



Now in our 64th year, Pool and Spa News continues to be the must-read publication in the swimming pool and spa industry.

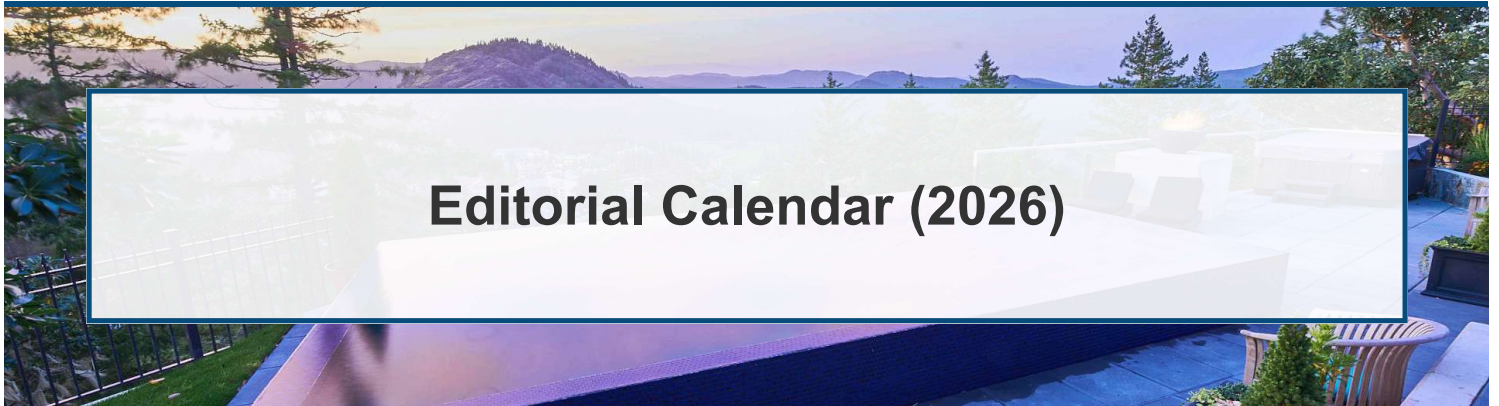
The key to that distinction is in our editorial content: comprehensive, award-winning coverage of the events and trends that are shaping this growing industry.

PSN isn't just the indispensable information source for industry professionals; it's also a source of education and inspiration, reflecting the vital role our readers tell us PSN plays in their businesses. And that role becomes ever more important as consumers continue to recognize the myriad benefits of outdoor living, and to place ever more emphasis on aesthetic refinements and technical innovations.



Joanne McClain

Editor in Chief,
Pool and Spa News and Aquatics International



January 12

The Pool & Spa Show Planner

Package Pools and Vinyl Liners
Construction Equipment and Supplies
Product Spotlight

Space Closing: November 21, 2025
Material Deadline: November 25, 2025
Publishing Date: January 6, 2026

January 26

The Pool & Spa Issue The Western Pool & Spa Show Planner Bonus Distribution at The Pool & Spa Show

The Pool & Spa Show Exhibitor
Marketplace
Space Closing: December 15, 2025
Material Deadline: December 19, 2025
Publishing Date: January 27, 2026

February 16

The Western Pool & Spa Show Issue The Plasterers Issues Everything Under the Sun Expo Planner Bonus Distribution at Western Pool & Spa Show, National Plasterers Council

Pool Cleaners
Chemicals Including water testing
equipment and supplies
Western Pool & Spa Show Exhibitor
Marketplace
Product Spotlight
Space Closing: January 9, 2026
Material Deadline: January 12, 2026
Publishing Date: February 17, 2026

March 9

Close Up: Package Pools, Vinyl Liners and Fiberglass Bonus Distribution at Everything Under the Sun Expo

Backyard Products and Accessories
Green Technology
Everything Under the Sun Expo Exhibitor
Marketplace
Product Spotlight
Space Closing: January 22, 2026
Material Deadline: February 26, 2026
Publishing Date: March 10, 2026

March 23

Pool Finishing Materials including
decorative concrete, tile, coping and
coatings
Safety and Disability Access including
enclosures and VGB products
Space Closing: February 11, 2026
Material Deadline: February 13, 2026
Publishing Date: March 24, 2026

April 13

Automation and Systems
Filters and Filter Media
Space Closing: February 27, 2026
Material Deadline: March 4, 2026
Publishing Date: April 7, 2026

