

AQUA[®]

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2021 MEDIA KIT

AQUA MEDIA KIT 2021

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OUR COMPREHENSIVE APPROACH TO THE ENTIRE MARKET:

13,200+ AQUA TODAY SUBSCRIBERS

15,100+ CUSTOM E-MAIL SUBSCRIBERS

15,000 AUDITED MAGAZINE SUBSCRIBERS

81,000+ MONTHLY WEBSITE SESSIONS

15,500+ SOCIAL MEDIA CONNECTIONS

Engage the Entire Pool & Spa Industry

At AQUA, our focus has always been on connecting retailer, builder and service pro decision-makers to the products, services and information they need to run successful businesses. With this focus in mind, we dedicate significant resources to ensure we're offering timely and relevant editorial content our high-quality audiences seek out and rely on. *But it doesn't stop there.*

We take great pride in our meticulously maintained subscriber lists that guarantee measurable results for you.

When you advertise with AQUA, you can be confident you're partnering with a company dedicated to your success through a highly qualified and engaged audience of key decision-makers.

WHO YOU'RE REACHING:



RETAILERS



BUILDERS



SERVICE
TECHNICIANS



LANDSCAPE
ARCHITECTS/
DESIGNERS



CASUAL
FURNITURE/
PATIO DEALERS



MANUFACTURERS,
DISTRIBUTORS

The Resource Your Prospects Seek Out

Take the guesswork out of integrated marketing, starting with AQUA Magazine. Our industry-leading trade publication offers a strong foundation for you to deliver a unified and seamless campaign to increase brand awareness and generate high-quality leads.

Retailers, builders, and service professional decision-makers still heavily rely on trade publications to find the information, products and services they need to run successful businesses. Plus, with a third-party verified print subscriber list, you can be confident you're reaching highly engaged top prospects.



What it Means to be Audited

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

Being audited means our 15,000 print subscribers are independently verified by AAM to ensure:

- 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- Our subscribers are current - our list contains no outdated records that are no longer relevant.

AQUA Magazine Helps You Reach High-Quality, Engaged Prospects



85% of our audience have spent 10-20+ years in the pool and spa retail industry



93% of retail readers said business is staying the same or getting stronger



100% of our circulation is third-party verified as being a qualified record



15,000 qualified pool and spa decision-makers receive AQUA Magazine

**According to the 2020 AQUA State of the Industry survey*



AQUA Magazine

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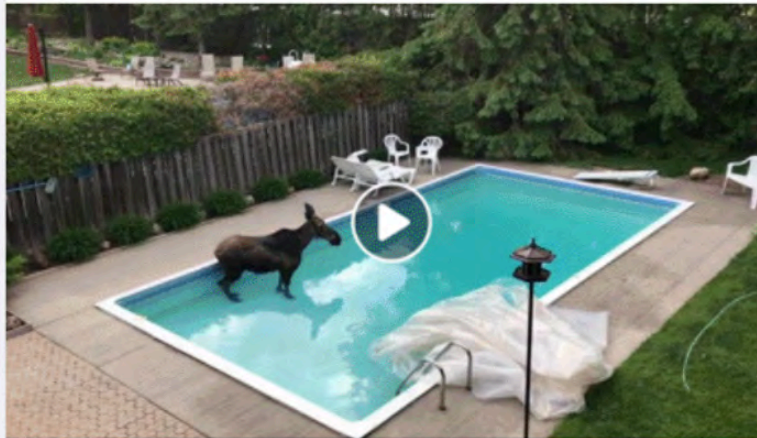
The 24/7 Connection to Industry Pros

AQUA's online and social media channels deliver your message to key pool and spa decision-makers whenever and wherever they're looking for industry-specific content, products and services. When combined with our print marketing solutions, digital opportunities from AQUA ensure your brand messaging is connected to our engaged and growing audience of pool and spa retailers, builders and service professionals anywhere and anytime.

Plus, AQUA continually delivers new digital marketing opportunities designed to captivate and engage our online audiences.

