

An underwater photograph capturing a joyful moment in a swimming pool. A man and a young child are splashing together, their bodies surrounded by a large cloud of white water bubbles. The man is in the foreground, looking towards the camera with a slight smile. The child is slightly behind him, also looking towards the camera. The water is a clear, vibrant blue, and the background shows the pool's structure and some greenery.

# SWIMMING POOL SCENE

## MEDIA KIT

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

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

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Swimming Pool Scene is the biggest and brightest magazine for all water leisure sectors in the UK, reaching more than 60 countries worldwide through its print and on-line presence!

“ 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, Aqua Warehouse

## WHY CHOOSE SWIMMING POOL SCENE TO ADVERTISE?

Swimming Pool Scene is the biggest and brightest magazine for the water leisure sectors in the UK, also mailing out to 60 countries worldwide.

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.

“ 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, Mineral Supplies International

Have you seen our Independent Awards?



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

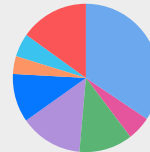
**GET INVOLVED TODAY**

Sponsor opportunities available.

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

## 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 4,990 Facebook followers, 5,400 Twitter followers and 1,000 LinkedIn followers. We regularly tweet and share 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.



# ADVERTISING RATES

## MAGAZINE ADVERTS

- Double page spread      £2,050  
426 x 303mm (incl. 3mm bleed)

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- Full page                    £1,250  
216 x 303mm (incl. 3mm bleed)

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- Half page horizontal      £750  
179 x 131mm

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- Half page vertical         £750  
87 x 272mm

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- Quarter page vertical     £550  
87 x 131mm

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- Quarter page horizontal   £550  
179 x 61mm

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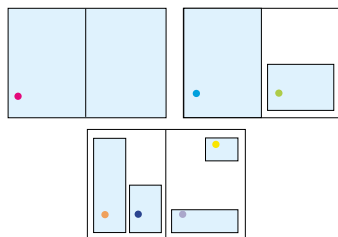
- Eighth page                £400  
87 x 61mm

## ARTWORK SPECS

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

### PLEASE NOTE.

We do not provide proofs of supplied artwork.



“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, Lonza

# SWIMMING POOL SCENE

## SUPPLIERS DIRECTORY

- 1 entry (just wording)                    £250

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- 2 entries (just wording)                   £320

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- 3-5 entries (just wording)                £440

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- Standard Box listing\*                    £460\*  
87x 30mm

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- Double Box listing\*                        £760\*  
87x 60mm

### NOTE:

All classified entries run for the whole year, 12 months on-line & 4 printed magazines.

\* Artwork required



## WEBSITE & EMAIL BANNERS

- Top Banner - 673 x 99px                 £450 p/month

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- W-Sidebar - 116 x 170px                 £225 p/month

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- E-Sidebar - 230 x 327px                 £500 p/eshot

Video Channel Clips Are Now Available  
To All Our Advertisers

## MARKETPLACE: PRODUCT NEWS

Product news includes:  
75 words with a picture and contact details.  
We promote this through print, online,  
shared on social media and sent out in  
our email newsletter.  
£250 per item promoted

## INSERTS

£100 per 1,000 distributed

| Issue          | Materials Deadline | PUBLISHED             |
|----------------|--------------------|-----------------------|
| Spring Edition | End of February    | First week in April   |
| Summer Edition | End of May         | First week in July    |
| Autumn Edition | End of August      | First week in October |
| Winter Edition | End of November    | First week in January |



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