



Swimming Pool Scene

Media Kit

www.poolandspascene.com

Commercial Pools • Residential Pools • Steam and Sauna • Wellbeing • Accessories

Swimming Pool Scene is the biggest and brightest magazine for all wet leisure sectors in the UK, also mailing out to over 95 countries worldwide.

Swimming Pool Scene

With unrivalled experience and in-depth knowledge Swimming Pool Scene is published six times annually, which is also available online with regular E-shots going out to our readers.

At least 10,000 copies are distributed to key personnel including existing and potential, pool owners in over 95 countries worldwide.

Swimming Pool Scene Advertising Rates:

MAGAZINE

| | |
|--|--------|
| Double Page Spread | £2,050 |
| Full Page | £1,250 |
| Half Page | £750 |
| Quarter page | £550 |
| Eighth page | £400 |
| Suppliers Directory | |
| NOTE: All Classified entries run for a whole year (6 issues) | |
| 1 entry (just wording) | £250 |
| 2 entries (just wording) | £320 |
| 3-5 entries (just wording) | £440 |
| Standard Box listing (87mm x 30mm) | £460* |
| Double Box listing (87mm x 60mm) | £760* |

*Artwork required

MARKETPLACE: Product News

1 entry including a picture and 100 words – £150 (1 issue). £125 per insertion for three or more issues when booked simultaneously

Inserts: £100 per 1,000 distributed

ONLINE

Top Banner: 673 x 99px – £500

Hot Boxes: Available on Right hand column only - price depends on size!

Small Hot Box: 116 x 170px – £125

Large Hot Box: 116 x 336 px – £225

All banner prices are based on one month. Please note all bookings under £250 or by new clients are made so on a pre-paid basis.

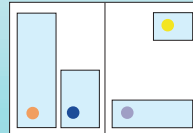
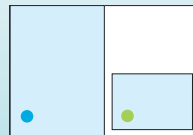
We also include our Suppliers Register/ Classified Section online!

Have you seen our Independent Awards?



www.ukpoolandspaawards.co.uk

The UK Pool & Spa awards are run by Waterland Media, in association with Swimming Pool Scene magazine. They are totally independent of any trade associations or water leisure organisation



Artwork dimensions (w x h)

- Double page spread 426mm x 303mm (incl. bleed)
- Full page 216mm x 303mm (incl. bleed) (Type area 179mm x 272mm)
- Half page horizontal 179mm x 131mm
- Half page vertical 87mm x 272mm
- Quarter page vertical 87mm x 131mm
- Quarter page horizontal 179mm x 61mm
- Eighth page 87mm x 61mm

Technical data

Accepted Artwork Formats

- Artwork should be supplied to us as either a Photoshop® or Illustrator® EPS with embedded fonts, a high resolution PDF to PDFX1 a standard or Photoshop® TIFF.

- All files and component images must be no less than 300 dpi.
 - All files must be CMYK. (We cannot be held responsible for any colour mismatch as a result of converting artwork from other formats).
 - We do not provide proofs of supplied artwork.
 - Any advertising not supplied to the correct specification will need to be re-supplied.
 - You must have permission to pass on to a third party any fonts used within your artwork.
- Please Note:
- We do not accept Quark® documents.

| Issue | Editorial and Advertising Deadline | PUBLISHED |
|----------|------------------------------------|------------------------|
| February | Last week in December | First week in February |
| April | First week in March | First week April |
| June | First week in May | First week in June |
| August | First week in July | First week in August |
| October | First week in September | First week in October |
| December | First week in November | First week in December |

Swimming Pool Scene

Why choose Swimming Pool Scene?

Swimming Pool Scene is the biggest and brightest magazine for the water leisure sectors in the UK, also mailing out to 95 countries worldwide.

With unrivalled experience and in-depth knowledge Swimming Pool Scene is published six times annually, which is also available to view online.

