



## About Aquatics International

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

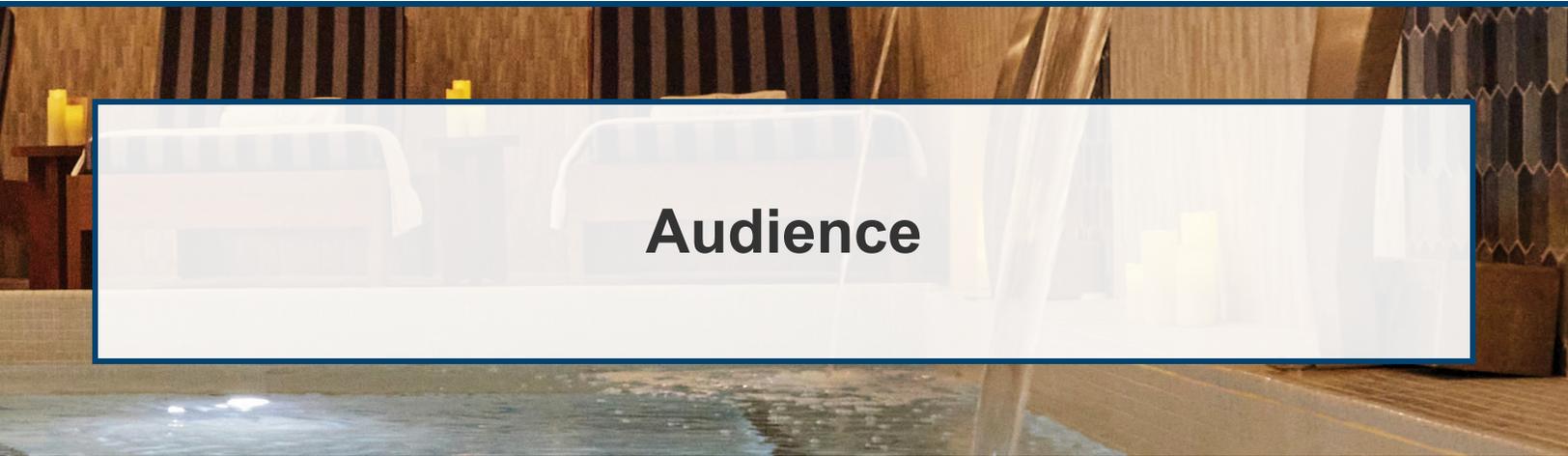
Pros from every corner of the industry depend on us for ideas and to keep up to date on the industry's pressing issues, such as water quality and pool maintenance, codes and standards, water safety advocacy, and lifeguard management and training, to name a few.

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



# Audience

## Digital Audience - Key Figures

**23,000**

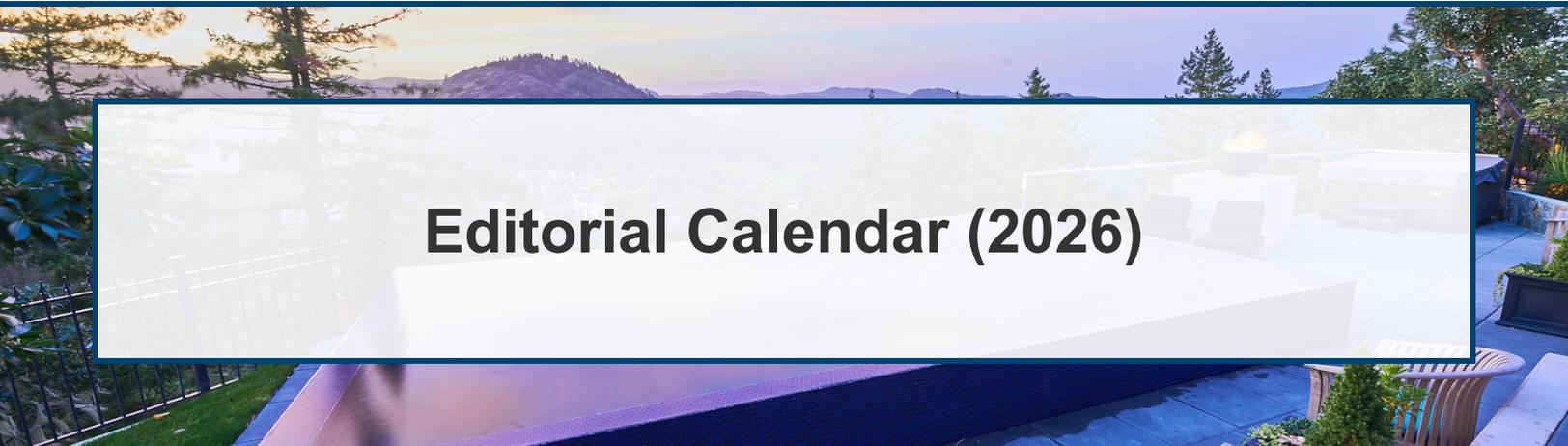
readers (print + digital)

**31,000**

newsletter subscribers

**721k**

page views in 2025



## 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) o Spotlights consist of product image, headline, approx. 75 words, describing product, URL and contact info.	\$975

[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.

