

MEDIA PACK 2021



AVAILABLE VIA

Build It
Self-Build | Renovation | Extension

Sainsbury's

Waitrose



VERSION: 1-01/04/21

WHAT POOL & HOTTUB
WWW.WHATPOOLANDHOTTUBMAG.CO.UK

ADVERTISING INFO: CALL TONY ON 01474 813433
OR EMAIL: tony@aqua-publishing.co.uk

EDITORIAL INFO: CALL JON ON 020 8306 8150
OR EMAIL: jon@aqua-publishing.co.uk

WHAT POOL & HOTTUB 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 it's type available in the UK.

Available in print and online, **WHAT POOL & HOT TUB** provides UK consumers with the essential information required when looking to buy a wet leisure product. Whether it's information on swimming 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 adjusted to reflect the changing domestic market and our constantly growing website complements and promotes the magazine, as well as providing further extensive and accessible content.

The 2021 publication will be available in **August** and we're pleased to advise that it will once again be distributed in **Sainsbury's** and **Waitrose** stores along with the October edition of the popular **Build It** magazine – the indispensable monthly guide to custom home building, DIY and renovation.

In addition, the magazine is also available at a number of other locations and we invest heavily in **Google AdWords** to generate interest for both the magazine and website. For more information see our 'Distribution & Reach' page.

In the 2021 edition, we will continue with a strong editorial focus on hot tubs, swim spas and swimming pools under £30,000. We will again feature **'Our Top 30 Hot Tub's'** across three price bands and numerous **'...Of The Best...'** product focus pieces including swim spas, pool covers, enclosures, saunas 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.

WHAT POOL & HOT TUB is not far from being all facts and figures though. The magazine also includes inspirational and aspirational editorial features which extol and reinforce both the lifestyle and health benefits of owning each of the main products that make up today's domestic wet leisure offering. We then provide that all important 'where to buy' information via our comprehensive manufacturer and regional directories (the regional directories for retailers and installers are available exclusively online).

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 the website of each association.

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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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 2021, we believe we have created the best possible distribution mix and are targetting potential UK consumers via the following:

Build It

Self-Build | Renovation | Extension

Sainsbury's

Waitrose

Google

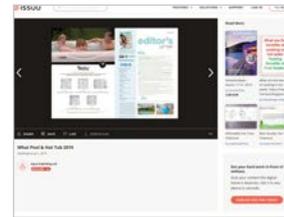
facebook



■ Distributed along with the October edition of the popular **Build It** magazine, the 2021 edition will be available in a number of **Sainsbury's** and **Waitrose** stores located throughout the UK as part of a '2 magazines for the price of 1' promotional offer.

■ An ongoing advertising campaign using Google AdWords plus new Facebook campaigns generate targeted traffic our website.

■ The **WHAT POOL & HOT TUB** website will be offering up to 1,000 free copies to consumers that complete an online request form for the magazine.



■ The magazine will be available at executive lounges at airports that serve First and Business Class passengers. These include AA Lounges, Singapore, SAS, Skyteam, Swissport, Flybe and more.

■ The magazine will be available to view free of charge as a virtual edition, 24/7 on **Issue**. Links are available directly from from the **WHAT POOL & HOT TUB** website.

■ Hard copies of **WHAT POOL & HOT TUB** will be available to buy as a subscription via the Aqua Publishing website for the full duration of the magazine.



■ As the BSPF's official UK consumer title, links to the magazine and its website will be available directly from both the **SPATA** and **BISHTA** websites.

■ **SPATEX** will have stocks of the magazine that are given away to any consumers attending the annual show. In addition, we are also looking at the possibility of distribution at additional relevant UK based trade and consumer events.



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

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CONTENT & FEATURES

- **EMPORIUM:** The latest wet leisure news, products and innovations for the UK consumer. Includes everything from accessories and gadgets to garden living essentials.
- **HEALTHY REASONS TO OWN:** Looking at the health and therapeutic benefits of ownership plus how to stay fit and well in the water.
- **THE COOLEST THINGS:** Inspiring installations from home and abroad, including **SPATA**, **BISHTA** and **EUSA** award winning swimming pools and hot tubs.
- **SO WHAT WOULD YOU LIKE TO BUY?:** Our easy to follow consumer guide to what wet leisure options are available and the differences between each. We also suggest things to consider when choosing between products.
- **ABOVE-GROUND POOLS:** Making the most of limited space and offering DIY options, one-piece pools are always popular and we take a closer look at the options available at cheaper end of the pool market. Includes our '...Of The Best Above-ground Pools'.
- **ONE-PIECE POOLS:** With reduced installation times and plenty of possibilities on offer, we put the spotlight on the these relatively hassle free in-ground options and the quality that is on offer. Includes our '...Of The Best One-piece Pools'.

