

MEDIA PLANNER

The must-read publication in the swimming pool and spa industry

PSN

POOL AND SPA NEWS

2027

About **Pool and Spa News**

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.

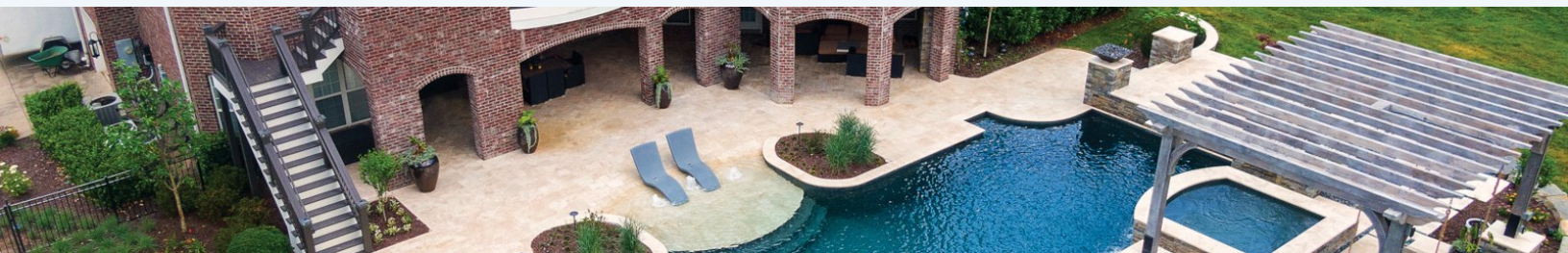
29,000 readers | 31,000 newsletter subscribers | 474k website pageviews

64

years serving the industry

16

issues in 2027



Audience

Business our readers are involved in

Business Type	Percent of Audience
Builder, Retailer, and/or Service/Maintenance	75.4%
Distributor/Wholesaler	7.8%
Subcontractor	2.4%
Manufacturer	6.5%
Manufacturer's Rep	1.9%
Importer/Exporter	0.1%
Engineer/Architect/Consultant	5.9%

Titles of Pool and Spa News readers

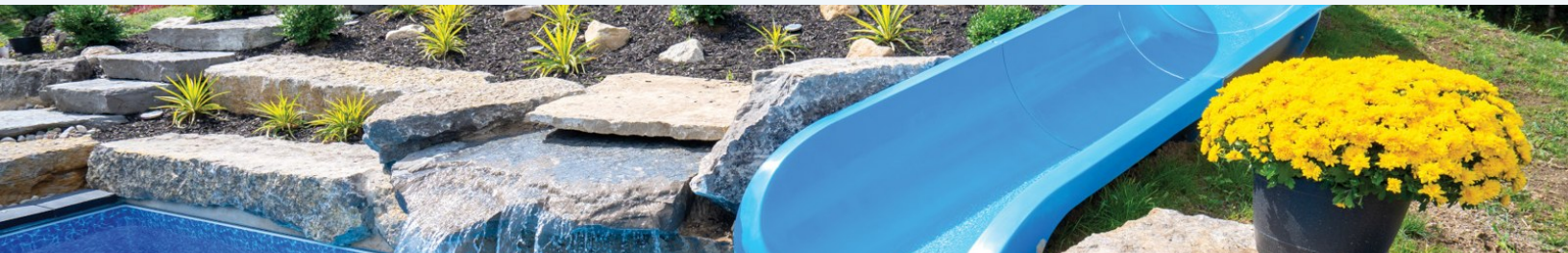
Title	Percent of Readers
Owner/Partner/President/Executive	55.2%
General Manager/Manager/Assistant Manager	21.9%
Director/Sales Director/Sales Rep	9.9%
Vice President	5.2%
Other	4.0%
Designer/Engineer	2.8%
Treasurer/Controller/Secretary	0.9%

Digital Audience — Key Figures

29,000
readers (print + digital)

