

2025 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	NOV. 23	NOV. 29	THE POOL & SPA SHOW Pool Equipment	<ul style="list-style-type: none"> Chemicals Sanitization
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show Southwest Pool & Spa Show	DEC. 27	JAN. 3	THE LABOR ISSUE Fiberglass Pools Automatic Pool Covers	<ul style="list-style-type: none"> Vinyl-Liner Patterns
MARCH	JAN. 24	JAN. 31	THE RENOVATION ISSUE Spa Dealer Profile	<ul style="list-style-type: none"> Renovation Products (finishes, paints, coping, fencing, etc.)
APRIL	FEB. 24	MARCH 3	THE AQUA 100 ISSUE Top Retailers from Across North America Inground Package Pools Pool Equipment Filtration	<ul style="list-style-type: none"> Retail Must Haves (spa accessories, pool cleaners, grills, heaters, furniture, etc.)
MAY	MARCH 28	APRIL 4	STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers	
JUNE	APRIL 28	MAY 5	AROUND THE POOL Swim Spas Water Testing Pool Lighting Spa Dealer Profile	<ul style="list-style-type: none"> Outdoor Living Products (furniture, heating, sound systems, water features, fire features, etc.)
JULY	MAY 26	JUNE 2	THE TRUCK/VAN CONTEST Pool Equipment Fiberglass Pools Pool Covers	<ul style="list-style-type: none"> Water Testing Safety Products
AUGUST	JUNE 30	JULY 7	INDUSTRY WATCHLIST Top Social Media Influencers Financing Business Software	<ul style="list-style-type: none"> Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, Calif.) PSP Expo	JULY 28	AUG. 4	PHTA AWARDS OF EXCELLENCE Chemicals Spas Spa Dealer Profile	<ul style="list-style-type: none"> Spas (portable, stainless, commercial, swim) Saunas
OCTOBER BONUS DISTRIBUTION: Equip Exposition (Louisville, Ky.) PSP Expo	AUG. 27	SEPT. 3	THE INTERNATIONAL POOL SPA PATIO EXPO ISSUE	<ul style="list-style-type: none"> Pool Equipment (pumps, UV, pool/landscape lighting, etc.)
NOVEMBER	OCT. 1	OCT. 8	9TH ANNUAL HOT WATER ISSUE Chemicals	<ul style="list-style-type: none"> Show Products
DECEMBER BONUS DISTRIBUTION: All Major Industry Shows	OCT. 27	NOV. 3	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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