

Media Kit

Pool & Spa Scene

Commercial Pools • Residential Pools • Spas and Hot Tubs
• Steam and Sauna • Wellbeing

Pool and Spa Scene is the best and brightest magazine covering home and out of home water leisure. Read in more than 50 countries around the world, Pool and Spa Scene is written for the trade and the end user.

www.poolandspascene.com



Making Waves in Water Leisure

- o Mailed to 50 countries worldwide
- o Also available online
- o First with new product news
- o Packed with project information
- o Reaching UK and international trade
- o Articles for existing and would-be home pool and spa owners
- o In depth industry knowledge
- o Unrivalled experience in this sector
- o Six issues annually



“As the number one team in the water leisure sector, *Pool and Spa Scene* features some of the biggest names in the business.”

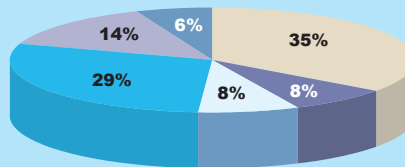


Distribution Information

At least 9,000 issues are distributed six times annually to key personnel in all aspects of the wet leisure and wellbeing provision including:

- o Pool shops & hot tub showrooms
- o Specialist pool builders
- o Community leisure facility providers
- o Home pool and spa owners
- o Hotel groups
- o Health clubs & spas
- o Architects & developers
- o Manufacturers
- o Wholesalers
- o Designers & specifiers
- o Local authorities
- o Project consultants
- o Main building contractors

Breakdown of Distribution



- o Trade Companies
- o Architects
- o Home pool and spa owners
- o Hotel Pools
- o Public Pools
- o Private Health Clubs



Packed news and reports in every issue:

- o **Commercial Pool Scene** – Buoyed by the 2012 Olympics – we report on the commercial pool sector with first information on projects and products
- o **Residential Pool Scene** – Up to the minute information for the residential pool market from new builds to refurbishments
- o **Wellbeing Scene** – The quest for work life balance has sent interest in wellness at home or away booming
- o **Spa and Hot Tub Scene** – New product developments from the bubbling portable hot tub market
- o **International Scene** – Influences on the wet leisure sector from Europe and the rest of the world
- o **Home Pool and Spa Scene** – Common sense information for the existing and would-be home pool and spa owner
- o **Behind The Scenes** – Economic and marketing news to help you get the most out of your wet leisure business

Advertising Rates

MAGAZINE

Display Adverts:

Ad Size	Rate Card	Three issues series	Six issue series
Double Page Spread	£1,850	£1,700 per issue	£1,550 per issue
Full Page	£1,050	£945 per issue	£892.50 per issue
Half Page	£650	£585 per issue	£552.50 per issue
Quarter page	£450	£405 per issue	£382.50 per issue
Eighth Page	£300	£270 per issue	£255 per issue

Suppliers Register/Classified Section

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

- 1 entry (just wording) – £175
- 2 entries (just wording) – £310
- 3-5 entries (just wording) – £430
- Standard Box listing (87mm x 30mm) – £450*
- Double Box listing (87mm x 60mm) – £750*

*artwork required

Product News/Marketplace Section:

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 – 673px x 99px – £500 – for the entire month!

HOT BOXES – Available on Right hand column only – price depends on size!

Small Hot Box – 116px x 170px – £125 for the entire month

Large Hot Box – 116px x 336px – £225 monthly

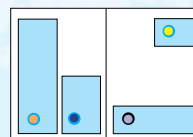
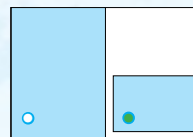
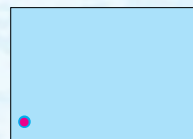
Sponsored News and Products section – £175 per month

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!



... SPONSORSHIP OPPORTUNITIES AVAILABLE ... +44 (0) 1353 666 663



Artwork dimensions

- 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
- Please note this magazine is perfect bound.

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 PDFX1a 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).

Please Note:

- We do not accept Quark® documents.
- 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.

POOL AND SPA SCENE IS AVAILABLE ONLINE AT

www.poolandspascene.com



“Anyone working in the water leisure markets cannot afford to miss *Pool and Spa Scene* which is an essential read.”

www.poolandspascene.com

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Advertising & booking deadlines

Issue	Editorial Deadline	Advertising Deadline	Material Deadline	PUBLISHED
February 2012	December 11	December 16	January 9	1st week February
April 2012	February 11	February 16	March 2	4th week March
June 2012	April 11	April 16	May 4	4th week May
August 2012	June 11	June 18	July 2	4th week July
October 2012	August 10	August 17	Sept 3	4th week September
December 2012	October 15	October 22	November 5	1st week December