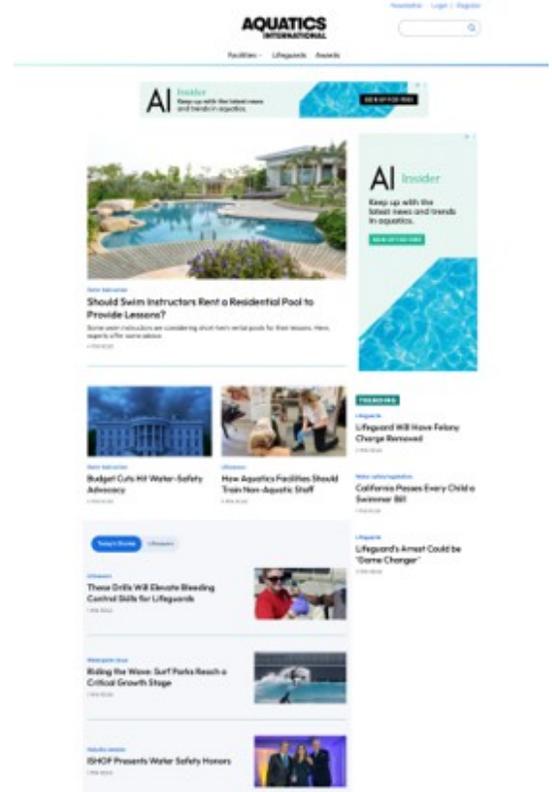
Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



## 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.

Click images to view interactive sample.



1. Leaderboard (728 x 90 pixels): \$520/month
2. Medium Rectangle (300 x 250 pixels): \$520/month
3. Half Page (300 x 600 pixels): \$800/month
4. Roadblock 1 (728 x 90 and 300 x 600): \$1,120/month
5. Roadblock 2 (728 x 90 and 300 x 250): \$1,120/month
6. Mobile Leaderboard (320x50): \$200/month
7. Mobile Slider/ Push (320x50 ad banner, that on user interaction slides to fullscreen 320x416): \$260/month

## Specifications

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

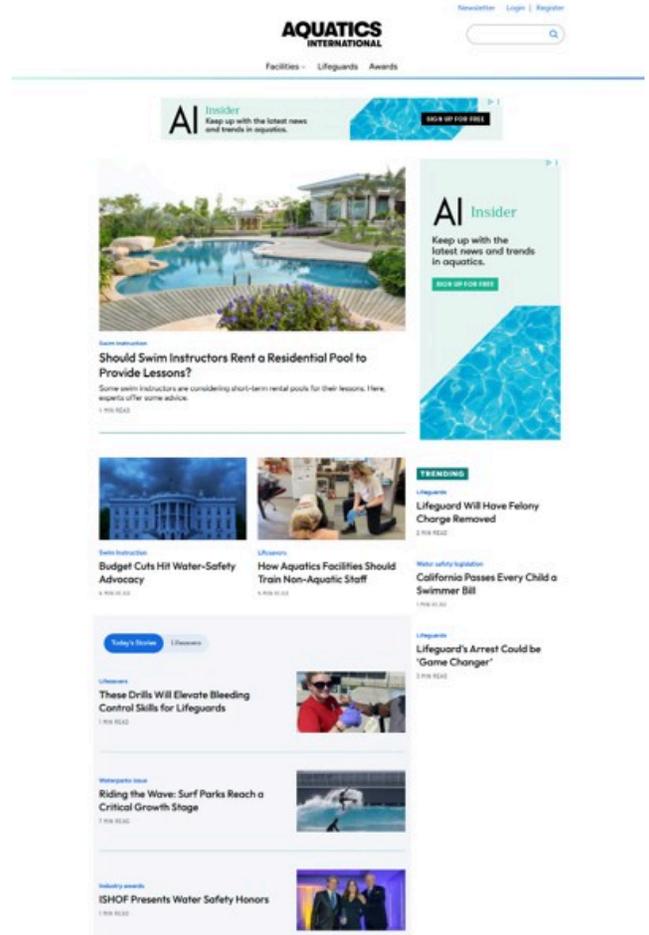


## High Impact Ad Units

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: \$1,120/month

## 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: \$1,120/month

## 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: \$1,120/month

## Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
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## Online Rates (2026)

<b>Custom E-broadcast</b>	<b>Rate</b>	<b>Per</b>
Custom E-broadcast	\$ 420	CPM

<b>Content Marketing</b>	<b>Rate</b>	<b>Per</b>
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

<b>Display Ads</b>	<b>Rate</b>	<b>Per</b>
Leaderboard (728x90)	\$ 520	Month
Medium Rectangle (300x250)	520	Month
Half Page (300x600)	800	Month
Roadblock 1 (728x90 + 300x600)	1,120	Month
Roadblock 2 (728x90 + 300x250)	1,120	Month
Mobile Leaderboard (320x50)	200	Month

<b>Rich Media and/or High Impact Units</b>	<b>Rate</b>	<b>Per</b>
Interstitial	\$ 1,120	Month
Wallpaper	1,120	Month
Billboard	1,120	Month

[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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