COVERS</b> <ul style="list-style-type: none"><li>☐ Aquamatic Cover Systems</li><li>☐ Cover Company Inc., The</li><li>☐ Cover-Pools Incorporated</li><li>☐ Garrett Liners &amp; Safety Covers</li></ul>	<b>⊖ SPA ACCESSORIES</b>
<b>⊖ HEATERS</b> <ul style="list-style-type: none"><li>☐ Pentair Aquatic Systems</li></ul>	<b>⊖ PUMPS/MOTORS</b> <ul style="list-style-type: none"><li>☐ AquaStar Pool Products</li></ul>	<b>⊖ SPAS</b>
		<b>⊖ VINYL LINERS &amp; PACKAGE POOLS</b> <ul style="list-style-type: none"><li>☐ Cover Company Inc., The</li><li>☐ Tara Pool &amp; Outdoor Products</li></ul>

## AQUA'S ONLINE PRESENCE

**535K+**

UNIQUE PAGE VIEWS  
LAST YEAR

**350K+**

USERS  
LAST YEAR

**2 MINUTES+**

AVERAGE SESSION  
DURATION

**45K+**

AVERAGE MONTHLY  
UNIQUE PAGE VIEWS

# LEADERS

## HOW LEADERS WORKS

[Read this article](#) and follow along. The stats outlined below demonstrate an example of an AQUA Leader after just one month:



## 5.8K IMPRESSIONS

The number of times your business name was displayed in front of the target audience on our website.





# 291 DATA CARD OPENS

The number of times a user hovers over your company name, and the company card opens a preview for the user to see.



**CLICK TO VIEW LEADERS**



# 4K UNIQUE USERS

Unique people that have seen your business name on our website.



## BECOME AN AQUA LEADER



**JARED FISH | EAST SALES**  
(608) 729-4220 | jared@aquamagazine.com



**STAN CHAMBERS | WEST SALES**  
(949) 253-8725 | stan@aquamagazine.com

*\*\*Must be a qualified advertiser to be eligible (spend \$20,000/year)*