

MEDIA PLANNER

The source for facility management, products and services

AQUATICS INTERNATIONAL

A vibrant photograph of a water park slide. Several people are seen splashing in the water at the bottom of the slide. The background features palm trees and a large, ornate stone structure, possibly a themed building or part of the park's architecture. The overall scene is bright and sunny, suggesting a fun day at the water park.

2027

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.

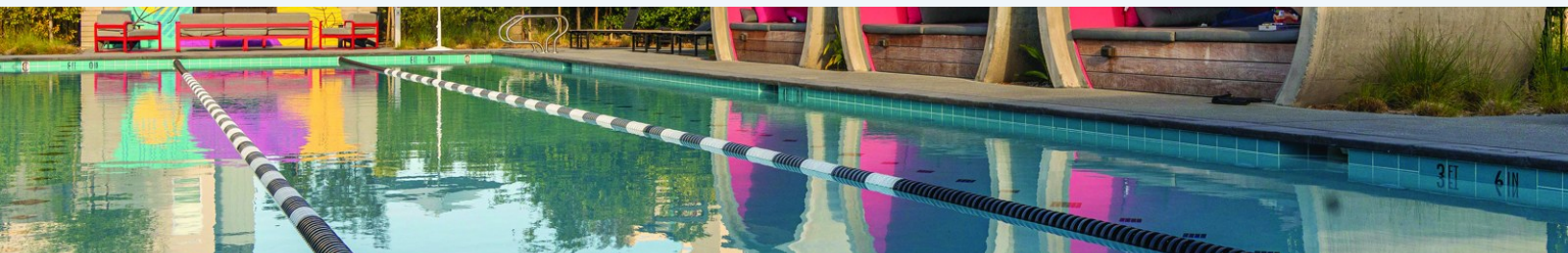
Our staff and contributors know the breadth of our readers' roles and responsibilities, so we're uniquely equipped to provide them with the answers they need to run a successful aquatics facility—from controlling costs and managing risk to product trends and technical advice.

23,000 readers | 31,000 newsletter subscribers | 721k page views

What We Cover

- Water quality and pool maintenance
- Codes and standards
- Water safety advocacy
- Lifeguard management and training
- Facility operations, risk management and cost control
- Product trends and technical advice

Recurring sections in every issue: News and Aquatics Safety.



Audience

Aquatics International reaches the people who design, build, operate and program commercial aquatic facilities—municipal and community pools, waterparks, competition venues, resorts and campus recreation.

Digital Audience — Key Figures

23,000
readers (print + digital)

31,000
newsletter subscribers

721k
page views in 2025

Where Your Message Reaches Them

Channel	Detail
Print and digital magazine	9 issues in 2027, plus the digital edition
AquaticsIntl.com	News, features and product coverage year-round
E-newsletter	Regular delivery to 31,000 subscribers
Digital edition notification	Sent to the subscriber list with every issue release

Audience figures as published on the Aquatics International media planner microsite; page-view figure is for calendar 2025.



2027 Editorial Calendar

Nine issues in 2027, each built around a cover focus and a set of product-category features. Recurring sections in every issue: News and Aquatics Safety.

Issue	Cover Story / Focus	Features	Space Closing	Material Deadline	Publishing Date
January	New Products 2027 / Product Spotlight Edition Bonus distribution: World Aquatic Health Conference	Pool Construction & Materials Sustainable Practices for Aquatic Facilities	November 19, 2026	November 23, 2026	December 17, 2026
February/ March	Industry Influencers Power Awards Bonus distribution: Association of Aquatic Professionals Conference & Expo	Leisure Pool Amenities Accessories	January 6, 2027	January 8, 2027	February 3, 2027
April		Chemicals, Controllers and Sanitizing Safety and Rescue Equipment Innovations in Pool Technology	March 1, 2027	March 3, 2027	March 30, 2027
May	Profile Edition	Facility Operations Competition Equipment Disability and Access Equipment	April 2, 2027	April 6, 2027	April 30, 2027
June	Products Reader's Choice Awards / Most Valuable Products Awards Edition	Parkscapes and Games Exercise and Training Equipment	May 4, 2027	May 6, 2027	June 2, 2027
July/ August	Dream Design Awards	Pool Covers and Maintenance Equipment Facility Design & Infrastructure	June 15, 2027	June 17, 2027	July 14, 2027
September		Revenue Generation & Business Models AI & Smart Technology in Aquatics Aquatics and Programming	July 30, 2027	August 4, 2027	August 30, 2027
October	Bonus distribution: World Waterpark Association Show and IAAPA Expo	Waterparks Facility Improvements Renovation and Repair	September 1, 2027	September 3, 2027	September 30, 2027
November/ December	Best of Aquatics	Heaters, Pumps, Motors, Filters Enclosures, Furnishings and Shade	October 22, 2027	October 26, 2027	November 19, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.



