

MEDIA PLANNER

Serving Canada's swimming pool, spa/hot tub and landscape professionals

POOL & SPA MARKETING

2027

About **Pool & Spa Marketing**

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.

As part of our commitment to providing Canadian pool/spa and landscape professionals with comprehensive industry coverage and resources, we also offer two additional products tailored specifically to the needs of a diverse readership: **Piscines & Spas** and the **Annual Reference & Directory**.

6,686 print reach | over 8,000 e-mail subscribers | 7 issues a year



Pool & Spa Marketing in print, on desktop, tablet and mobile.



Audience

Pool & Spa Marketing readers are seasoned professionals with extensive experience in the industry. According to the 2025 Industry Report ¹ conducted by Pool & Spa Marketing, over 60% of readers have been in the industry for more than 20 years. This level of expertise means they have the knowledge and influence to drive purchases of the products and services advertised in the magazine or online at www.poolspamarketing.com.

Additionally, 47 per cent of readers indicated their average project value is over \$100 000 ¹ and installed over 12,700 pools ² in 2023.

6,686
print reach

8,000+
e-mail subscribers

Areas of work which the companies of our readers perform

Area of Work	Per cent of respondents
Residential pool builder and service provider	20.7%
Retailers	31.7%
Public Pools/Spa Facilities professionals	44.7%
Others	2.0%

Geographic breakdown per province

Province	Per cent	Province	Per cent
Alberta	12.0%	Nova Scotia	3.8%
British Columbia	17.3%	Ontario	39.7%
Manitoba	3.5%	Prince Edward Island	1.0%
New Brunswick	2.7%	Quebec	15.2%
Newfoundland and Labrador	1.6%	Saskatchewan	3.1%

1. Based on 2025 Pool & Spa Marketing Salary Survey. 2. Data source: Statistics Canada 2023 Building Permits Issued For Swimming Pools In Census Metropolitan Areas. 3. Data source: 2024 Sworn Circulation Statement.



2027 Editorial Calendar

Issue	Special Features	Content Topics	Space Closing	Material Deadline	Publishing Date
February	Bonus Distribution at Atlantic City	Sustainable Construction Materials; Modern Pool Construction Techniques; Wellness, Rehab & Therapeutic Pools; Advanced Water Treatment Systems	December 11, 2026	December 18, 2026	January 14, 2027
March	2027 Reference & Directory	Emerging Pool Technologies; Financial, Insurance & Business Resources; Maintenance, Repairs & Replacement Parts; Accessories, Slides & Pool Hardware	January 22, 2027	January 29, 2027	March 3, 2027
Piscines & Spas Spring	2027 Directory	Pumps, Filters & Circulation; Pool Construction Systems; Water Treatment Solutions; Spas & Comfort Features	February 5, 2027	February 12, 2027	March 10, 2027
April	Season Review Issue, Salary Survey / The Pool Report	Pool Design & Planning; Water Quality & Treatment Innovation; Heating Systems & Temperature Control; Safety, Compliance & Risk Reduction	March 15, 2027	March 22, 2027	April 15, 2027
June	The Profiles Issue	Core Pool & Spa Equipment; Spas & Swim Spas; Pool Design & Aesthetic Trends; Automatic Pool Cleaning Technologies	May 14, 2027	May 21, 2027	June 16, 2027
September	Product Spotlight	Circulation, Pumps & Filtration; Paints, Coatings & Surface Systems; Seasonal Prep & Pool Readiness; Digital Tools & AI in Pool Construction	July 23, 2027	July 30, 2027	August 25, 2027
Piscines & Spas Fall	Bonus Distribution at Salon Splash	Pool Construction Products; Heating Technologies; Covers & Protection Systems; Pool & Spa Accessories	September 9, 2027	September 16, 2027	October 19, 2027
October	Bonus Distribution at the Int'l Pool Spa Patio Expo	Chemicals & Water Testing Solutions; Energy-Efficient Pool Systems; Covers & Automation Technologies; Accessibility & Inclusive Pool Equipment	September 17, 2027	September 24, 2027	October 20, 2027
December	Atlantic City Pre-Show Issue, Bonus Distribution at Canadian Pool & Spa Conference & Expo	Water Treatment for Residential & Commercial Pools; Customer Service & Operations; Maintenance, Retrofit & Replacement Solutions; Essential Pool & Spa Equipment	October 27, 2027	November 3, 2027	November 26, 2027