May 11

Top 50 Products Award

Sanitizing Equipment including salt systems
Commercial Equipment
Product Spotlight

Space Closing: March 25, 2026
Material Deadline: March 27, 2026
Publishing Date: May 5, 2026

May 25

Close Up: Backyard Living

Pool and Spa Covers including winterizing products
Landscape and Design including lighting, fountains and waterfalls

Space Closing: April 10, 2026
Material Deadline: April 14, 2026
Publishing Date: May 19, 2026

June 15

Top 50 Builders Award Bonus Distribution at Pool Spa Patio Deck Expo, The Pool and Spa Show 2027

Maintenance and Cleaning including equipment and supplies
Fittings, Jets and Blowers

Space Closing: May 1, 2026
Material Deadline: May 5, 2026
Publishing Date: June 9, 2026

July 13

Close Up: Covers

Renovation and Repair
Business Tools and Software including services and training

Space Closing: May 26, 2026
Material Deadline: May 29, 2026
Publishing Date: July 7, 2026

August 17

Masters of Design Award Bonus Distribution at Pool Spa Patio Deck Expo

Space Closing: July 6, 2026
Material Deadline: July 8, 2026
Publishing Date: August 11, 2026

September 21

Close Up: Maintenance and Cleaning

Spas and Accessories including saunas, steamrooms and enclosures
Aboveground and Onground Pools

Space Closing: August 7, 2026
Material Deadline: August 12, 2026
Publishing Date: September 15, 2026

October 12

Top 50 Service Award The Pool | Spa | Patio/Deck Expo Planner Bonus Distribution at Pool Spa Patio Deck Expo

Heaters, Pumps, Motors, Filters including heat pumps, exchangers and solar
Fiberglass Pools including pre-fab finished pools and coatings

Space Closing: August 24, 2026
Material Deadline: August 26, 2026
Publishing Date: October 13, 2026

November 9

The Pool | Spa | Patio/Deck Expo Issue Bonus Distribution at Pool | Spa | Patio/Deck Expo, Piscine Global

The Pool | Spa | Patio/Deck Expo
Exhibitors Marketplace

Space Closing: October 9, 2026
Material Deadline: October 13, 2026
Publishing Date: November 10, 2026

December 21

New Products 2027

Product Spotlight

Space Closing: November 3, 2026
Material Deadline: November 5, 2026
Publishing Date: December 15, 2026

Print Rates (2026)

Display Ad Rates

Ad Size	Rate
Full Page	\$5,000
1/2 Page Island	3,700
1/2 Page Horizontal	3,400
1/4 Page	2,600

Product Showcase Rates

Ad Size	Rate
Product Spotlight (1/6 Page) o Spotlights consist of product image, headline, approx. 75 words, describing product, URL and contact info.	\$975

Classified

Ad Size	Rate
1/12 Page	\$350
Per Inch (2 Inch minimum)	260
Logos or Artwork (2 Issues minimum)	205

[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.



E-Newsletter Sponsorship

Featuring breaking news, **Pool and Spa News'** e-newsletters, are delivered weekly and e-mailed to over 29,000 industry professionals.

1. Masthead (728 x 90 pixels): \$1,600
2. Box 1 (300 x 250 pixels): \$1,400
3. Box 2 (300 x 250 pixels): \$1,200
4. Box 3 (300 x 250 pixels): \$1,000
5. Box 4 (300 x 250 pixels): \$800
6. Box 5 (300 x 250 pixels): \$700

Reach: 29,000 recipients

Frequency: Monthly-2nd Thursday

Specifications

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



Custom e-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized content allows you to reach the professionals responsible for sourcing/recommending your products or services.

Reach: 29,000 recipients

Rate: \$420 CPM

Non-qualified lead generation programs are available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



Exclusive Editorial Series Sponsorship allows your brand to appear alongside trusted, topical content in our award-winning publications. This exclusive opportunity gives marketers the chance to align with premium editorial themes and gain exposure across multiple promotional channels.

Benefits

- **Credibility:** Position your brand alongside trusted editorial content.
- **Reach:** Get in front of highly engaged industry audiences.
- **Time-saving:** A hands-off approach that highlights your brand as a respected underwriting partner.
- **Exclusive exposure:** Enjoy 100% share of voice on all underwritten articles for the duration of the sponsorship

Program Overview

- **Advertisers commit to sponsoring an exclusive editorial topic or theme that matters to industry pros.**
- Articles are 100% editorially driven.
- Displayed as *"Underwritten by [Sponsor]"* on the homepage banner.
- **Pools and Spa News manages all publishing and promotion.**
- Articles appear on a dedicated page within the selected publication's website.
- Content is promoted via editorial newsletters, home page rotation, and social media channels.