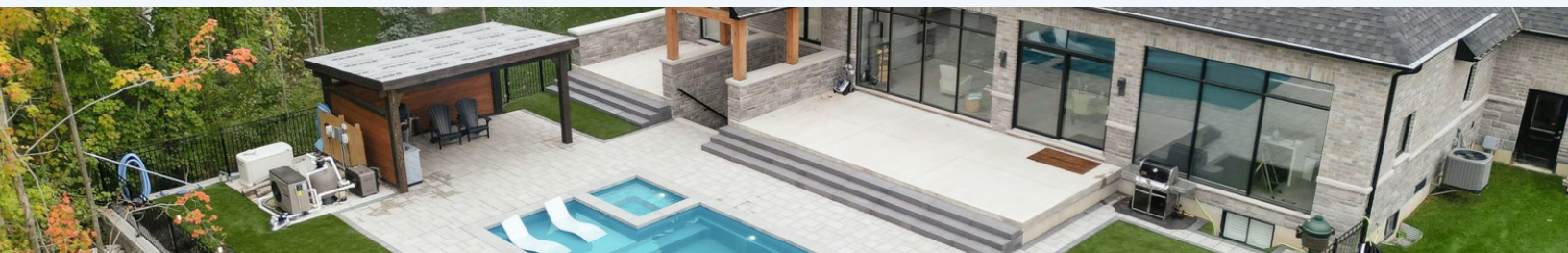
31,000
newsletter subscribers

474k
website pageviews in 2025



2027 Editorial Calendar

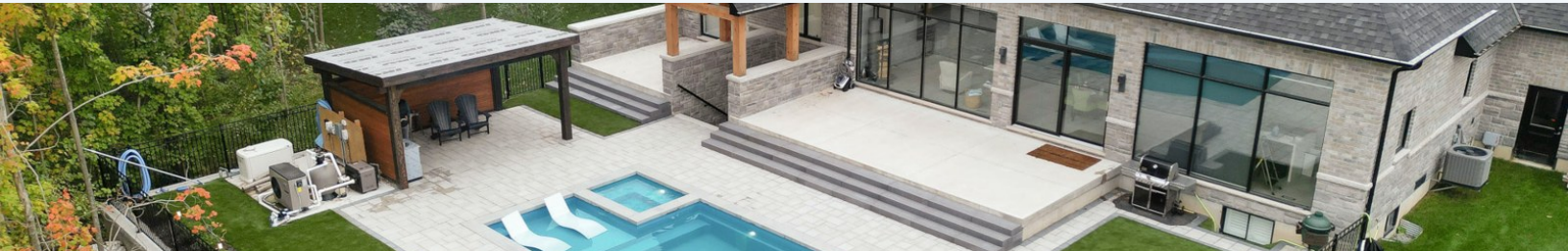
Issue	Editorial Focus	Special Features / Bonus Distribution	Deadlines
January 12	Workforce Pumps, Filtration & Heaters Service Business Planning Retail Pre-Season Inventory Strategy	The Pool & Spa Show Planner	Space Closing: November 20, 2026 Material Deadline: November 24, 2026 Publishing Date: December 31, 2026
January 26	Smart Pool Technology Automation & Equipment Spas & Hot Tubs	Product Spotlight Edition The Western Pool & Spa Show Planner Bonus Distribution at The Pool & Spa Show	Space Closing: December 15, 2026 Material Deadline: December 17, 2026 Publishing Date: January 20, 2027
February 16	The Plasterers Issue Water Testing & Chemical Pool Cleaners AI in Service/Retail	Everything Under the Sun Expo Planner Bonus Distribution at Western Pool & Spa Show, National Plasterers Council	Space Closing: January 8, 2027 Material Deadline: January 12, 2027 Publishing Date: February 5, 2027
March 9	Fiberglass Pools Vinyl Liners Sustainability Digital Lead Generation / Marketing	Product Spotlight Edition Bonus Distribution at Everything Under the Sun Expo	Space Closing: January 22, 2027 Material Deadline: January 26, 2027 Publishing Date: February 24, 2027
March 23	Pool Finishing Materials Safety and Disability Access Renovation Safety Products That Sell (covers, fencing)	—	Space Closing: February 11, 2027 Material Deadline: February 16, 2027 Publishing Date: March 18, 2027
April 13	Equipment Automation and Systems Filters and Filter Media Troubleshooting & Equipment Optimization	State of the Industry Issue	Space Closing: February 26, 2027 Material Deadline: March 2, 2027 Publishing Date: April 1, 2027
May 11	Sanitizing Equipment Commercial Equipment New Tools That Save Time	Products Reader's Choice Awards	Space Closing: March 25, 2027 Material Deadline: March 30, 2027 Publishing Date: April 29, 2027
May 25	Backyard Living Landscape and Design Water Features & Lighting Marketing: Visual Selling (photo/video/social media)	—	Space Closing: April 9, 2027 Material Deadline: April 13, 2027 Publishing Date: May 12, 2027
June 15	Pool Construction Fittings, Jets and Blowers Paints, Coatings & Adhesives	Top 50 Builders Award Bonus Distribution at Pool Spa Patio Deck Expo, The Pool and Spa Show 2027	Space Closing: April 30, 2027 Material Deadline: May 4, 2027 Publishing Date: June 2, 2027
July 13	Covers Winterizing Products Renovation and Repair Business Tools and Software (services and training)	—	Space Closing: May 26, 2027 Material Deadline: May 28, 2027 Publishing Date: July 2, 2027