2027 Print Rates

Display Ad Rates

Ad Size	Rate	Piscines & Spas
Full Page	\$4,395	\$2,550
1/2 Half Page Island	\$3,740	\$2,170
1/2 Half Page Vertical / Horizontal	\$3,300	\$2,040
1/3 One Third Page	\$2,640	\$1,275
1/4 Quarter Page	\$2,420	\$1,020
Double Page Spread	\$7,475	\$4,335
1/2 Half Page Spread	\$5,610	\$3,470

Cover Ad Rates

Ad Size	Rate	Piscines & Spas
IFC, IBC	\$4,835	\$2,805
OBC	\$5,055	\$2,935

Marketplace Rates

Ad Size	Rate
1/6 One Sixth Page	\$860
1/12 One Twelfth Page	\$520

Mechanical specifications are available at kenilworth.com/mk/mechanicalspecs/

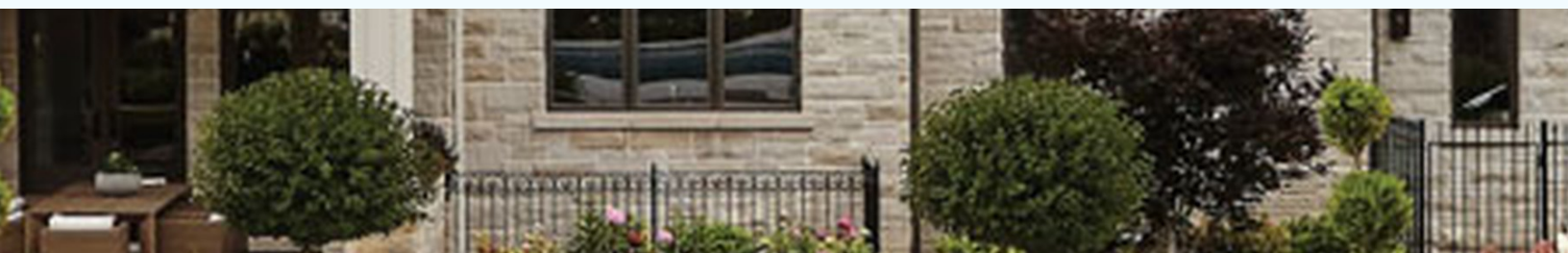
Terms and Conditions

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.



2027 Print Rates

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.



Cover Tip-ons

Make headlines with **Pool & Spa Marketing**'s Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.

Cover Tip-on	2027 Rate
Per issue	\$7,475

Looking for something with even more impact? We can do barndoors, gatefolds, and more! Contact your account manager for a quote or to learn more.



Content Marketing: Profiles

Make sure our audience of pool professionals are aware of your products with a profile about your company.

Receive a complimentary Profile in the June issue. Call for eligibility.

Profile	Rate
Half-page Profile	\$3,230
Full-page Profile	\$4,305

Form — Function — Durability

At Northern Stainless we pride ourselves on the form, function and durability of all our products. Our ladders and pool products are made only from North American made stainless steel. We have a full catalogue of standard ladders, handrails and exercise rails for residential and commercial applications. Northern Stainless is also the leading supplier of custom entry and railing systems for all applications, from home pools to aquatic centres and commercial buildings. Our talented design team and skilled craftsmen are available to meet your every need.



NORTHERN
Stainless & Rail Products (1995) Inc.

Contact us for your nearest distributor:
Northern Stainless & Rail Products Inc.
821 Brock Road Unit 1A Pickering ON L1W 3L6 • www.norrail.com
t: 905-839-1995 • f: 905-839-3093 • tf: 866-891-1106



KUBOTA - Always An Industry Leader

Kubota Canada Ltd. (KCL) originated in 1975 to introduce compact diesel tractors to Canada. Independent dealers were founded one by one over the early years and now distribution has grown to 150 sales and service dealerships across Canada, with a corporate warehouse and head office located in Markham Ontario.