Package Includes

Exclusive sponsorship with 100% share of voice on:

- **Homepage and article pages**
- Prominent logo placement and *"Underwritten by"* label
- **Ad units:** 728x90, 300x250

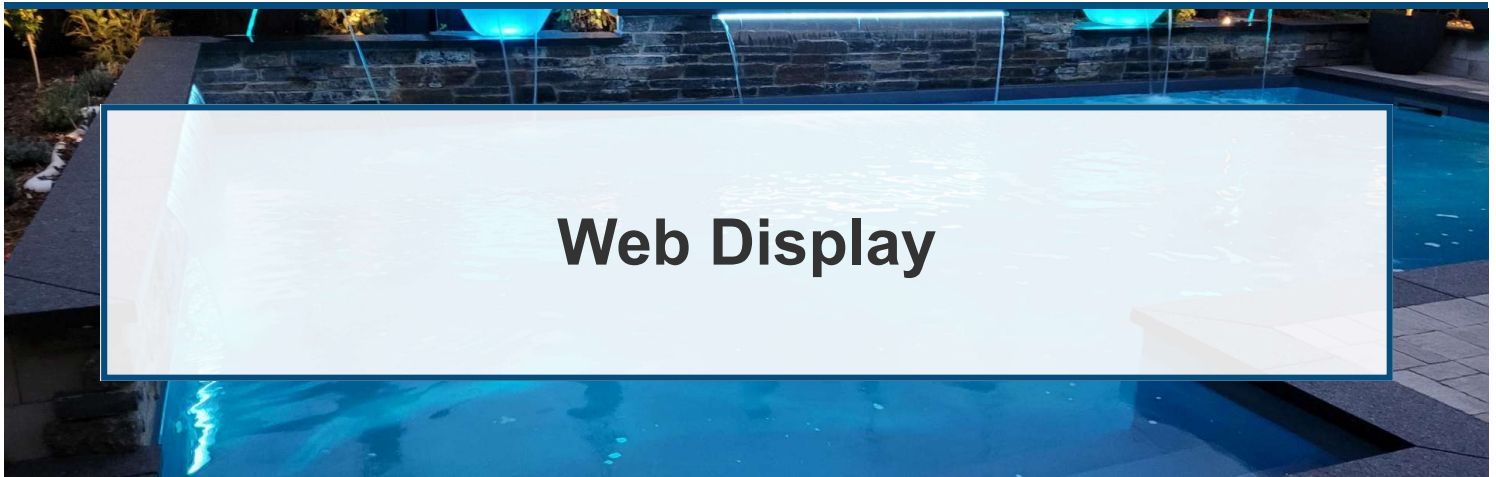
Roadblock alongside editorial articles:

- **Ad units:** 728x90, 300x250

Additional Promotion:

- Featured on publication **home page**
- Included in **newsletters**
- Promoted through **social media channels**

Exclusive Editorial Series Sponsorship	Rate
Exclusive Sponsor Series - 3 editorial articles PSN, AI	\$13,000
Exclusive Sponsor Series - 6 editorial articles PSN, AI	\$23,000
Exclusive Sponsor Series - 9 editorial articles PSN, AI	\$32,000



Pool and Spa News 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

PSN | Pool and Spa News

& JANDY

TOP 50

SERVICE

2025 Top 50 Service

DEADLINE EXTENDED: Enter for Top 50 Service Today

Apply now to lock in the early-bird rate!