2027 Print Rates

Display Ad Rates

Ad Size	Rate
Full Page	\$4,000
1/2 Page Island	\$2,960
1/2 Page Horizontal	\$2,720
1/4 Page	\$2,080

Product Showcase Rates

Ad Size	Rate
Product Showcase (1/4 Page)	\$975

Showcases consist of product image, headline, approx. 75 words describing the product, URL and contact info. Mechanical specifications: kenilworth.com/mk/mechanicalspecs/



Print Advertising **Terms & 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.



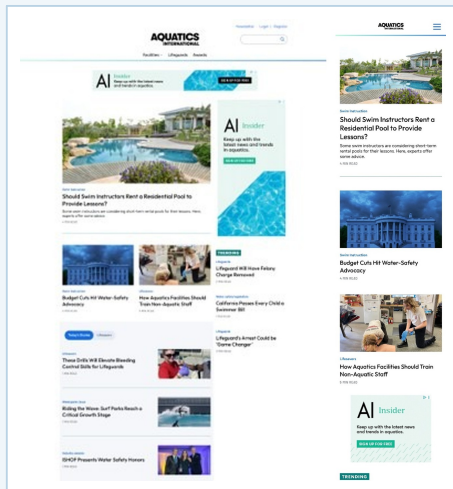
Standard Web Display Ads

AquaticsIntl.com is a trusted source of education and inspiration for the professionals who operate commercial aquatic facilities—keeping them current on products, design ideas, codes and business strategy. Advertising on our website puts your brand in front of decision-makers at the moment they are sourcing the latest news.

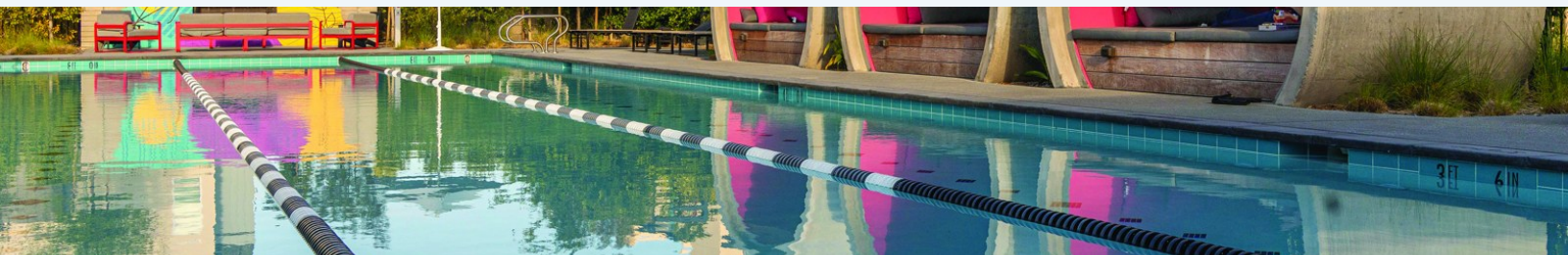
Ad Unit	Rate
Leaderboard (728 x 90 pixels)	\$520/month
Medium Rectangle (300 x 250 pixels)	\$520/month
Half Page (300 x 600 pixels)	\$800/month
Roadblock 1 (728 x 90 and 300 x 600)	\$1,420/month
Roadblock 2 (728 x 90 and 300 x 250)	\$1,120/month
Mobile Leaderboard (320 x 50)	\$200/month
Mobile Slider/Push (320 x 50 banner that, on user interaction, slides to fullscreen 320 x 416)	\$260/month

Specifications

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



Samples: desktop and mobile display ad placements on AquaticsIntl.com.



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

Interstitial — \$1,120/month

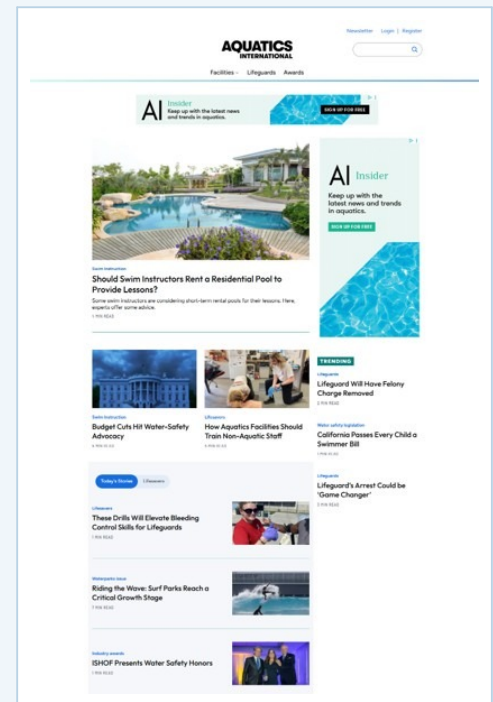
Full-screen ad appearing between page views, capturing the audience's full attention before the next page loads. Supports static or animated creative (1920 x 1080 pixels).

Wallpaper — \$1,120/month

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.

Billboard — \$1,120/month

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.



Sample: High Impact placement on AquaticsIntl.com.