Kubota Canada is a subsidiary of Kubota Corporation, located in Osaka, Japan. Founded in 1890, Kubota Corp. has 120 subsidiaries and 23 factories around the world. In addition to manufacturing diesel engines and agricultural and construction equipment, Kubota Corp. produces many products related to irrigation, housing, and infrastructure for their domestic markets. Kubota is deeply cognizant of the relationship between their products and the environment.

Kubota Canada offers a full line of tractors, excavators, wheel loaders, utility vehicles, back loaders, diesel engines and generators. KCL also provides the full range of support to its dealers and customers. This includes sales/marketing, design/engineering, finance/accounting, IS, and all parts supply. This multi-faceted autonomy allows KCL to directly serve the marketplace effectively and efficiently.

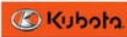
KCL works closely with its parent divisions in Japan, providing market research and feedback, and acquiring information and training. This supports, among other things, product improvement and innovation, dealer training, and identifying and rectifying any technical issues.

Kubota Corporation has always been committed to the highest standards of design and engineering for their products. By maintaining control throughout the process, from design to manufacturing to assembly, their quality is uncompromised and is the lead factor in their success and reputation.

Attention to detail is an integral part of their design and engineering; this includes everything from ensuring engines and hydraulics are properly matched, to machine balance, to safety. The result is responsive, smooth and comfortable operation.

Always innovative, Kubota has pioneered many industry firsts within their equipment offerings; products and features that have become industry standards today.

This innovation and high quality translates into many benefits for owners and operators. Superior productivity, reliability, durability and efficiency result in low operating costs and high returns; in short, unsurpassed value.



Kubota Canada Ltd.
Markham, Ontario
905-294-7477
www.kubota.ca

Samples: half-page Profile (left) and full-page Profile (right).



Product Spotlight

Book a minimum half-page advertisement in the September issue and receive a product spotlight ad at no extra charge. In addition, **Pool & Spa Marketing** will include your product in a Product Showcase e-mail sent to over 8,000 e-mail subscribers prior to the Fall tradeshow season.

All you need to do is provide us with a high-resolution (300 dpi) image, 100 words (maximum) of descriptive text, your website URL, and we'll do the rest.

Ad size: 3-3/8" x 4-7/8"




PRODUCT SPOTLIGHT

The Replacement Parts People

Aladdin Equipment Company has been serving the pool and spa industry for over 65 years, offering the most extensive line of baskets, gaskets, and O-rings in the industry. With exclusive products like GO-Kits®, Magic Lube®, PROBox®, PSR® Seals, No-Niche® Skimmer, Worldpool®, and ECOline Filter Cartridges, we are the industry leader for replacement parts. Our catalog and cross-reference guide are available online for use on your desktop computer, tablet, or smart phone. Special Order Powder Coated metal mesh baskets and Stainless Steel baskets are available. Go to www.aladdin1950.com and look for Special Order Basket Form. We have become the company that many others imitate but never duplicate.

www.aladdin1950.com

Canadian, Quality, Service.

For over thirty years Deys Fabricating has been committed to manufacturing the best quality liners from only the best Canadian made material and providing the highest level of service to our loyal customers. Our reputation speaks for itself. We are now pleased to offer special limited time early buy pricing on our 100% Canadian made aboveground liners. Visit us at <http://deysfab.com/earlybuy> for information. *Compare our liners, making the choice up!*

<http://deysfab.com/earlybuy>

OmniLogic – The simplest, most intuitive pool controller ever.

Designed to be simple and intuitive for the pool owner to use, while decreasing the time builders spend ordering, installing, programming, training and supporting, OmniLogic meets the needs of both pool builders and pool owners alike.

The sophisticated controller combines the multi-platform, user-friendly interfaces of today's leading-edge consumer electronics (iPhone, Android) with an intelligent, modular system architecture that makes design, installation and programming easier and more efficient than traditional controllers.

From elegant, modest pools to the most creative and complex designs, OmniLogic is ideal for achieving complete backyard synergy.

Thepowerofsimple.com

It's that time of year again...