- **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.
- **EASY OWNERSHIP:** A look at the latest technology available to that makes any swimming pool both energy efficient and easy to manage. Includes our '...Of The Best Pool Covers'.
- **CLEAN IT UP:** Our easy to follow guide to help consumers keep their pool water clean and hygienic. Includes products they should consider using plus our '...Of The Best Pool Cleaners' and our '...Of The Best Water Testing Products'.



- **POOL ENCLOSURES:** With the weather in the UK being at it's best unreliable, we look at the options that provide year round use of any swimming pool. Includes our '...Of The Best Enclosures' that are on the market.
- **SWIM SPAS BUYING GUIDE:** A closer look at the increasingly popular swim spa market. What their features and benefits are plus our '...Of The Best Swim Spas' that are available.
- **HOT TUBS BUYING GUIDE:** A dedicated look at entry level (inflatable/foam walled) spas plus a detailed look at three separate price ranges and what make up 'Our Top 30 Hot Tubs' and spas on the market. Includes technical data plus FAQ's from **BISHTA**.
- **HOT TUB ENCLOSURES & GAZEBOS:** From wood to canvas, with numerous styles and types now on offer, we look at the various under cover options that are available for hot tub and swim spa owners.
- **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 plus a look at '... Of The Best Saunas' available.
- **WET LEISURE SAFETY:** Supplied by **SPATA** and **BISHTA**,

ADVERTISING OPTIONS

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

MAGAZINE ADVERTISING - 12 months

Double Page Spread	£2,150
Full page	£1,250
Half page	£700
Quarter page	£400
Eighth Page	£250
Premium Sponsorship Packages & cover positions	EPOA

INSERTS

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

ONLINE ADVERTISING - 6 months

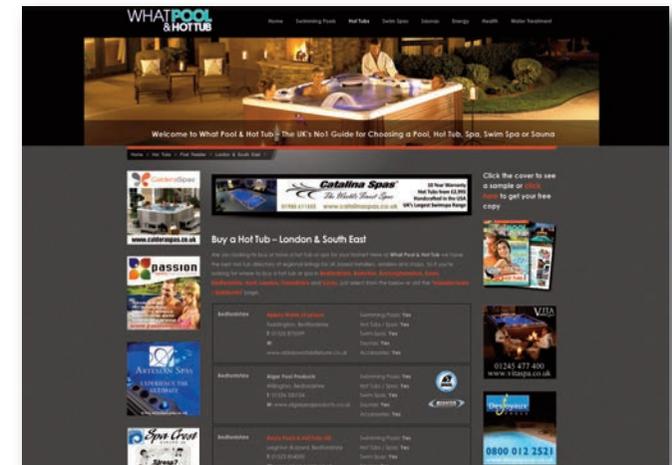
Large Sidebar Banner - all pages - size TBC	£395
Small Sidebar Banner - all page - size TBC	£295
Main Section Banner - size TBC	£295
Sub Section Banner - size TBC	£195

DIRECTORIES - 12 months

Hot Tub Table (magazine & online – see description)	£245
Regional Directory (online only – see description)	£95
Regional Directory 5+ (online only – see description)	£75

DESCRIPTION:

- 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, your company logo (online only) and full contact details.
- REGIONAL DIRECTORY:** The low cost entry point for installers and retailers. Inclusion in our online directory including key contact details, link to you website plus what products your company offers.



DATES & MECHANICAL DETAILS

ISSUE DATES

On sale Sainsbury's and Waitrose	25/08/21
Magazine available from	16/08/21
Final advertising copy deadline	30/07/21
Final booking deadline	23/07/21
Final editorial deadline	19/07/21

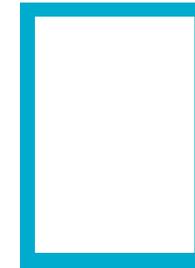
PLEASE NOTE: The publisher reserves the right to amend the above dates and alter, amend, withdraw and add features as published in this document.



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 advertising copy by email to: production@aqua-publishing.co.uk

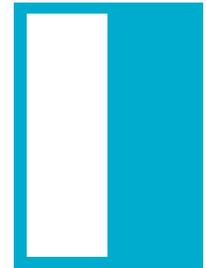
ADVERTISEMENT SIZES



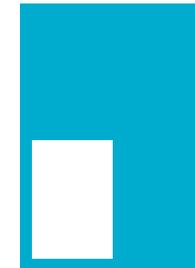
FULL PAGE
Bleed 216mm(w) x 303mm(h)
Trim 210mm(w) x 297mm(h)
Type 190mm(w) x 277mm(h)



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 online virtual editions of the magazine are carbon neutral.

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