

MEDIA PACK 2013



Sainsbury's
Try something new today



WHAT POOL & HOTTUB

WWW.WHATPOOLANDHOTTUBMAG.CO.UK

ADVERTISING ENQUIRES CALL TONY ON 01474 813433 OR EMAIL: tony@aquapublishing.co.uk

EDITORIAL ENQUIRES CALL JON ON 020 8306 8150 OR EMAIL: jon@aquapublishing.co.uk

IS THE ONLY OFFICIAL CONSUMER MAGAZINE FOR:



ABOUT WHAT POOL & HOT TUB

Covering a wide range of domestic wet leisure products, **WHAT POOL & HOT TUB** is the only product of its type in the UK.

Available in print and online, **WHAT POOL & HOT TUB** provides UK consumers 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.

Over recent years, the overall **WHAT POOL & HOT TUB** offering has been developed and our constantly growing website complements and promotes the magazine, as well as providing further extensive and accessible content.

The 2013 publication will be available in late **March**, before the Easter holidays and as the season starts. The distribution has been improved and we are pleased to announce nationwide distribution at over **150 Sainsbury's stores**.

We will be using **Google AdWords** to generate interest for both the magazine and website along with advertising in national newspaper supplements including **The Guardian's 'Weekend'** magazine.

We are continuing with a strong editorial focus on hot tubs, swim spas and pools under £30,000, including a

'Top 30 Hot Tubs' across three price bands and numerous **'5 of the best...'** product focus pieces including swim spas, pool covers, enclosures and more!

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 UK 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 incorporating the views of experts. 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 manufacturer and regional directories.

WHAT POOL & HOT TUB is produced by Aqua 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** and we are proud to feature on each associations' website home page.

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.



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WHAT POOL & HOT TUB IS THE ONLY OFFICIAL CONSUMER MAGAZINE FOR:



DISTRIBUTION & REACH

When you're trying to communicate with a niche market audience, you need niche and relevant distribution channels both off and online. At **WHAT POOL & HOT TUB** we believe we have them.

In addition to an extensive launch marketing campaign, for 2013, we believe we have created the best possible distribution mix and are targeting potential UK consumers via the following:

Sainsbury's
Try something new today

- Through over **150 Sainsbury's stores** located throughout the UK with an eye catching point of sale presence.



- The **WHAT POOL & HOT TUB** website itself will be offering up to 1,000 copies **FREE OF CHARGE** to consumers that complete an online request to receive the magazine.

Google

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

The
GARDEN
CENTRE
GROUP

Klondyke
GARDEN CENTRES
Strikes

- Through **over 125 garden centres** / gardening outlets, a number of which already sell wet leisure products to individuals located throughout the UK.

Virgin atlantic

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



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



- Our stand at **SPATEX** will have stocks of the magazine that are given away to any consumers attending the show. In addition, we are in talks with other trade and consumer shows regarding further distribution channels.

The Guardian
Weekend

- Classified **advertising within national newspaper supplements** including The Guardian's 'Weekend' magazine.

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BSPF
'promoting pools, spas & allied leisure'



BISHTA
PROMOTING SAFE SPA WATER

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.



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WHAT POOL & HOT TUB IS THE ONLY OFFICIAL CONSUMER MAGAZINE FOR:



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)	£1,250
Premium Sponsorship Packages & cover positions	£POA

INSERTS

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

ONLINE ADVERTISING - 6 months

Large Sidebar Banner - all pages (170px x 170px)	£395
Small Sidebar Banner - all pages (170px x 85px)	£295
Main Section Banner - 590px (w) x 76px (h)	£295
Sub Section Banner - 590px (w) x 76px (h)	£195

MAGAZINE & WEB DIRECTORIES - 12 months

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

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.