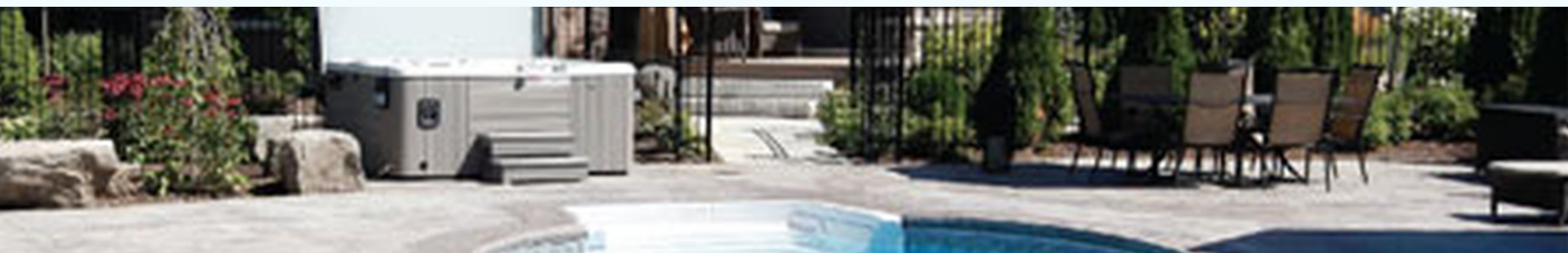
HPI has a full range of colours and material grades to help make 2015 your best cover season yet! We are ready to impress you and your customers.

Call today for a new product sales kit loaded with samples, brochures and other marketing tools.

www.yardguardpoolproducts.com

September 2015 • Pool & Spa Marketing • 99

Sample: Product Spotlight page.



Ask the Expert

Do pool professionals understand enough about your solutions?

Pool & Spa Marketing’s Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for using your products. Your products are essential to our audience in getting their projects completed. Ask the Expert is your opportunity to demonstrate how using your products will help them reach their goals.

Ask the Expert is featured once a year in our December issue and also includes a digital version posted to our website for one year! This online post will be promoted in a shared broadcast to our digital audience of over 8,000 subscribers!

The Ask the Expert package includes

- 1/2 Page print piece featuring a question and answer that you provide
- Posting of your Ask the Expert as an article on our website
- Shared email Broadcast promotion to drive traffic to digital version

Ask the Expert		2027 Rate
Package		\$4,015

Deliverables

- Question and Answer (200 words minimum, 250 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (Phone, e-mail, and website)



Web Display

Pool & Spa Marketing’s website provides pool and spa professionals, with breaking news, a library of searchable digital editions and Canada's only search-optimized online product and service directory. Online display (banner) advertising can significantly increase your exposure to decision-makers who frequently refer to our website when sourcing the latest technologies, product applications and news.

Ad Unit	Rate
Leaderboard (728 x 90 pixels)	\$480/month
Big Box (300 x 250 pixels)	\$480/month

Specifications

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



Sample: Leaderboard (1) and Big Box (2) placements on PoolSpaMarketing.com.



High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

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

Ad Unit	Rate
Mobile Reveal	\$845/month
Wallpaper	\$940/month

Mobile Reveal

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas. Mobile: 320px by 50px.

Specifications

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



Sample: Wallpaper live areas flanking the page, with Leaderboard and Big Box in position.



Online Rates

Ad Type	Rate	Per
Leaderboard	\$480	Month
Big Box	\$480	Month
Wallpaper	\$940	Month
Mobile Revealer	\$845	Month
Demo-Cast	\$3,025	Broadcast
Branded News	\$940	Month
Branded Features	\$2,145	12 Months
E-Broadcast	\$2,145	Broadcast
E-Newsletter Sponsorship	\$1,265	Broadcast
Digital Edition Sponsorship	\$1,415	Issue
Products	\$270	Month

Digital mechanical specifications are available at kenilworth.com/mk/mechanicalspecs/digital/

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.

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.



Online Rates

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.

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 5 business days prior to the posting date.

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



Demo-Casts

Demo-Cast Live! Simply put, a Demo-Cast is a live presentation; your own teleconference with *Pool & Spa Marketing* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Demo-Cast	Rate
Price	\$3,025
Add the edited MP4 file	\$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Pool & Spa Marketing*, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



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 the Home Page, News Section, E-Newsletter and Social Media.