We have a printed circulation of at least 10,000 copies per issue. We send to Hotels, Health Clubs & Spas, Schools & Local Authorities, Architects, Designers & Specifiers, Hot Tub Showrooms, Swimming Pool Builders, Manufacturers and Retailers.



SOCIAL MEDIA

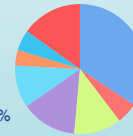
We are active on social media accounts, Twitter and Facebook, we regularly share and tweet our editorial news, marketplace news and show dates.

E-SHOTS

We have a large online presence through our monthly E-shots (15,000 quality contacts) which contain our editorial stories and marketplace news; we also include the full page adverts that feature within that issue.

MAILING DISTRIBUTION

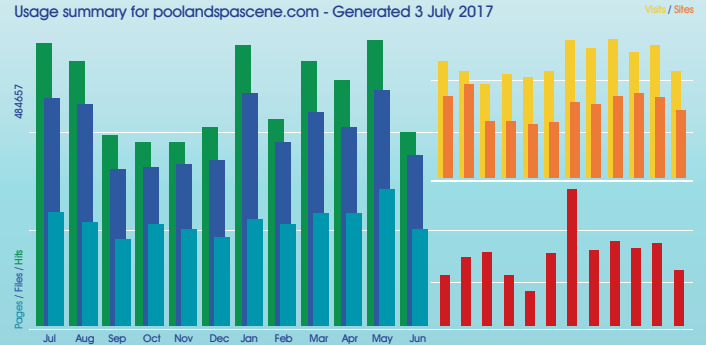
- Architects – 4.71%
- Core Water Leisure Business - 14.85%
- Health Clubs – 4.75%
- Holiday Parks – 37.5%
- Hotel Pools – 9.76%
- Local Authority Pools – 15.62%
- School Pools – 10.22%
- Wellness – 3.5%



WEBSITE

Please see our recent report on our website statistics below, did you know that in the last year we have had on average 30,000 individual website visits each month!

Usage summary for poolandspascene.com - Generated 3 July 2017



| Month | Daily Avg | | | | | Monthly Totals | | | | |
|----------|-----------|-------|-------|--------|-------|----------------|--------|---------|---------|---------|
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Jun 2017 | 11874 | 10445 | 5845 | 1007 | 17791 | 55490233 | 28199 | 163667 | 292468 | 332494 |
| May 2017 | 15912 | 13072 | 7578 | 1118 | 21167 | 82434864 | 34675 | 234939 | 405244 | 493289 |
| Apr 2017 | 13982 | 11288 | 6462 | 1102 | 22104 | 77630946 | 33071 | 193880 | 338653 | 419479 |
| Mar 2017 | 14654 | 11686 | 6162 | 1176 | 21545 | 84073559 | 36473 | 191023 | 362282 | 454290 |
| Feb 2017 | 12560 | 11034 | 6313 | 1213 | 18779 | 76216328 | 33982 | 176786 | 308957 | 351693 |
| Jan 2017 | 15567 | 12881 | 6004 | 1158 | 20063 | 138984232 | 35911 | 186144 | 399331 | 482582 |
| Dec 2016 | 10843 | 9133 | 5008 | 890 | 14417 | 72373225 | 27620 | 155277 | 283133 | 336151 |
| Nov 2016 | 10610 | 9211 | 5578 | 876 | 13469 | 34440278 | 26300 | 167369 | 276342 | 318316 |
| Oct 2016 | 10018 | 8831 | 5572 | 865 | 14752 | 49995657 | 26825 | 172748 | 273780 | 310587 |
| Sep 2016 | 10709 | 8987 | 4909 | 814 | 14792 | 72967550 | 24428 | 147280 | 269625 | 321294 |
| Aug 2016 | 14645 | 12080 | 5738 | 908 | 24415 | 70700520 | 28154 | 177890 | 374487 | 454022 |
| Jul 2016 | 15634 | 12547 | 6344 | 984 | 21403 | 50563696 | 30520 | 196677 | 388987 | 484657 |
| Totals | | | | | | 865871088 | 366158 | 2163680 | 3973289 | 4758854 |