AQUA Magazine
July 23 · 🌐

Just a quick dip! 🐾



CBC Ottawa 📍
May 29 · 🌐

A couple in Ottawa's south end woke up to find a moose swimming around in their backyard pool.

The moose later dried off and returned to her natural habitat saf... [See More](#)

👍👍👍 Suzy Bickler and 15 others · 1 Comment 16 Shares

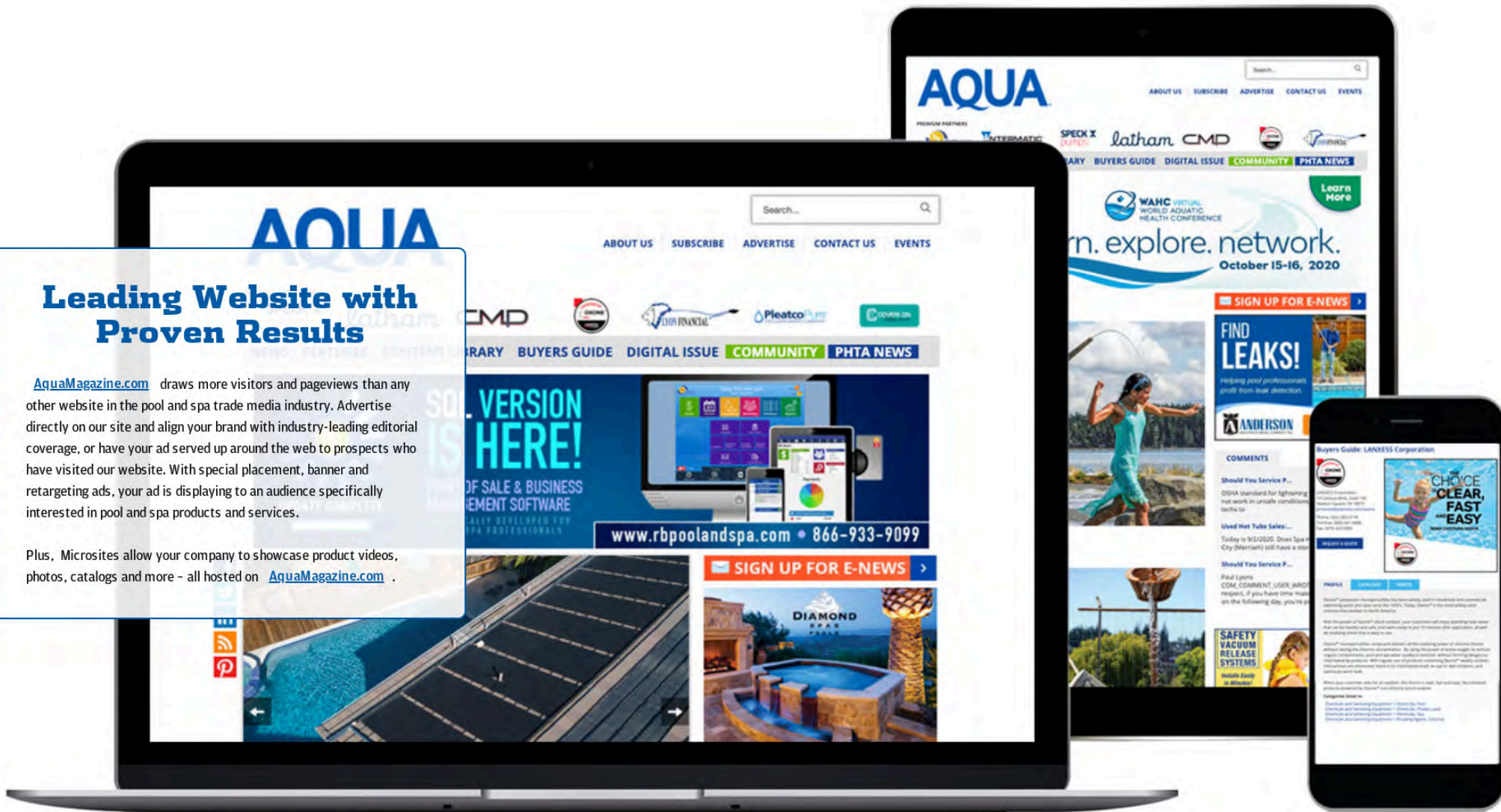
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Most Relevant

Leading Website with Proven Results

AquaMagazine.com draws more visitors and pageviews than any other website in the pool and spa trade media industry. Advertise directly on our site and align your brand with industry-leading editorial coverage, or have your ad served up around the web to prospects who have visited our website. With special placement, banner and retargeting ads, your ad is displaying to an audience specifically interested in pool and spa products and services.

