



About Aquatics International

For nearly 40 years, Aquatics International has served the commercial pool and recreation markets.

Pros from every corner of the industry depend on us for ideas and to keep up to date on the industry's pressing issues, such as water quality and pool maintenance, codes and standards, water safety advocacy, and lifeguard management and training, to name a few.

Our staff and contributors know the breadth of our readers' roles and responsibilities, so we're uniquely equipped to provide them with the answers they need to run a successful aquatics facility—from controlling costs and managing risk to product trends and technical advice.



Joanne McClain

Editor in Chief,
Pool and Spa News and Aquatics International



Editorial Calendar (2026)

January

New Products 2026

Bonus Distribution at World Aquatic Health Conference

All new commercial pool products

Space Closing: November 19, 2025

Material Deadline: November 21, 2025

Publishing Date: January 7, 2026

February/ March

Industry Influencers Power Awards

Bonus Distribution at Association of Aquatic Professionals Conference & Expo

The AOAP Exhibitor Focus
Leisure Pool Amenities

Space Closing: January 6, 2026

Material Deadline: January 8, 2026

Publishing Date: February 2, 2026

April

Leisure Pools

Chemicals, Controllers and
Sanitizing Equipment
Safety and Rescue Equipment

Space Closing: February 27, 2026

Material Deadline: March 3, 2026

Publishing Date: March 27, 2026

May

Facility Operations

Disability and Access Equipment
Competition Equipment

Space Closing: April 2, 2026

Material Deadline: April 7, 2026

Publishing Date: May 1, 2026

June

Top Products Most Valuable Products Awards

Parkscapes and Games
Exercise and Training Equipment

Space Closing: May 4, 2026

Material Deadline: May 6, 2026

Publishing Date: June 1, 2026

July/ August

Dream Design Awards

Pool Covers and Maintenance
Equipment
The Locker Room

Space Closing: June 15, 2026

Material Deadline: June 17, 2026

Publishing Date: July 14, 2026

September

Waterparks

**Bonus Distribution at Nat'l
Recreation and Park
Association Conference**

NRPA Exhibitor Focus
WWA Exhibitor Focus

Space Closing: July 31, 2026
Material Deadline: August 5, 2026
Publishing Date: August 31, 2026

October

Facility Improvements

**Bonus Distribution at World
Waterpark Association Show**

Renovation and Repair
IAAPA Exhibitor Focus

Space Closing: September 1, 2026
Material Deadline: September 3,
2026
Publishing Date: September 30,
2026

November/ December

**Aquatics and Programming
Best of Aquatics Awards
Bonus Distribution at IAAPA
Expo**

Heaters, Pumps, Motors, Filters
Enclosures, Furnishings and Shade

Space Closing: October 22, 2026
Material Deadline: October 26,
2026
Publishing Date: November 20,
2026

Print Rates (2026)

Display Ad Rates

Ad Size	Rate
Full Page	\$3,400
1/2 Page Horizontal	2,050

Product Showcase Rates

Ad Size	Rate
Product Showcase (1/4 Page)	\$975
o Spotlights consist of product image, headline, approx. 75 words, describing product, URL and contact info.	

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

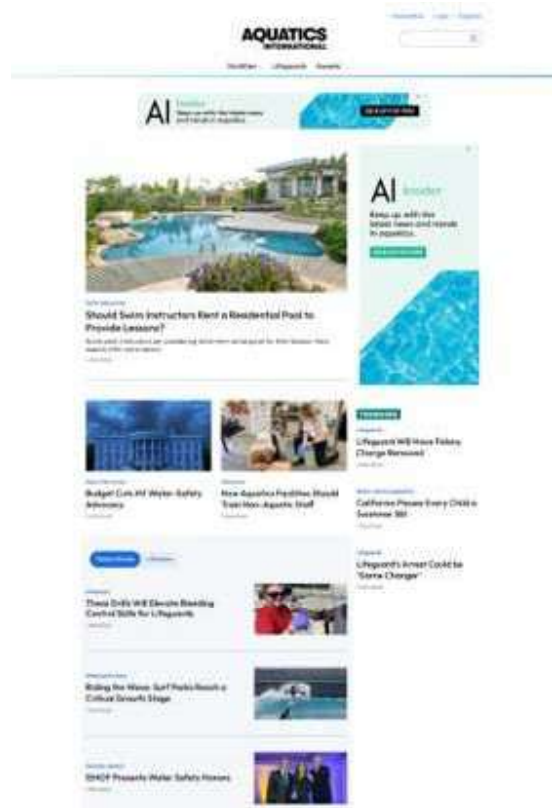
Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web Display

Aquatics International is the must-read resource for pool and spa builders, service pros, and retailers. As a trusted source of education and inspiration, our content keeps pool and spa builders, retailers, and service professionals informed with updates on products, design ideas, and business strategies. Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest news.