2027 Editorial Calendar

Issue	Editorial Focus	Special Features / Bonus Distribution	Deadlines
August 17	Luxury Features in Pool Design Marketing: Using Design Content Pool Design Trends	Masters of Design Award Bonus Distribution at Pool Spa Patio Deck Expo	Space Closing: July 6, 2027 Material Deadline: July 8, 2027 Publishing Date: August 6, 2027
September 21	Maintenance and Cleaning Equipment and Supplies Spas and Accessories (saunas, steamrooms, enclosures) Aboveground and Onground Pools Accessories, Slides & Ladders	—	Space Closing: August 6, 2027 Material Deadline: August 10, 2027 Publishing Date: September 9, 2027
October 12	Heaters and Heat Pumps Seasonal Pool Preparation Memberships & Service Plans	Top 50 Service Award The Pool Spa Patio/Deck Expo Planner Bonus Distribution at Pool Spa Patio Deck Expo	Space Closing: August 24, 2027 Material Deadline: August 26, 2027 Publishing Date: September 30, 2027
2027 Directory	Pool and Spa News Directory	—	Production dates to be confirmed
November 9	Energy Efficiency in Pools Outdoor Fire & Heating Solutions Off Season Planning New Revenue Streams	The Pool Spa Patio/Deck Expo Issue Product Spotlight Edition Bonus Distribution at Pool Spa Patio/Deck Expo, Piscina Barcelona 2027	Space Closing: October 1, 2027 Material Deadline: October 5, 2027 Publishing Date: November 3, 2027
December 21	New Products 2027 Construction Equipment and Supplies Trends 2027 AI-Driven Customer Service for Pool Businesses	Product Spotlight Edition	Space Closing: November 3, 2027 Material Deadline: November 5, 2027 Publishing Date: December 8, 2027

Recurring section in every issue: News. 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.



Print Rates

Display Ad Rates

Ad Size	Rate
Double Page Spread	\$8,500
Full Page	\$5,000
Half Page Island	\$3,700
Half Page Horizontal	\$3,400
Quarter Page	\$2,600