Plus, Microsites allow your company to showcase product videos, photos, catalogs and more - all hosted on AquaMagazine.com.

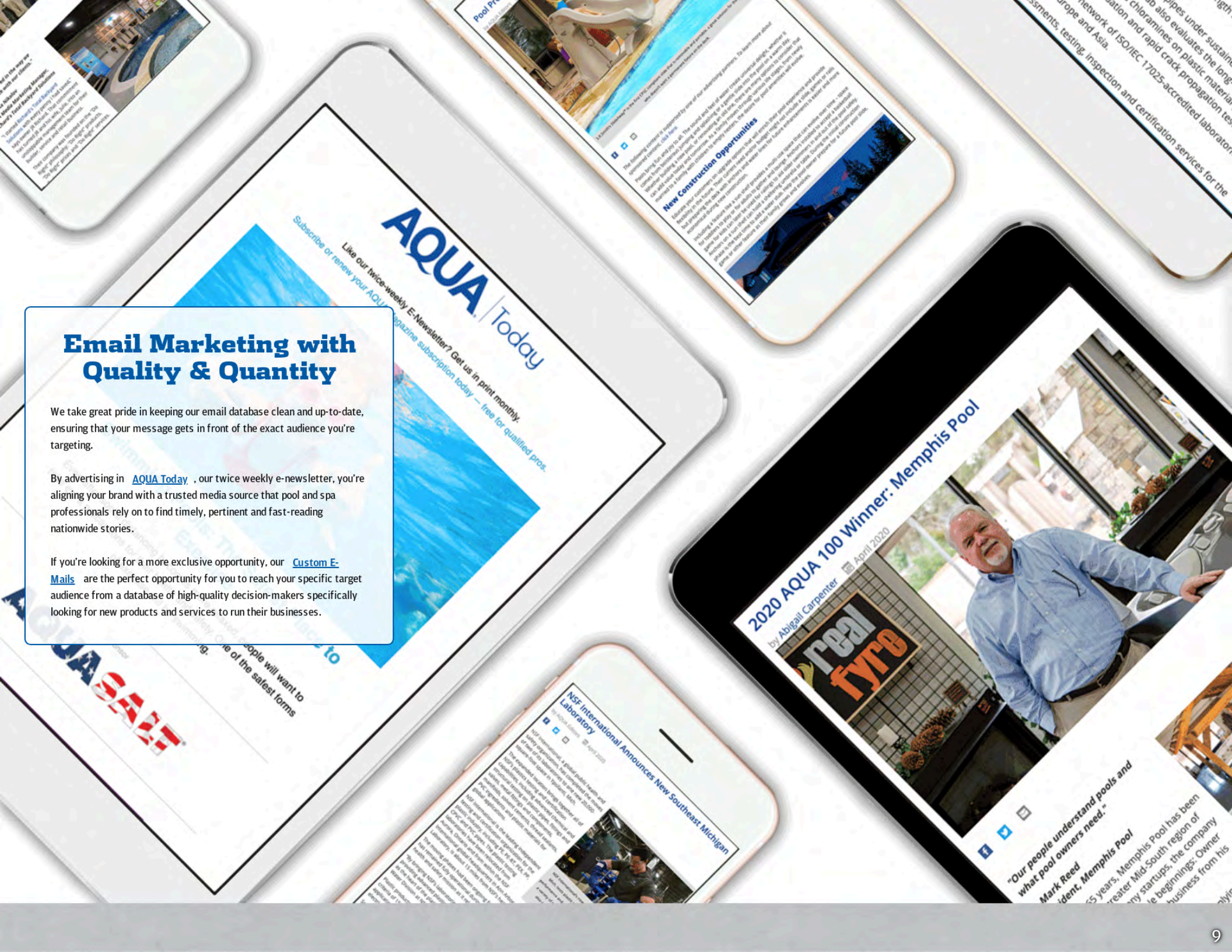


Email Marketing with Quality & Quantity

We take great pride in keeping our email database clean and up-to-date, ensuring that your message gets in front of the exact audience you're targeting.

