

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 2019 ISSUE

| | Print | Electronic |
|---|--------------|---------------|
| TOTAL CIRCULATION | 6,919 | 13,602 |
| CIRCULATION BUSINESS BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2019 | | |
| | Print | Electronic |
| A - Pool, Spa/Hot Tub, Sauna & Product Retailer | 1,839 | 1,723 |
| B - Pools & Pool Enclosure Construction | 1,005 | 3,308 |
| C - Pool/Spa/Hot Tub Service Maintenance | 807 | 1,531 |
| D - Public Pool/Spa Facilities | 1,876 | 589 |
| E - Pool / Hard/ Water - scape Designers & Contractors | 1,135 | 1,577 |
| F - Landscape, Designers & Architectural Services & Contractors | - | 591 |
| G - Pool/Spa/Hot Tub Pool Products Manufacturer | 100 | 426 |
| H - Pool/Spa/Hot Tub Products Distributor/Wholesaler | 83 | 789 |
| I - Sauna builder/Manufacturer | - | 1 |
| J - Spa/Hot tub builders/manufacturers/installers | 22 | 21 |
| K - Pool sub-contractors & construction services (incl HVAC) | - | 5 |
| L - Others allied to the field | 52 | 3,041 |
| TOTAL QUALIFIED | 6,919 | 13,602 |

GEOGRAPHIC BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2019

| | Print | Electronic |
|----------------------------------|--------------|---------------|
| Alberta | 669 | 271 |
| British Columbia | 868 | 545 |
| Manitoba | 195 | 90 |
| New Brunswick | 160 | 67 |
| Newfoundland and Labrador | 46 | 34 |
| Northwest Territories | 5 | 1 |
| Nova Scotia | 177 | 86 |
| Nunavut | 1 | 1 |
| Ontario | 3,382 | 2,932 |
| Prince Edward Island | 25 | 15 |
| Quebec | 1,221 | 547 |
| Saskatchewan | 152 | 44 |
| Yukon | 9 | 2 |
| Total Canada | 6,910 | 4,635 |
| USA | 9 | 8,874 |
| International | 0 | 93 |
| Total | 6,919 | 13,602 |

ELECTRONIC CIRCULATION BREAKDOWN FOR THE POOL & SPA MARKETING ISSUE OF FEBRUARY 2019

| Country | Electronic |
|----------------------|---------------|
| Canada | 4,635 |
| USA | 8,874 |
| International | 93 |
| Total | 13,602 |

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 4th day of March 2019

Signed [Signature]
(Notary public or Commissioner of Oaths)

Signed [Signature]
(Publisher)

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