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$5,500
OBC	\$5,750

Marketplace

Ad Size	Rate
1/3 Page	\$1,200
1/6 Page	\$650
1/12 Page	\$350

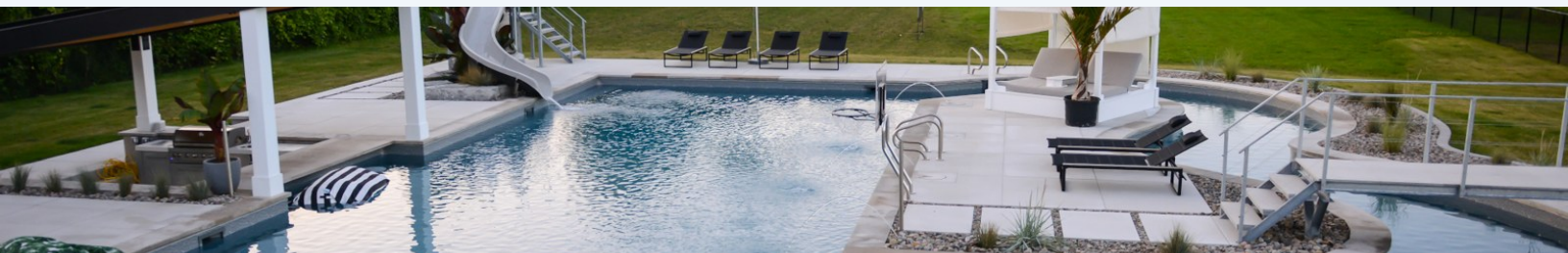
Product Showcase Rates

Ad Size	Rate
Product Profile	\$995

Classified

Ad Size	Rate
Per inch (2-inch minimum)	\$260
Logos or artwork (2-issue minimum)	\$205

Volume advertising discounts available. Mechanical specifications available at poolspanews.com.



Print 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.

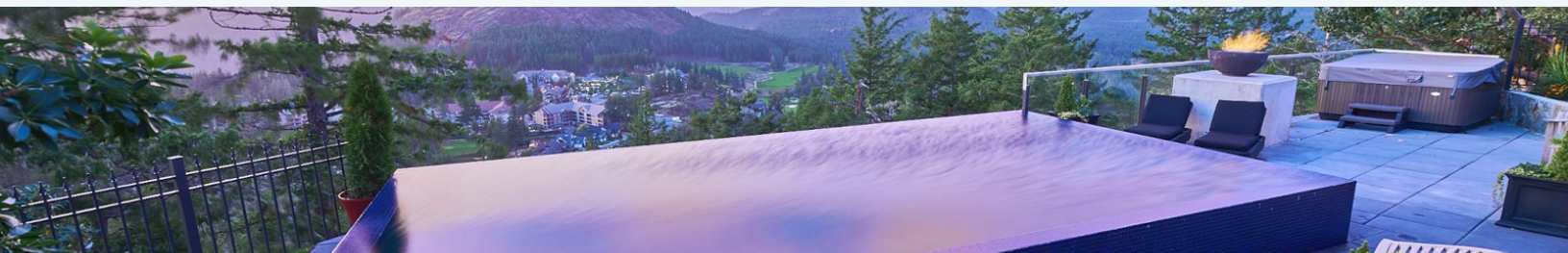
Protective Clause

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.



E-Newsletter Sponsorship

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

Ad Positions & Rates

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

29,000
recipients

Monthly
2nd Thursday

Specifications

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



E-Broadcasts

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.

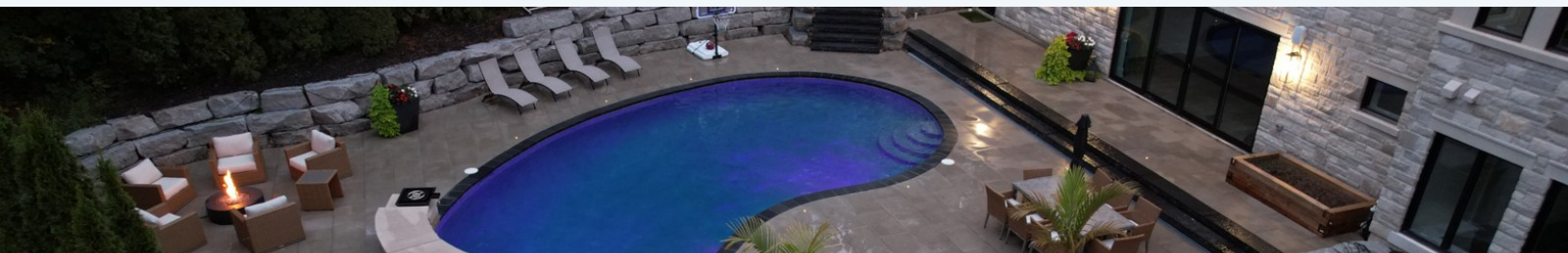
29,000
recipients

\$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

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.
- Pool 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, and promoted through social media channels

Pricing Options

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

Rates shown are for the Pool and Spa News / Aquatics International (PSN, AI) package.



Web Display

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.

