

WHAT POOL & HOTTUB

2011

MEDIA PACK

ABOUT WHAT POOL & HOT TUB

WHAT POOL & HOT TUB is the only product of its type in the UK.

The 2011 edition will be the best to date! The publication will now be available earlier than in previous years. This year's edition will launch in **March 2011** as the season starts. The distribution has been greatly improved and we are pleased to announce nationwide distribution at **Sainsburys**. In addition we will be using **Google AdWords** to generate interest for both the magazine and website.

For 2011, we have also overhauled the editorial proposition with a stronger focus on hot tubs, swim spas and pools under £30,000. There's now a **'Top 30 Hot Tub'** across three price bands plus more technical information included across the board too.

Since its re-launch in 2006, **WHAT POOL & HOT TUB** has offered UK consumers a single source to find the essential information required when looking to buy a wet leisure product. Whether it's information on pools, hot tubs, spas, swim spas, saunas or a related product, we believe we have it covered.

The magazine and website are designed not only to entertain, but also to inform and deliver key information about which product best matches the need of the consumer.

We achieve this by having a strong emphasis on product features and specifications, but we also look at the experiences of users as well as taking in the experts views. What to look for when comparing products, questions to ask when buying and the issues surrounding owning, maintaining and running these products are all covered.

It's not all facts and figures though. **WHAT POOL & HOT TUB** also includes aspirational editorial features extolling and reinforcing the lifestyle and health benefits of owning a wet leisure product. Finally, we then provide that all important where to buy information via magazine and website regional directories.

Over recent years, the overall **WHAT POOL & HOT TUB** offering has been developed and complementing the magazine is a growing website which provides consumers with not only a free to access eco-friendly virtual edition, but also further extensive and accessible content too.

WHAT POOL & HOT TUB is produced by Go Publishing Ltd, the publishers of **spn (Swimming Pool News)**, the UK wet leisure industry's leading trade title.

WHAT POOL & HOT TUB is also the official magazine for the UK consumer market and enjoys input, backing and authoritative content supplied by both **SPATA** and **BISHTA**. As the official magazine, **WHAT POOL & HOT TUB** also contributes vital funds to PIP, the promotional arm of the BSPF, so by supporting **WHAT POOL & HOT TUB** through advertising, you are supporting the industry as a whole.



EXAMPLE PAGES



OFFICIAL CONSUMER MAGAZINE FOR



FOR ADVERTISING INFORMATION
CALL TONY ON 01474 813433
OR EMAIL:
tony.weston@gopublishing.co.uk

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DISTRIBUTION & REACH

When you're trying to communicate with a niche market audience, you need niche and relevant distribution channels both off and online.

For 2011, we believe we have created the biggest and best distribution mix to date and are targeting potential UK consumers via the following:

NEW FOR 2011

Sainsbury's
Try something new today

- Through in excess of 250 Sainsbury's supermarket stores located throughout the UK with a eye catching point of sale presence for a period of up to 12 weeks from 12th May.

The GARDEN CENTRE GROUP

Klondyke GARDEN CENTRES
Strikes

- Through over 150 garden centres / gardening outlets, a large number of which already sell wet leisure products to individuals located throughout the UK.

Virgin atlantic

- Airport lounges and departure gates to First and Business Class passengers with a number of other airlines including BMI, Virgin Atlantic and Continental.

NEW FOR 2011

Google

- Through an ongoing advertising campaign using Google AdWords which will generate traffic to the **WHAT POOL & HOT TUB** website.

NEW FOR 2011



- The **WHAT POOL & HOTTUB** website itself will be offering 1,000 copies FREE OF CHARGE to consumers that complete an online request.

- The **WHAT POOL & HOTTUB** website will also provide access to a virtual publication of the magazine for the lifetime of the edition.

spn The new name for Swimming Pool News now incorporating Pool & Spa industry
www.swimmingpoolnews.co.uk

- The **spn (Swimming Pool News)** website which will have a prominent and permanent visual link to the **WHAT POOL & HOTTUB** website.



BISHTA PROMOTING SAFE SPA WATER

- As the official magazine, links to the magazine and its website will be available directly from the **SPATA** and **BISHTA** websites.

THE POOL, SPA & LIFESTYLE SHOW
SPATEX 2011

- Our stand at **SPATEX 2011** will have stocks of the magazine that are given away to consumers attending the Brighton show.



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BSPF
promoting pools, spas & allied leisure