DATES / MECHANICAL DETAILS

ISSUE DATES

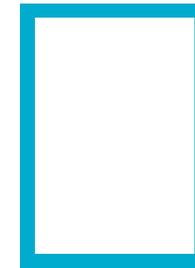
On sale Sainsbury's	28/03/13
On sale	25/03/13
Final advertising copy deadline	11/03/13
Final Regional Directory listing deadline	06/03/13
Final booking deadline	04/03/13
Final editorial deadline	18/02/13

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

ACCEPTED COPY FORMATS

- 1) High resolution (300dpi) PDF, Photoshop, Illustrator, EPS, JPEG and TIFF files only (No MS Office formats). All fonts and images should be embedded. All elements should be supplied in a CMYK colour only format. Any RGB files supplied will be converted by us and we take no responsibility for accurate colour reproduction of converted files.
- 2) If advertising copy is not supplied to the specification as outlined on this page, we reserve the right to adjust it to meet our specifications. This will be done at no cost to the advertiser. We do not accept half page 'bleed' adverts.
- 3) Should an advertisement need to be amended or designed, the advertiser may be subject to a small additional charge.
- 4) Specifications for online/electronic copy can be found on our website at:
www.whatpoolandhottubmag.co.uk/pages/media
- 5) Please send your copy by email to Cathy Varley:
cathy@aqua-publishing.co.uk

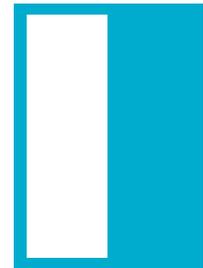
ADVERTISEMENT SIZES



FULL PAGE
Bleed 216mm(w) x 303mm(h)
Trim 210mm(w) x 297mm(h)
Type 190mm(w) x 277mm(h)



HALF PAGE HORIZONTAL
190mm(w) x 135mm(h)



HALF PAGE VERTICAL
92mm(w) x 277mm(h)



QUARTER PAGE
92mm(w) x 135mm(h)



EIGHTH PAGE
92mm(w) x 65mm(h)



GREEN CREDENTIALS

WHAT POOL & HOT TUB is doing its bit for the environment. Each edition is published on an FSC MIX paperstock. In addition, the **WHAT POOL & HOT TUB** website is powered by '1&1 Green Hosting' and all our virtual editions are carbon neutral.

PREMIUM SPONSOR PACKAGES

There are opportunities in the 2013 edition to become a sponsor. We have a tiered system for sponsorship which is detailed below:

12 MONTH GOLD SPONSORSHIP - £5,995

(SEPARATE RATE CARD VALUE £8,645)

Sponsor must supply at their own cost a hot tub minimum value of £5,000RRP (not inc delivery or installation). This will be promoted as a competition on the cover, in the magazine and online. Up to 50% of our AdWords spend will be based around the competition. Details of consumers entering the competition will be passed exclusively to the main sponsor.

Non exclusive access to national leads generated by consumers that sign up for a copy of the magazine.

MAGAZINE ADVERTISING INCLUDES:

- DPS & Full page advert
- Full page Company Profile
- Entry in the Hot Tub Table
- Up to 10 Regional Directory listings
- 3 entries in our 'Top 30' hot tubs

ONLINE ADVERTISING INCLUDES:

- Large sidebar banner / button
- Main header banner for main hot tubs section
- Main header banner for main regional hot tubs section
- Main header banner for 2 regional hot tubs section
- Free entry in online Manufacturers Directory
- Up to 10 free Regional Directory listings

12 MONTH SILVER PACKAGE - £3,495

(SEPARATE RATE CARD VALUE £4,875)

Non exclusive access to national leads generated by consumers that sign up for a copy of the magazine.

MAGAZINE ADVERTISING INCLUDES:

- Full page advert
- Full page Company Profile
- Free entry in the Hot Tub Table
- Up to 10 free Regional Directory listings
- Entry in our 'Top 30' hot tubs

ONLINE ADVERTISING INCLUDES:

- Large sidebar banner / button
- Main header banner for 1 regional hot tubs section
- Entry in online Manufacturers Directory
- Up to 10 Regional Directory listings

12 MONTH BRONZE PACKAGE - £1,695

(SEPARATE RATE CARD VALUE £2,265)

MAGAZINE ADVERTISING INCLUDES:

- Full page advert
- Free entry in the Hot Tub Table
- Up to 5 free Regional Directory listings
- Entry in our 'Top 30' hot tubs or similar

ONLINE ADVERTISING INCLUDES:

- Small sidebar banner / button
- Entry in online Manufacturers Directory
- Up to 5 Regional Directory listings

SPONSOR AVAILABILITY

The number of premium sponsor packages is limited. Booking priority will be given to previous sponsors and then availability is on a 'first come, first served' basis. To ensure you are not disappointed, please reserve your sponsorship package today!

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