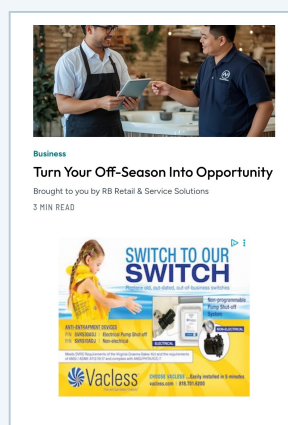
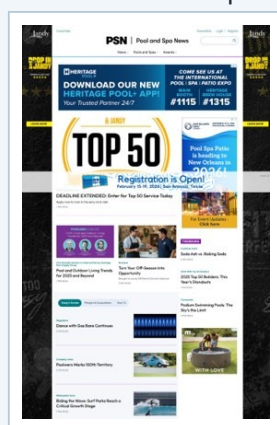
Rates

Ad Unit	Rate
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 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)	\$260/month

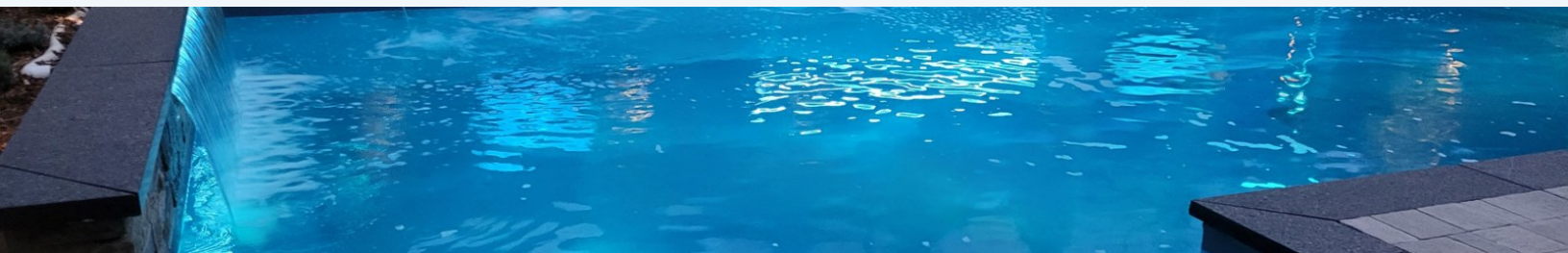
Mobile Slider/Push: a 320 x 50 ad banner that, on user interaction, slides to fullscreen 320 x 416.

Specifications

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



Samples: display placements on PoolSpaNews.com — desktop (left) and mobile (right).



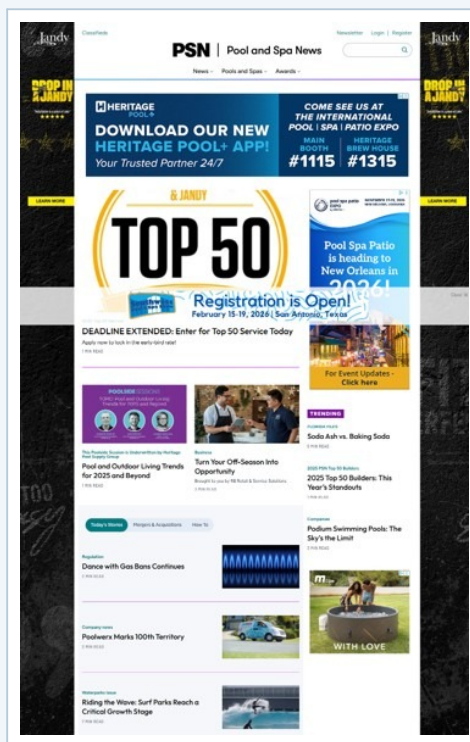
High Impact Ad Units

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.

Why High Impact

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

Ad Unit	Rate
Interstitial	\$1,120/month
Wallpaper	\$1,120/month
Billboard	\$1,120/month



Sample: Wallpaper unit on PoolSpaNews.com.

Unit Descriptions

- **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).
- **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.
- **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.