BISHTA
promoting safe spa water

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CONTENT & FEATURES

- **EMPORIUM:** The best and latest wet leisure news, products and innovations for the UK consumer – from clothing and accessories to events and advice.
- **HEALTHY REASONS TO OWN:** Looking at the health and therapeutic benefits of ownership plus how to stay fit and well in the water.
- **SO WHAT WOULD YOU LIKE TO BUY?:** Our easy to follow guide to what options are available. Covering pools, hot tubs, spas, swim spas and saunas we highlight the differences between each and suggest things to consider when deciding what product choice is right for the consumer.
- **THE COOLEST THINGS:** What's in, what's out, what's new. Inspiring installations from home and abroad, including **SPATA** and **BISHTA** award winning pools and hot tubs.
- **CASE STUDIES & FAQs:** Supplied by **SPATA** and **BISHTA**, these are designed to dispel the myths surrounding the installation and owning of both pools and hot tubs and provide authoritative advice from the experts.
- **MAKING OWNERSHIP A BREEZE:** A look at the technology available to make your pool energy efficient and easy to manage – focussing on pool covers, smart products and solar innovation.
- **ABOVE-GROUND POOLS:** With DIY options which don't need planning permission, above-ground pools make the most of limited space and can still look stunning. We take a closer look at the cheaper end of the pool market.
- **SWIM SPAS BUYING GUIDE:** A closer look at the increasingly popular swim spa market. What their features and benefits are plus our top 5 of what's available.
- **HOT TUBS BUYING GUIDE:** Looking at three separate price ranges and what, in our view, makes up the top 30 hot tubs and spas on the market, what each has to offer plus FAQ's from **BISHTA**.
- **SAUNAS BUYING GUIDE:** The myths and magic – a look at a new cheaper and easier to maintain generation of saunas that are now on the UK market.
- **UNDER COVER:** With the weather in the UK being at it's best unreliable, we look at enclosure and gazebo options that provide year round use of a pool, hot tub or spa.
- **CLEAN IT UP:** To enjoy a pool, hot tub or spa you need to know how to keep it and it's water clean and hygienic – our easy to follow guide for consumers and which products they should consider using.

NEW FOR 2011

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ADVERTISING OPTIONS

With a wide range of ways to promote your company both on and offline, **WHAT POOL & HOT TUB** is able to offer advertisers the best and widest range of options available.

MAGAZINE ADVERTISING - 12 months

Full page	£1,250
Half page	£700
Quarter page	£400
Company Profile (see description below)	£1,250
Premium Sponsorship Packages and cover positions	£POA

PLEASE NOTE: As we also produce a virtual edition, all advertising within the magazine is also available online for a full 12 months.

INSERTS

For inserts up to 20grams	£100 per 1,000
For inserts over 20grams	£POA per 1,000

ONLINE ADVERTISING - 6 months

Sidebar Banner - all pages (170px x 170px)	£395
Main Section Banner - 726px (w) x 100px (h)	£295
Sub Section Banner - 726px (w) x 100px (h)	£195

NEW FOR 2011

MAGAZINE & ONLINE DIRECTORIES - 12 months

Hot Tub Table (see description below)	£245
Single Regional Directory (see description below)	£145
Multiple Regional Directory (5+ see description below)	£95

NEW FOR 2011

DESCRIPTION:

- **COMPANY PROFILE:** A full page of editorial dedicated to your company – why not take the opportunity to tell your customers what you and your products stand for. From material supplied, we will write a 500 word article in our house style for your company and the finished piece will include 3 colour images, your company logo and full contact details.
- **HOT TUB TABLE:** The low cost entry point into the magazine and website for hot tub manufacturers and distributors. Inclusion in our hot tub directory as a single column advertisement including a 30 word description of your company (magazine only), your company logo and full contact details.
- **REGIONAL DIRECTORY:** The low cost entry point into the magazine and website for installers and retailers. Inclusion in the directory as a single line advertisement including key contact details plus what products your company offers. Link back to the **WHAT POOL & HOT TUB** website and the most we will charge you is just £95, saving £50 for single directory entries.



EXAMPLE PAGES



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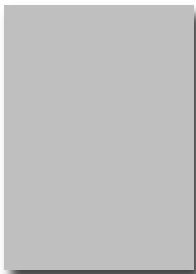
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ISSUE DATES

On sale	28/03/11
Final advertising copy deadline	09/03/11
Final booking deadline	04/03/11

PLEASE NOTE: The publisher reserves the right to amend the above dates and alter, amend, withdraw and add features as published in this document.

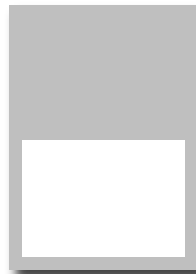
MECHANICAL DETAILS / SPECIFICATION



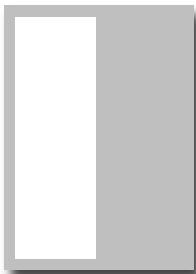
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Trim 210mm x 297mm



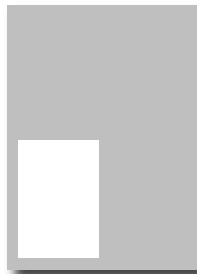
FULL PAGE TYPE AREA
Type area
190mm x 277mm



HALF PAGE HORIZONTAL
Type area
190mm x 135mm



HALF PAGE VERTICAL
Type area
92mm x 277mm



QUARTER PAGE
Type area
92mm x 135mm



EIGHTH PAGE
Type area
92mm x 65mm

ACCEPTED COPY FORMATS

Please supply advertising copy as early as possible so that a proof can be sent for your approval. We accept copy supplied as high resolution (300dpi) PDF, Photoshop EPS, JPEG and TIFF files. All files and their elements should be supplied in a CMYK colour format. All files should be supplied with all fonts and images embedded.

Please send your copy by email to Cathy Varley, email address: cathy.varley@gopublishing.co.uk or if too large to email, please contact us for FTP details.

If you have any questions or need advice on artwork please contact Cathy on 01823 433433 or via the above email address.

ONLINE COPY FORMATS

We accept online advertising copy, images and logos supplied as high resolution (72dpi) GIF, JPEG and PNG files. All files and their elements should be supplied in an RGB colour format. All files should be supplied with all fonts and images embedded.



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