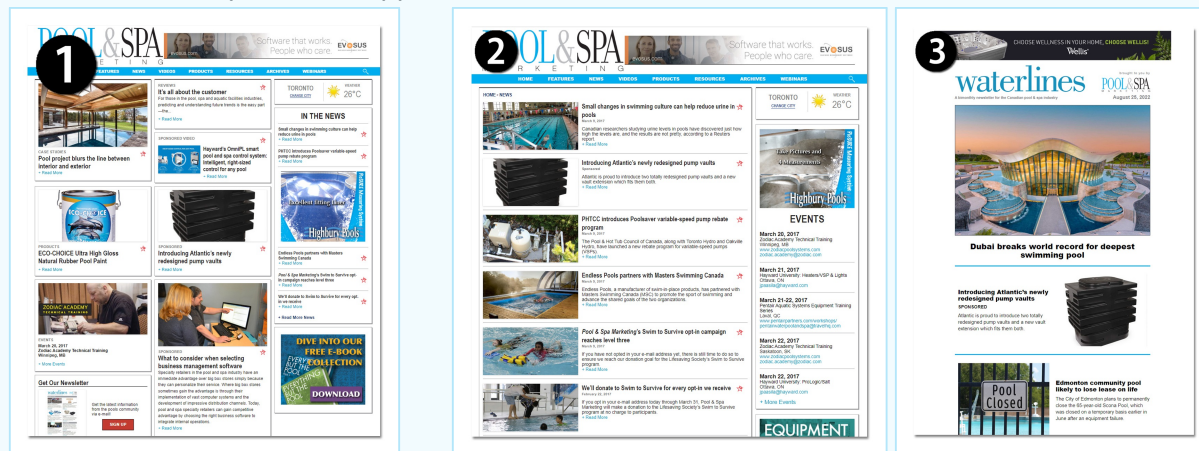
Branded News	Rate
Per posting/month	\$940

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)



Samples: Branded News on the home page (1), in the news section (2), and in Waterlines (3).



Branded Features

Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category. It may contain multiple images and/or video treatments, and is promoted via the Home Page, Features Section, E-Newsletter and Social Media.

Branded Features	Rate
Per posting/year	\$2,145

Deliverables

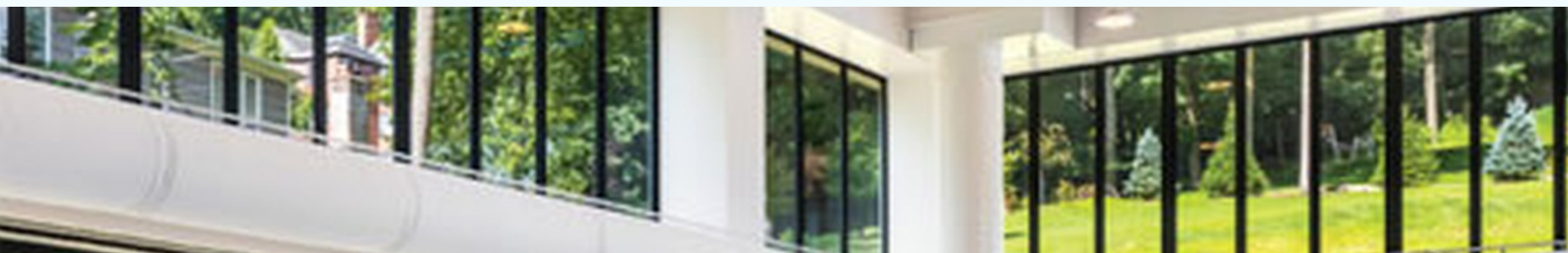
- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Sample: Branded Feature in the features section of PoolSpaMarketing.com.



E-Broadcasts

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

E-Broadcast	Rate
Reach: 8,000 recipients	\$2,145

Lead generation programs are available for all custom e-mail 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



Sample: custom e-broadcast.



Products

Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time.

Marketers receive up to three product profiles which are promoted via

- Home Page
- Features Section — related products are served in context with user-selected content and appear alongside technical articles with similar themes
- Product Section — searchable by category and keyword

Products	Rate
Per month (minimum three month purchase)	\$270

Build your product portfolio now and get three product listings and four months free if you book an annual program.

Deliverables

- Product name up to 10 words
- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)

Sample: product profiles in the Products section of PoolSpaMarketing.com.