By advertising in [AQUA Today](#), our twice weekly e-newsletter, you're aligning your brand with a trusted media source that pool and spa professionals rely on to find timely, pertinent and fast-reading nationwide stories.

If you're looking for a more exclusive opportunity, our [Custom E-Mails](#) are the perfect opportunity for you to reach your specific target audience from a database of high-quality decision-makers specifically looking for new products and services to run their businesses.





AQUA Magazine

February 24 · 🌐



If you haven't taken our State of the Industry survey, you need to! Last year, we had 1,400+ completed surveys from your peers that helped them see the industry like never before. ✨

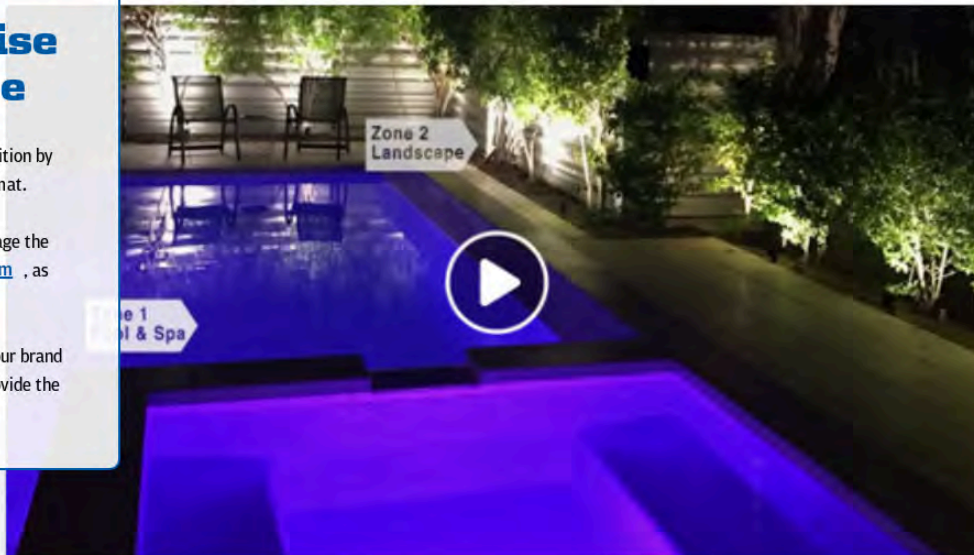
Did we mention that there is over \$3,000+ worth of prizes you could win? Check out this \$1,500 prize from [S.R.Smith](#). Please help AQUA and support our efforts on bringing great information to thousands of pool and spa professionals nationwide. Click here: [aquamag.com/SOI2020](#)

Share Your Expertise With Our Audience

Content-based solutions separate your brand from the competition by engaging with prospects in a deeper and more educational format.

Sponsored Content and **Sponsored Videos** allow you to leverage the power of content marketing, promoted on [AquaMagazine.com](#), as well as AQUA's social media and email marketing channels.

Sponsored Webinars are a powerful opportunity to establish your brand as a thought-leader while collecting high-quality leads. You provide the content, and AQUA takes care of the rest.



9

Pool Covers - Winter



For both inground and aboveground pools, a safety cover is critical for protecting pools from the elements and keeping people safe. Whether you're looking at the latest styles or wondering how to properly measure a pool for a winter cover, AQUA has you covered.