Specifications

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



Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter

Rate

Content Unit	Rate
Branded News posting	\$1,800 per posting/month

Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 dpi, up to 250 kB per image
- Advertiser to provide URL(s)

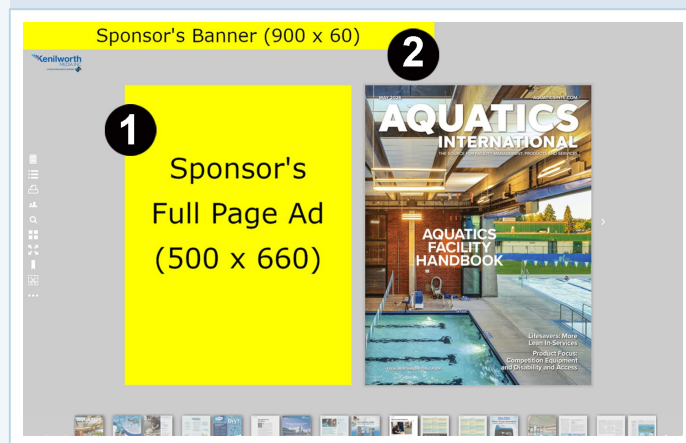


Digital Edition Sponsorship

Aquatics International's digital edition is a fully interactive copy of the printed magazine. Digital edition sponsorship consists of a full-page ad placed across from the front cover, as well as sponsor recognition within our newsletter until the next issue of the magazine is released.

- Full-page ad placed adjacent to the front cover
- Exclusive top-of-page banner, visible on every page
- Promotion in our digital edition notification e-mail including your logo and 300-word profile

Sponsorship	Rate
Digital Edition Sponsorship	\$2,000/issue



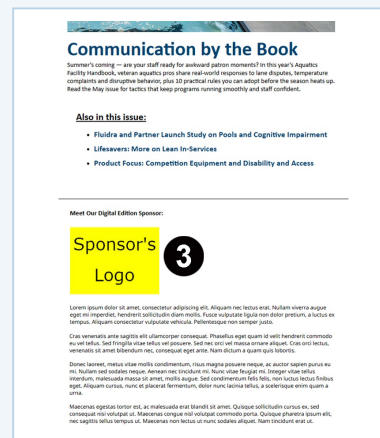
Sample showing the placement of the banner above the digital edition and the full page ad to the left of the front cover.

Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

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



Sample showing the placement of the sponsor logo and profile in the digital edition notification. It is located below the list of stories.



2027 Online Rates

Content Marketing

Product	Rate	Per
Custom E-broadcast	\$420	CPM
Native Articles – Studio Content	\$6,000	Article
Native Articles – Client Content	\$4,000	Article
Native Article Extension (30 days + 1 newsletter + social media promotion)	\$2,700	Extension
Full-page print advertorial (includes template layout and print space)	\$3,150	Article
Branded News	\$1,800	Posting/month
Digital Edition Sponsorship	\$2,000	Issue

Rich Media and/or High Impact Units

Product	Rate	Per
Interstitial	\$1,120	Month
Wallpaper	\$1,120	Month
Billboard	\$1,120	Month

Display Ads

Product	Rate	Per
Leaderboard (728 x 90)	\$520	Month
Medium Rectangle (300 x 250)	\$520	Month
Half Page (300 x 600)	\$800	Month
Roadblock 1 (728 x 90 + 300 x 600)	\$1,420	Month
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Mobile Leaderboard (320 x 50)	\$200	Month
Mobile Slider/Push (320 x 50 to 320 x 416)	\$260	Month



Online Advertising **Terms & Conditions**

Digital mechanical specifications: kenilworth.com/mk/mechanicalspecs/digital/

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.

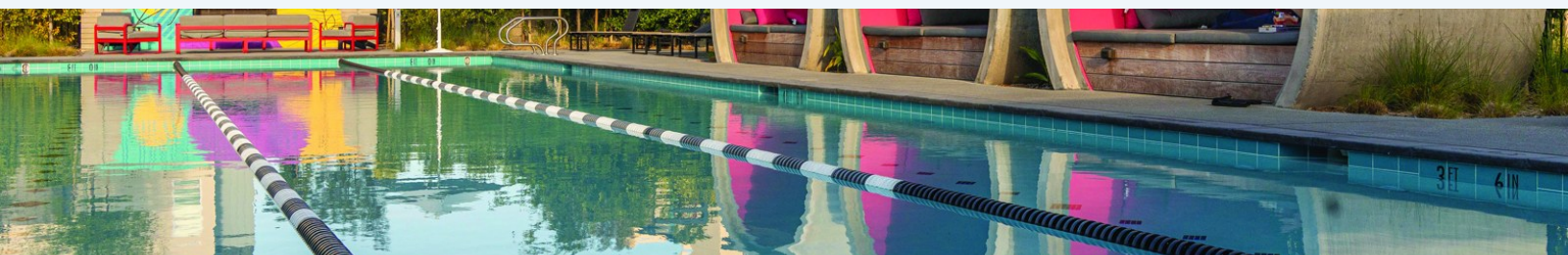
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Contact Us

Let’s build a 2027 program that fits your goals. Reach out to your Aquatics International sales contact to discuss print, digital and content marketing opportunities.

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