

POOL & SPA SCENE



MEDIA KIT

www.poolandspascene.com

Commercial Pools • Residential Pools • Hot Tubs • Spas • Swim Spas
Accessories • Outdoor Spaces • Steam and Sauna • Wellbeing

Pool & Spa 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?

Pool & Spa 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 Pool & Spa Scene is published six times annually, which is also available to view online.

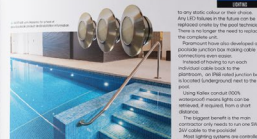
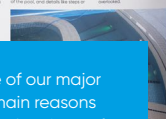
We have a printed circulation of at least 10,000 copies per issue.

We send to Hotels, Health Clubs & Spas, Schools & Local Authorities, Architects, Designers & Specifiers, Hot Tub Showrooms, Swimming Pool Builders, Manufacturers and Retailers.



SHINING LIGHTS

Waterland Media's new magazine, 'SHINING LIGHTS', is a new addition to the Pool & Spa Scene family. It is a new magazine that will be published quarterly, focusing on the latest in pool and spa lighting. The magazine will feature articles on the latest in pool and spa lighting, as well as interviews with leading experts in the field. The magazine will also feature a range of products and services available from leading manufacturers.



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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%

Have you seen our Independent Awards?



Run by Waterland Media, in association with Pool & Spa 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.ukpoolandspaawards.co.uk

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!

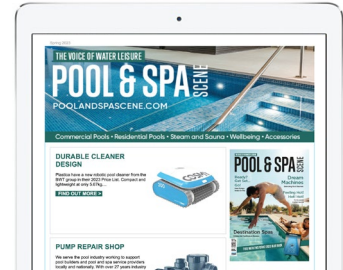
SOCIAL MEDIA



We are active on social media sites such as 4,990 Facebook followers, 5,400 Twitter followers and LinkedIn. 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

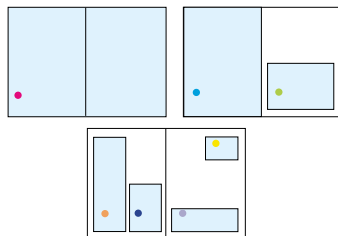
• Double page spread 426 x 303mm (incl. 3mm bleed)	£2,050
• Full page 216 x 303mm (incl. 3mm bleed)	£1,250
• Half page horizontal 179 x 131mm	£750
• Half page vertical 87 x 272mm	£750
• Quarter page vertical 87 x 131mm	£550
• Quarter page horizontal 179 x 61mm	£550
• Eighth page 87 x 61mm	£400

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.



ALL-IN-ONE
New UK launch for busy one-piece service...

sterck

STAR QUALITY
Sterck offers a wealth of options for both indoor and outdoor installation. One of the new features is a strong national network of Sterck locations to take quality one-piece service to the next level.

“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

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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

WEBSITE & EMAIL BANNERS

Top Banner – 673 x 99px	£450 p/month
W-Sidebar – 116 x 170px	£225 p/month
E-Sidebar – 230 x 327px	£500 p/eshot

Video Channel Clips Are Now Available To All Our Advertisers

Issue	Editorial Deadline	Advert Deadline	PUBLISHED
Spring	End of February	First week in March	First week in April
Summer	End of May	First week in June	First week in July
Autumn	End of August	First week in September	First week in October
Winter	End of November	First week in December	First week in January

GET INVOLVED WITH OUR GUIDES

THE BLUE BOOK
New Products Guide
Published Spring issue

THE DEEP END
Commercial Pool Focus
Published Autumn issue



MARKETPLACE: PRODUCT NEWS

100 words with a picture – print, social media and e-blast package.
£250 – 1 item per issue

INSERTS

£100 per 1,000 distributed



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