- › **Sizing a Safety Cover the Traditional Way, Using Basic Geometry**
- › **Keep Calm and Cover Up**
- › **Winterizing Inground Pools, Step by Step**

[More...](#)

Sponsored by:



Retailing



An improving economy means retailers are poised for success now more than ever. However, that doesn't mean brick-and-mortar dealers aren't without challenges, such as competition from online giants and big box stores. For advice on marketing, customer service, sales tips and more, read this section.

- › **Partner With a Pop-Up Restaurant**
- › **How to Get Into the Swim Spa Business**
- › **Selling APCs in an Online World**

[More...](#)

Sponsored by:



Message from the Editor

In the information age, the key to success is rapid access to the exact information you need, the needle in the great haystack of digital content. That's why we created the AQUA Toolbox — to help you quickly zero in on the facts and background necessary for good business decisions. The AQUA Toolbox gathers the most important features and stories from the magazine and website under the most important content categories, and provides them to you in a clean, easy-to-access PDF. Simply complete the free online registration and this modern library of pool and spa related learning is yours!

Want even more great content? AQUA Magazine is the top resource for retailers, builders and service professionals in the spa and pool industry. Every month, thousands of industry professionals turn to AQUA for its valuable mix of news, trends and product coverage. Get your FREE subscription! [SUBSCRIBE NOW](#)

Highlight Your Brand Within Our Content

Sponsorships with AQUA establish your brand as an industry thought-leader by displaying your brand within our trusted content.

The [AQUA Toolbox](#) gathers features and stories from the magazine and website under the most important categories, allowing users to simply check out articles within their topic of interest and download them in a clean, easy-to-access PDF. Plus, category sponsors receive exclusive sales leads for buyers who visit that category.



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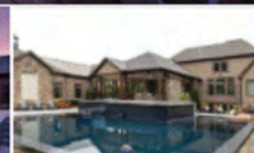
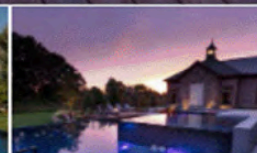
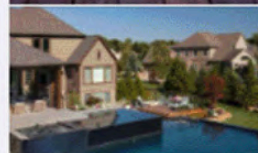


AQUA Magazine

July 16 · 🌐



What began as a simple project involving the design of a small inground pool and the addition of a second garage eventually evolved into a grand backyard oasis. Read more here: aqmag.co/GorgeousBackyardProject
#PentairSpotlight



Social Media Marketing, Simplified.

Connect with your prospects in a fun, friendly medium where they already spend their time. Displaying your branded content on our social media platforms helps drive relevant traffic to your website and generate increased brand awareness. Our followers and connections are not only actively engaged with us on social media, they look to our pages for information on industry trends, new products and ways to help them succeed.

Plus, if your company is active on social media we will be sure to tag your accounts, along with any key words you'd like.



Pool House Treehouse

What to do with all that excavated rock and a tree looming over the pool? Make something cool.

By Alon Perleberg

Sometimes, the best way to solve a problem is to embrace it. In the case of a pool house, that means embracing the natural elements of the site. In this project, the pool house is built on a rocky slope, and a large tree stands over the pool. The design team used the rock and the tree as inspiration for the pool house's design. The pool house is built on a concrete foundation, and the pool is built on a concrete deck. The pool house is built on a concrete foundation, and the pool is built on a concrete deck. The pool house is built on a concrete foundation, and the pool is built on a concrete deck.

LIFE IS A LITTLE BETTER IN A TREEHOUSE...

By Alon Perleberg

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Shock: Oxidation, Superchlorination, Hyperchlorination and Breakpoint Chlorination

By Terry Arno

In the pool world, there are many terms used to describe the process of treating pool water. Shock, superchlorination, hyperchlorination, and breakpoint chlorination are all terms used to describe the process of treating pool water. Shock is the most common term used to describe the process of treating pool water. Superchlorination is a term used to describe the process of treating pool water with a high concentration of chlorine. Hyperchlorination is a term used to describe the process of treating pool water with a very high concentration of chlorine. Breakpoint chlorination is a term used to describe the process of treating pool water with a very high concentration of chlorine.