- Leaderboard (728 x 90 pixels): \$65/CPM
- Medium Rectangle (300 x 250 pixels): \$65/CPM
- Multi-creative (728 x 90 and 300 x 250): \$65/CPM
- Half Page (300 x 600 pixels): \$100/CPM
- Roadblock 1 (728 x 90 and 300 x 600): \$205/CPM
- Roadblock 2 (728 x 90 and 300 x 250): \$170/CPM
- Mobile Leaderboard (320x50): \$50/CPM
- Mobile Slider/ Push (320x50 ad banner, that on user interaction slides to fullscreen 320x416): \$65/CPM

Click images to view interactive sample.



Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Swim Instruction

Should Swim Instructors Rent a Residential Pool to Provide Lessons?

Some swim instructors are considering short-term rental pools for their lessons. Here, experts offer some advice.

4 MIN READ



Swim Instruction

Budget Cuts Hit Water-Safety Advocacy

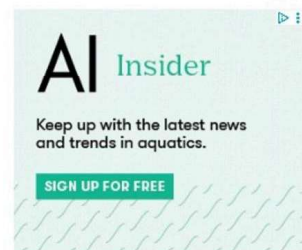
4 MIN READ



Lifesavers

How Aquatics Facilities Should Train Non-Aquatic Staff

5 MIN READ



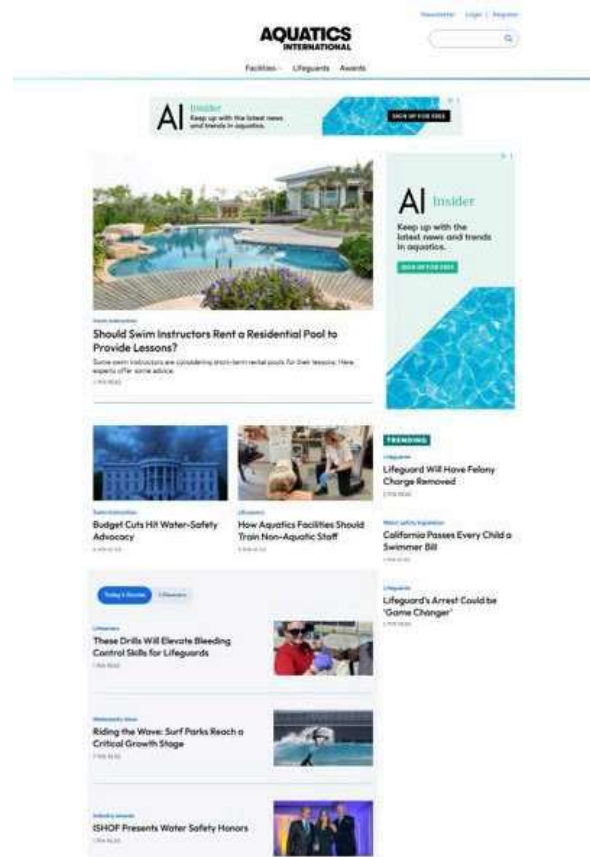
TRENDING



We take pride in offering enhanced digital solutions to support your marketing initiatives. With larger, more engaging formats, our High Impact ad units drive stronger interaction and higher response than standard ads.

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Click image to view interactive sample.



Interstitial

Full-screen ad appearing between page views, capturing the audience's full attention before the next page loads. Supports static or animated creative (1920 x 1080 pixels).

Rate: \$140/CPM

Wallpaper

Desktop: Sticky image taking up the entire site background (1920 x 1080 pixels) with 200 x 625 pixel live areas on either side of the site content.

Rate: \$140/CPM

Billboard

High-impact ad unit prominently displayed at the top of the homepage or key section page (970 x 250 pixels). Delivers strong brand visibility upon page load.

Rate: \$140/CPM

Specifications

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Online Rates (2026)

Custom E-broadcast	Rate	Per
Custom E-broadcast	\$ 420	CPM

Content Marketing	Rate	Per
Native Articles – Studio Content	\$ 6,000	Article
Native Articles – Client Content	4,000	Article
Native Article Extension	2,700	30 days + 1 Newsletter +social media promotion
Full-page print advertorial (Includes template layout and print space)	3,150	Article

Display Ads	Rate - ROS (No Targets or Exclusions)	Rate - 3rd Party / Targets / Exclusions / Geo Selects
Leaderboard (728x90)	\$ 65	\$ 85
Medium Rectangle (300x250)	65	85
Multi-creative (728x90 and 300x250)	65	85
Half Page (300x600)	100	135
Roadblock 1 (728x90 + 300x600)	205	255
Roadblock 2 (728x90 + 300x250)	170	210
Mobile Leaderboard (320x50)	50	63

Rich Media and/or High Impact Units	Rate - ROS (No Targets or Exclusions)	Rate - 3rd Party / Targets / Exclusions / Geo Selects
Interstitial	\$ 140	\$ 175
Wallpaper	140	175
Billboard	140	175

[Click to download Mechanical Specifications](#)

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable.

Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

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Payment Terms

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