Specifications

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



Online Rates

Custom E-broadcast

Item	Rate	Per
Custom E-broadcast	\$420	CPM

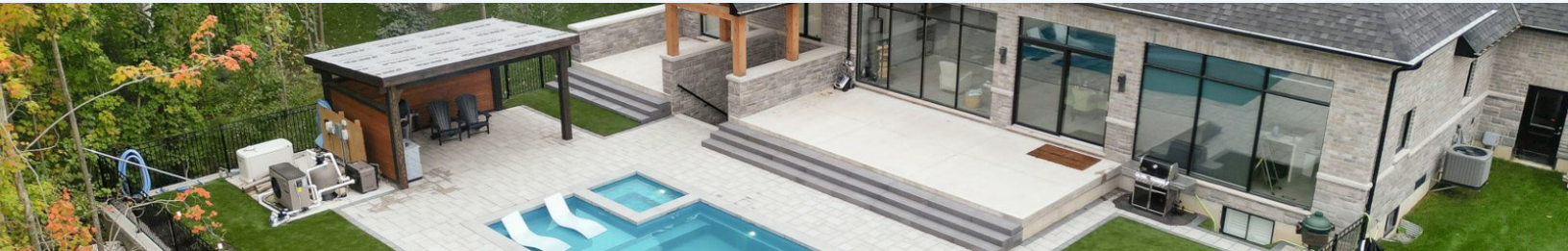
Newsletter Sponsorship

Position	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

Item	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, rich media and high impact rates continue on the next page.



Online Display & High Impact Rates

Display Ads

Ad Unit	Rate	Per
Leaderboard (728x90)	\$520	Month
Medium Rectangle (300x250)	\$520	Month
Half Page (300x600)	\$800	Month
Roadblock 1 (728x90 + 300x600)	\$1,420	Month
Roadblock 2 (728x90 + 300x250)	\$1,120	Month
Mobile Leaderboard (320x50)	\$200	Month
Mobile Slider/Push (320x50)	\$260	Month

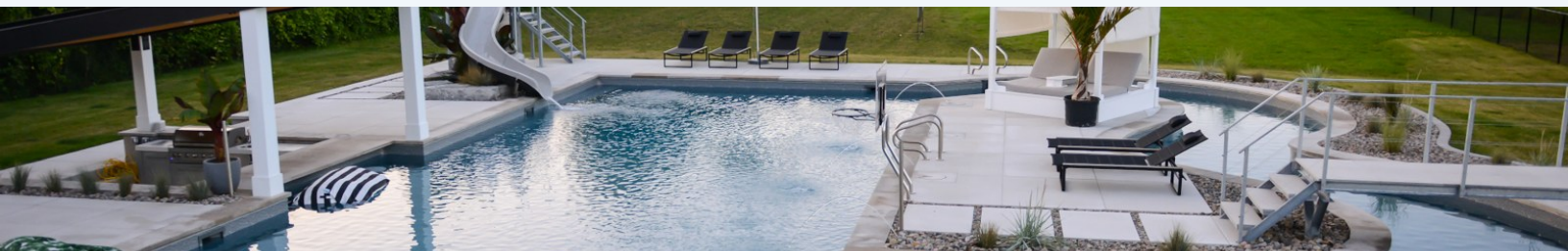
Rich Media and/or High Impact Units

Ad Unit	Rate	Per
Interstitial	\$1,120	Month
Wallpaper	\$1,120	Month
Billboard	\$1,120	Month

Webinars & Branded Content

Item	Rate	Per
Sponsored Webinar (starting rate, 75 leads)	\$11,750	Webinar
Branded News	\$2,500	Posting/month
Digital Edition Sponsorship	\$3,000	Issue

Mechanical specifications available at poolspanews.com.



Online Terms & Conditions

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.