Metamorphosis

A "before" pool remodel is transformed into a "after" pool remodel, showing the new design and the new pool.

By Rick Woods



AQUA 2022

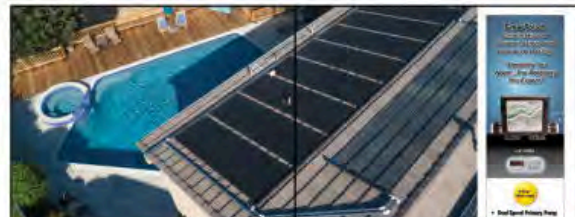
Step Inside the Industry

By Rick Woods

33 TRICKS OF THE SERVICE TRADE

Everything from how to save time on the job to how to communicate with customers. The ultimate checklist of 33 tricks of the trade for pool and spa pros.

By Alon Perleberg



Exploring Solar Thermal: Tips for Design, Installation and Service

By Ben Perleberg

Solar thermal is a renewable energy source that can be used to heat water for a pool. It is a clean, green energy source that can be used to heat water for a pool. It is a clean, green energy source that can be used to heat water for a pool. It is a clean, green energy source that can be used to heat water for a pool.

Success in Renovation

Builders work to reduce the homeowner's vacation budget by the backyard.

By Alon Perleberg



BUILDER BLUNDERS: FAILURE TO DAMP-PROOF LIMESTONE

Water in the stone is a major problem for pool builders, causing cracks and raising the specter of the beautiful turn of events.

By Rick Woods



The Art of Engineering

Pool builders are the engineers of the pool world. They use their skills to create a pool that is both beautiful and functional.

By Rick Woods

THREE COMMERCIAL POOL CROSSOVERS

Major pool manufacturers that have made the transition from residential/commercial to residential and sawn poised for growth in the 2020s.

By Alon Perleberg



Add Excitement and Stir

Slides, waterfalls and diving boards can add an extraordinary appeal of water into an exhilarating backyard cocktail, and a profitable supplement.

By Robby Conover



THAT'S A WARP!

On the 2022 Truck & Van Contest We award the owner's choice of a winner.

By Rick Woods



A BUNDLE OF FUN

Let's have fun!

By Rick Woods

EDITORIAL CALENDAR

2021 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 Southwest Pool & Spa Show	NOV. 23	NOV. 30	THE POOL & SPA SHOW	<ul style="list-style-type: none"> Pool Heating Outdoor Heating Pool Paint 	<ul style="list-style-type: none"> Chemicals, Sanitization
FEBRUARY BONUS DISTRIBUTION: Orlando Pool & Spa Show	DEC. 28	JAN. 4		<ul style="list-style-type: none"> Fiberglass Pools Automatic Pool Covers 	<ul style="list-style-type: none"> Vinyl-Linear Patterns & Systems
MARCH	JAN. 25	FEB. 1	THE RENOVATION ISSUE	<ul style="list-style-type: none"> Smart Sensors Finance Pool Lighting Hot Tub/Spas 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	<ul style="list-style-type: none"> Inground Package Pools Pool Equipment 	<ul style="list-style-type: none"> Retail Must Haves (grills, cutlery, spa accessories, pool cleaners, heaters, furniture, etc.)
MAY	MARCH 25	APRIL 1		STATE OF THE INDUSTRY Market Reports for: Retail, Service, Build/Design, Hot Tub Retailers	
JUNE	APRIL 23	APRIL 30	OUTDOOR LIVING	<ul style="list-style-type: none"> Swim Spas Water Testing Pool Lighting Water/Fire Features Hot Tub/Spas Dealer Profile 	<ul style="list-style-type: none"> Outdoor Living Products (furniture, heating, sounds systems, water features, fire features, etc.)
JULY	MAY 26	JUNE 2	THE DOE ISSUE	<ul style="list-style-type: none"> Pool Equipment Fiberglass Pools Pool Covers Custom Upgrades 	<ul style="list-style-type: none"> Water Testing Safety Products
AUGUST	JUNE 24	JULY 1	THE LABOR ISSUE	<ul style="list-style-type: none"> Financing Insurance Business Software 	<ul style="list-style-type: none"> Winterizing Products
SEPTEMBER BONUS DISTRIBUTION: PIE Show (Monterey, Calif.)	JULY 22	JULY 29	5TH ANNUAL HOT WATER ISSUE	<ul style="list-style-type: none"> Pool Equipment Custom/Commercial Spas Specialty Chemicals Hot Tub/Spas Dealer Profile 	<ul style="list-style-type: none"> Spas (portable, stainless, commercial, swim, saunas)
OCTOBER	AUG. 26	SEPT. 2	PHTA AWARDS OF EXCELLENCE The finest in pool building on display.	<ul style="list-style-type: none"> Chemicals Filtration Decking Pool Tile Slides & Diving Boards 	<ul style="list-style-type: none"> Pool Equipment (pumps, UV, pool/landscape lighting, etc.)
NOVEMBER BONUS DISTRIBUTION: All Major Industry Shows	SEPT. 24	OCT. 1	THE INTERNATIONAL POOL SPA PATIO EXPO ISSUE	<ul style="list-style-type: none"> Outdoor Living 	<ul style="list-style-type: none"> Show Products
DECEMBER BONUS DISTRIBUTION: All Major Industry Shows	OCT. 28	NOV. 4		BUYERS' GUIDE The industry's handbook for quick reference to all suppliers.	

