Swimming Pool Scene is the biggest and brightest magazine for all water leisure sectors in the UK, reaching more than 90 countries worldwide through its print and online presence!

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, reaching more than 90 countries worldwide through its print and online presence!
Swimming Pool Scene is the biggest and brightest magazine for the water leisure sectors in the UK, also mailing out to 90 countries worldwide.

Why choose Swimming Pool Scene to advertise?

With unrivalled experience and in-depth knowledge Swimming Pool Scene is published four 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.

Have you seen our Independent Awards?

UK POOL & SPA AWARDS

Run by Waterland Media, in association with Swimming Pool Scene magazine.

******** GREAT NEWS! ********

We are doubling our on-line presence for 2019 with more e-shots, more social media and more Internet promotions.

www.ukpoolandspaaawards.co.uk

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%

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

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!

Social Media

We are active on social media sites such as Twitter, Facebook and Linked In. We regularly tweet and share our editorial news,

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.

GREAT NEWS!

We are doubling our on-line presence for 2019 with more e-shots, more social media and more Internet promotions.
### Artwork Specs

All artwork should be supplied in CMYK at 300dpi with embedded fonts. In the following formats PSD | AI | PDF | TIFF | JPG.

**PLEASE NOTE.** We do not provide proofs of supplied artwork.

### Magazine adverts

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>426 x 303mm (incl. 3mm bleed)</td>
<td>£2,050</td>
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<tr>
<td>Double page spread</td>
<td>216 x 303mm (incl. 3mm bleed)</td>
<td>£1,250</td>
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<tr>
<td>Half page horizontal</td>
<td>179 x 131mm</td>
<td>£750</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>87 x 272mm</td>
<td>£750</td>
</tr>
<tr>
<td>Quarter page vertical</td>
<td>87 x 131mm</td>
<td>£550</td>
</tr>
<tr>
<td>Quarter page horizontal</td>
<td>426 x 303mm</td>
<td>£550</td>
</tr>
<tr>
<td>Eighth page</td>
<td>87 x 61mm</td>
<td>£400</td>
</tr>
</tbody>
</table>

### Suppliers Directory

1 entry (just wording) £250
2 entries (just wording) £320
3-5 entries (just wording) £440
Standard Box listing 87x 30mm £460*
Double Box listing* 87x 60mm £760*

**NOTE:** All Classified entries run for a whole year (6 issues) *Artwork required

### Web, E-Blast & Social Media Combined

Top Banner - 673 x 99px £450
Large Hot Box - 116 x 336px £225

********** NEW FOR 2019 **********

Video Channel Clips Are Now Available To All Our Advertisers

100 words with a picture – print, social media and e-blast package.
1 item per issue

Inserts - £100 per 1,000 distributed

### MarketPlace: Product News

- Not Your Average Filter
- BIRDIE LIGHTS
- Colour Spectrum
- 3404
- Waldeck's Effective Lining
- TURNED DRIVES
- Exciting Eclipse
- Competitive Charge
- Wholesale Guide

### Issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial and Advertising Deadline</th>
<th>Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Last week in November</td>
<td>First week in January</td>
</tr>
<tr>
<td>April</td>
<td>First week in February</td>
<td>First week March</td>
</tr>
<tr>
<td>June</td>
<td>First week in April</td>
<td>First week in May</td>
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<tr>
<td>September</td>
<td>First week in July</td>
<td>First week in August</td>
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