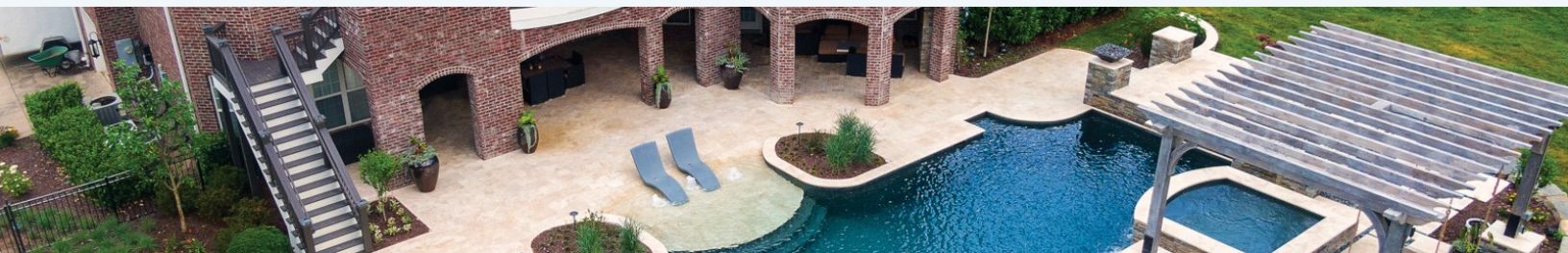
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Payment Terms

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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.

Promoted Via

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

Native Article	Rate
Studio content	\$6,000
Client content	\$4,000



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](#)

Sample: a native article promoted in the PSN & AI Insider e-newsletter.

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

Specifications

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



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, the news section, and the e-newsletter.

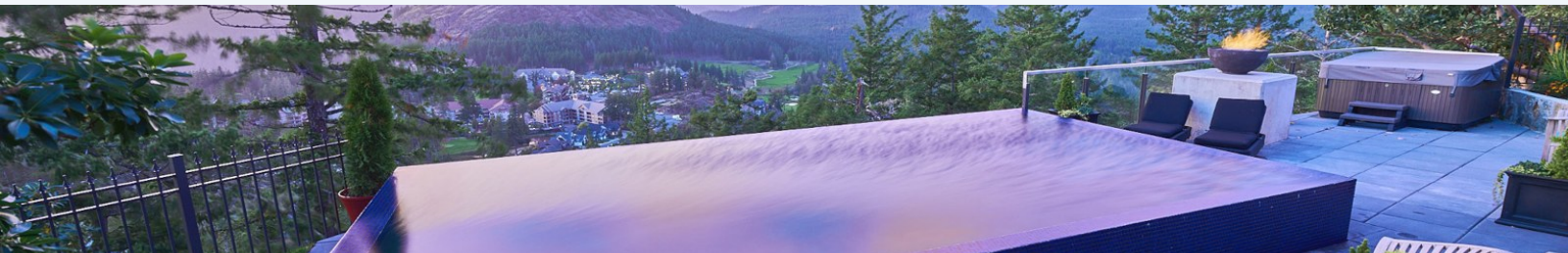
Branded News	Rate
Per posting/month	\$2,500

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)



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.

Starting Rate

Webinars	Starting Rate
Sponsored webinar with 75 leads	\$11,750



Digital Edition Sponsorship

Pool and Spa News' 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.



Sample: (1) sponsor's full-page ad adjacent to the cover; (2) sponsor's banner visible on every page.

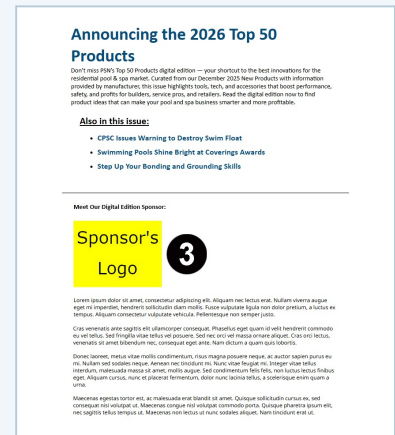
Digital Edition Sponsorship	Rate
Per issue	\$3,000

Deliverables

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

Specifications

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



Sample: (3) sponsor recognition in the notification e-mail.



Contact

To build a 2027 program around your goals, contact the **Pool and Spa News** sales team.

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

Linda Dalke <i>Publisher</i> • ldalke@kenilworth.com • 866-572-5633 x240	Lisa Heitner <i>Director, Strategic Accounts</i> • lheitner@kenilworth.com • 323-481-6111	Eric Silver <i>Account Manager</i> • esilver@kenilworth.com • 866-572-5633 x265
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