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

2021 Editorial Calendar

Since 1976, AQUA Magazine has empowered pool and spa professionals through timely articles on the news, information and insight they need to guide their businesses and help them grow. We are excited to continue this commitment throughout 2021, and we have an awesome editorial lineup in store. Be sure to check out the special coverage, features and product focus sections we have planned each month.

PRICING

NOTE: ALL RATES LISTED ARE NET. | Listed prices are per ad. Frequency discounts apply when booking multiple advertisements.

PRINT ADVERTISING

FOUR COLOR	1 Issue	3 Issues	6 Issues	12 Issues
Spread	\$5,325	\$5,125	\$4,775	\$4,575
Page	3,125	2,975	2,800	2,700
2/3 Vertical	2,700	2,525	2,375	2,300
1/2 Island	2,425	2,275	2,150	2,075
1/2 Horizontal or Vertical	2,225	2,075	1,975	1,900
1/3 Horizontal or Vertical	1,875	1,800	1,675	1,625
1/4	1,700	1,625	1,525	1,475
1/6	1,450	1,400	1,350	1,275

MARKETPLACE

(non-commissionable)	1 Issue	3 Issues	6 Issues	12 Issues
1/12	\$525	\$500	\$450	\$375
1/6	1,000	900	825	725

CUSTOM CONTENT

Sponsored Video (One Video)	\$1,625
Sponsored Content (Digital)	Call for Pricing
Sponsored Content (Print)	Call for Pricing
Social Media Package (Add-on to current contract)	\$450

CUSTOM COVER AND SPECIAL INSERT OPTIONS

Custom Cover Insert Belly Band	Call for Pricing
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DIGITAL ADVERTISING

BANNER ADS	1 Month	6 Months	12 Months
Super Leaderboard	\$950	\$5,400	\$10,200
Welcome	900	4,925	8,925
Leaderboard	550	2,950	5,375
Block 1	450	2,425	4,475
Block 2	375	1,875	3,575

AQUA TODAY

E-NEWSLETTER	1 Week	6 Weeks	12 Weeks
1st Banner	\$775	\$675	\$575
2nd Banner	675	600	550
3rd Banner	675	600	550
4th Banner	575	500	450
5th Banner	575	500	450

CUSTOM E-MAIL

One Mailing	\$1,575
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MICROSITE Annual: \$1,350

CONTENT LIBRARY Annual: \$9,000

WEBINAR Call for Pricing*

*Full pre-pay 4 months in advance of event date

Net Rates

Listed prices are per ad. Frequency discounts apply when booking multiple advertisements. For Gross Rates, visit info.aquamagazine.com/rates

Set Your Brand up for Success by Partnering With AQUA

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Jared Fish, Eastern Sales

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