

# Swimming Pool Scene



## Media Kit

[www.poolandspascene.com](http://www.poolandspascene.com)

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

*Swimming Pool Scene* is the biggest and brightest magazine for all water 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, and 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!

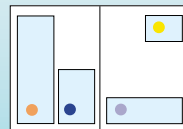
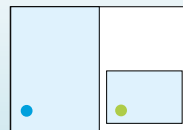
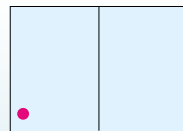
Have you seen our Independent Awards?



[www.ukpoolandspaawards.co.uk](http://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

*"The Waterland Group are a very professional and enthusiastic business team representing the wet leisure industry by providing excellent unbiased views of the industry and supporting those within it."*

Brian Tyler of Lonza

## 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.

*"Christina and her team at Waterland have been excellent to deal with. Our business has flourished with the marketing they've provided. Always a pleasure to speak to but more importantly straight talking, honest and always over delivers"*

Richard Hart of Aqua Warehouse

*"With export one of our major priorities, one of the main reasons we are followers and advertisers of the Swimming Pool Scene is it get an excellent global coverage. This is easily identified by the contacts we receive."*

Bob Kent of Mineral Supplies International

## SOCIAL MEDIA

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

## E-SHOTS

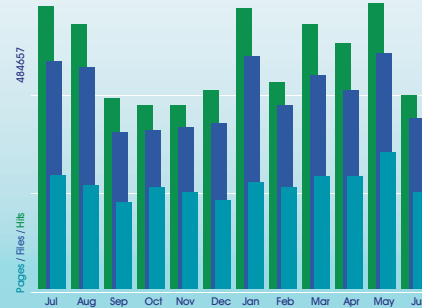
We have a large online presence through our monthly E-shots (15,000 quality contacts) which contain our editorial stories and marketplace news; we also include the full page adverts that feature within that issue.



## 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



## 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%

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	

*"Having worked with the team at Waterland for over 10 years, their professionalism combined with their continual personal attention really makes Waterland stand head and shoulders above other companies. We would always highly recommend them to all our business partners."*

Alan Thorne, Ocea UK