1 MIN READ

POOLSIDE SESSIONS

TOPIC: Pool and Outdoor Living Trends for 2025 and Beyond



GORDON GOHLKE

New Pool Design Consultant, Omaha, POOL



WES GOHLKE

New Pool Design Consultant, Omaha, POOL




JOANNE MCELAIN

Systems Analyst, Pool and Spa Sales

This Poolside Session is Underwritten by Heritage Pool Supply Group

Pool and Outdoor Living Trends for 2025 and Beyond

1 MIN READ




Business

Turn Your Off-Season Into Opportunity

Brought to you by RB Retail & Service Solutions

3 MIN READ



SWITCH TO OUR SWITCH

Replace old, out-dated, out-of-business switches

ANTI-ENTRAPMENT DEVICES


FIN: SURVEILLANCE | Electrical Pump Shut-off

FIN: SURVEILLANCE | Non-electrical

Non-programmable Pump Shut-off

Non-electrical

Meets 2015 Requirements of the Virginia Graeme Baker Act and the requirements of ANSI A136.35-15.1 and complies with ANSI/ISO 11801-7



CHOOSE VACLESS. Easily installed in 5 minutes

vacless.com

816.701.8200



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

Interstitial

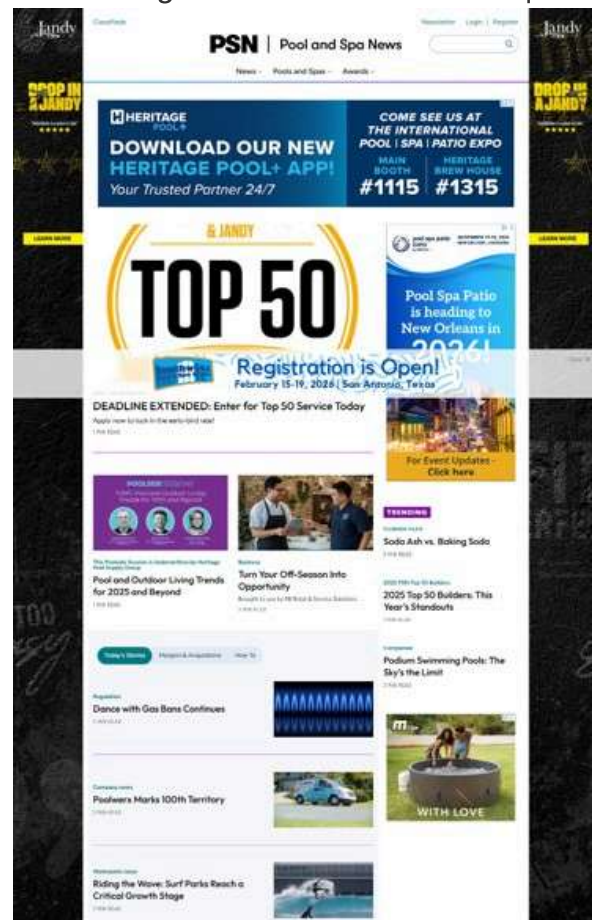
Full-screen ad appearing between page views, capturing the audience's full attention before the next page loads. Supports static or animated creative (1920 x 1080 pixels).

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.

Click image to view interactive sample.



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

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

Online Rates (2026)

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

Newsletter Sponsorship	Rate	Per
Masthead	\$ 1,600	Newsletter
Box 1	1,400	Newsletter
Box 2	1,200	Newsletter
Box 3	1,000	Newsletter
Box 4	800	Newsletter
Box 5	700	Newsletter

Content Marketing	Rate	Per
Native Articles – Studio Content	\$ 6,020	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

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.

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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 5 business days prior to the posting date.

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Native Article

Native Advertising appears alongside trusted and topical **Pool and Spa News** content. Marketers receive an entire web page dedicated to their content that is promoted via:

- Home Page
- Roadblock alongside editorial articles
- Article promotion in newsletter, and social channels

Article

Served in the site's feed as a combination of text and image which clicks through to a full content page.

Additional promotion via one weekly newsletter.

Deliverables

- Headline (up to 75 characters)
- Subhead (up to 100 characters)
- URL or article page (up to 3,000 words)
- Article page can include images, videos, and links


Rate

\$6,000 (Studio content)


\$4,000 (Client content)

Specifications

- Accepted formats: DOCX, GIF, JPEG
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)




Pool and Spa News | Aquatics International



NDPA Taps Advocacy Veteran as Interim Executive Director

Alissa Magrum brings 15 years experience leading drowning-prevention causes [READ MORE](#)



BROUGHT TO YOU BY RB RETAIL & SERVICE SOLUTIONS

How pool and spa businesses are using powerful CRM databases to unlock new business opportunities and improve the customer experience

Customer database software is an essential link between your customers and your staff, making it easier to provide excellent service and customer... [READ MORE](#)



Webinars

Looking for a better way to break through the noise and engage with decision makers at virtual events?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

Webinars

Starting Rate

Sponsored Webinars with 75 leads	\$11,750
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