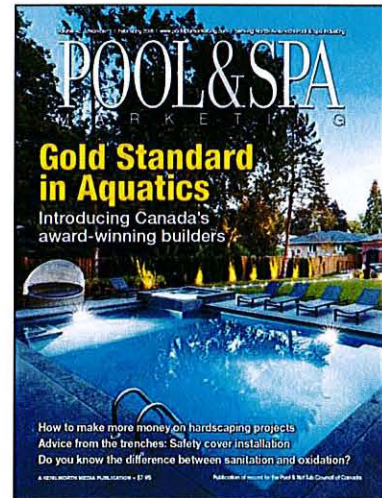


POOL & SPA

M A R K E T I N G

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MARKET SERVED

Pool & Spa Marketing is dedicated to providing swimming pool, spa/hot tub and landscape professionals with the latest news, products, services and techniques designed to boost productivity, maximize resources and improve the bottom line.

DEFINITION OF RECIPIENT

Pool & Spa Marketing recipients include Pool, Spa, Hot Tub and Sauna Retailers, Pool and Pool Enclosure Construction Professionals, Pool and Spa after services, Public Pool and Spa areas, Poolscape / Hardscape / Waterscape Professionals, Landscape Architects, Designers and Contractors, Sauna Builders and Suppliers, Hot Tub Builders/ Manufacturers / Installers / Service and Repair Professionals, Pool, Spa and Pool Product Manufacturers and Distributors, HVAC Contractors and others allied to the Pool and Spa industry.

CIRCULATION FOR FEBRUARY 2018 ISSUE

	Print	Electronic
TOTAL CIRCULATION	6,923	13,480
CIRCULATION BUSINESS BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2018		
	Print	Electronic
A - Pool, Spa/Hot Tub, Sauna & Product Retailer	1,878	1,731
B - Pools & Pool Enclosure Construction	1,032	3,288
C - Pool/Spa/Hot Tub Service Maintenance	767	1,403
D - Public Pool/Spa Facilities	1,884	572
E - Pool / Hard/ Water - scape Designers & Contractors	1,120	1,613
F - Landscape, Designers & Architectural Services & Contractors	-	701
G - Pool/Spa/Hot Tub Pool Products Manufacturer	76	382
H - Pool/Spa/Hot Tub Products Distributor/Wholesaler	77	747
I - Sauna builder/Manufacturer	-	1
J - Spa/Hot tub builders/manufacturers/installers	29	27
K - Pool sub-contractors & construction services (incl HVAC)	-	4
L - Others allied to the field	60	3,011
TOTAL QUALIFIED	6,923	13,480

GEOGRAPHIC BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2018

	Print	Electronic
Alberta	646	227
British Columbia	903	569
Manitoba	205	98
New Brunswick	165	72
Newfoundland and Labrador	41	29
Northwest Territories	5	1
Nova Scotia	172	82
Nunavut	0	0
Ontario	3,383	2,986
Prince Edward Island	28	15
Quebec	1,197	463
Saskatchewan	160	40
Yukon	9	1
Total Canada	6,914	4,583
USA	8	8,736
International	1	161
Total	6,923	13,480

ELECTRONIC CIRCULATION BREAKDOWN FOR THE POOL & SPA MARKETING ISSUE OF FEBRUARY 2018

Country	Electronic
Canada	4,583
USA	8,736
International	161
Total	13,480

PUBLISHER'S SWORN STATEMENT OF CIRCULATION

I hereby make oath and say that the above statement is true, and on request by any bona fide advertisers, or by an advertising agency having recognition, we hereby agree to submit records from which the figures were prepared to an independent audit, the cost to be borne by the party making the request.

Declared before me at the Town of Richmond Hill in the province of
Ontario this 10th day of January 20 18

Signed 
 (Notary public or Commissioner of Oaths)

Signed 
 (Publisher)

R. JILL MOORE