E-Newsletter Sponsorship

Our e-newsletter, **Waterlines**, features breaking news from within Canada's pool industry. **Waterlines** is delivered twice per month, the 2nd and 4th Thursday, via e-mail to 8,000 retailers, pool and spa builders, designers, installation professionals and public pool operators. E-Newsletter sponsors receive two exclusive 'above-the-fold' advertising positions.

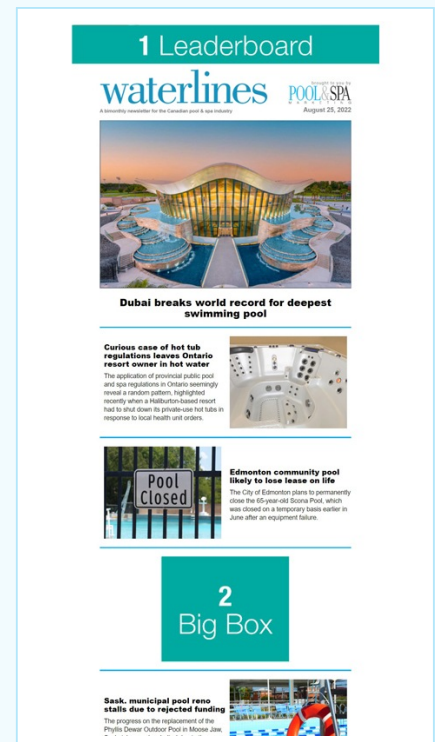
E-Newsletter	Rate
Per e-newsletter	\$1,265

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

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



Sample: Leaderboard (1) and Big Box (2) positions in Waterlines.



Digital Edition Sponsorship

Pool & Spa Marketing’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
- Promotion to over 8,000 E-Newsletter recipients

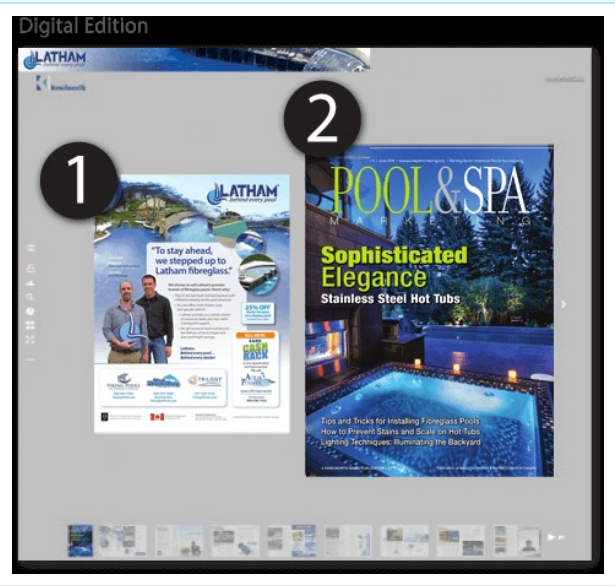
Digital Edition	Rate
Per issue	\$1,415

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: full-page ad adjacent to the front cover (1) and top-of-page banner (2).



E-books

Pool & Spa Marketing offers the opportunity to publish special focus e-books on our most sought after topics, curated by our editorial staff and e-mailed to more than 8,000 readers. Pool professionals with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

E-book	Rate
Exclusive sponsorship	\$6,650

Deliverables

- Up to five ads — Half page: 5.6" x 7" @ 300 dpi; Full page: 11.2" x 7" @ 300 dpi; no bleed required
- Company Logo (minimum 2" x 1" @ 300 dpi)



Sample: sponsored e-book cover and interior spreads.



Custom Market Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate biased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information — anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs — from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!



Webinars

Looking for a better way to engage customers and prospects? 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.

- Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two open-ended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Webinar	Rate
Sponsored webinar (topic subject to approval)	\$5,445
Add the edited MP4 file	\$750

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Pool & Spa Marketing, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.



Contact

To book any of the programs in this planner, or to build a custom package, contact your **Pool & Spa Marketing** account manager.

Linda Dalke <i>Publisher</i> • ldalke@poolspamarketing.com • 800-409-8688 x240	Heidi AlBarbary <i>Account Manager</i> • halbarbary@poolspamarketing.com • 800-409-8688 x217
---	---

Published by Kenilworth Media Inc. | www.poolspamarketing.com

