

# MEDIA PACK 2026



AVAILABLE VIA  
**FTSE**  
**ASPIRE**  
 AIRPORT LOUNGES  
**GX** GATWICK EXPRESS  
 stanstedexpress

**fonteyn**  
 LARGEST SWIM SPA'S IN THE WORLD!

6 x 3m	7 x 3m	8 x 3m	12 x 3m	12 x 2.3m
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OUR TOP 10 SWIM SPAS



OUR TOP 20 HOT TUBS

NEW THE TOP 20 HOT TUBS

PLUS + Feel the benefits of water wellness + Enjoy the ultimate relaxation

THE UK'S NUMBER 1 GUIDE TO CHOOSING A POOL, HOT TUB, SPA OR SAUNA

# WHAT POOL & HOTTUB

2025/26 • £4.95

**Your Own Pool**  
 Keep your family happy through summer and beyond with pools that suit all budgets

**SWIM SPAS**  
 Keep in shape with **10** of the best

**Gold Tubs And Saunas**  
 Make life feel better with some hot and cold therapy options

**NEW THE TOP 20 HOT TUBS**  
 PLUS + Feel the benefits of water wellness + Enjoy the ultimate relaxation

VERSION: 2-22/06/26

**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



# ABOUT WHAT POOL & HOT TUB

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

Available in print and online, **WHAT POOL & HOT TUB** has been carefully designed to inform and deliver key information about the differences between the various wet leisure solutions that are available and which product best matches the need of the UK consumer. Whether it's information on swimming pools, hot tubs, swim spas, saunas, cold tubs or a related product, we believe we have it covered and showcase these sectors, explaining the features and benefits of each.

**WHAT POOL & HOT TUB** also looks at the experiences of users and incorporates the views of experts. What to look for when comparing products, questions to ask when buying, things to consider plus the issues surrounding owning, maintaining and running these products – are all covered.

Of key importance, **WHAT POOL & HOT TUB** 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).

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 not only complements and promotes the magazine, but also provides further extensive and accessible content.

In the 2026 edition, we will continue with a strong editorial focus on hot tubs, swim spas and swimming pools. We will again feature **'Our Top 20 Hot Tub's'** across a range of price bands and numerous **'...Of The Best...'** product focus pieces including above-ground pools, one-piece pools, swim spas, enclosures, saunas, cold tubs, pool covers and more! Brands and products selected for these editorial features will now be able to utilise our new logo for their own marketing purposes to enhance recognition and prestige.

The 2026 publication will be available in **July** and we're pleased to advise that for this edition, it will be distributed via exclusive media display units located within FTSE 100/500 corporate headquarters, and will also be available to passengers via Aspire Airport Lounges and Private Jet Centres/ FBO around the UK, plus Gatwick and Stanstead Express ticket holders. The magazine is also available to buy or consumers can sign up for their own copy free of charge. We invest heavily in **Facebook** and **Google AdWords** to generate interest for both the magazine and website. For more information see our 'Distribution & Reach' page.

**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 and be partners of their annual awards.

**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.



# DISTRIBUTION & REACH

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

In addition to an extensive marketing campaign, for 2026/27, we believe we have created the best possible distribution mix and are targeting potential UK consumers via the following:

## FTSE

Copies are available via exclusive media display units located within FTSE 100/500 corporate headquarters, accessing a daily footfall of in excess of 400,000 office workers.



Our website offers free copies to consumers that complete an online subscription request form for the full duration of the magazine.

SWIMMING POOL & ALLIED TRADES ASSOCIATION  
**SPATA**

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.

**BISHTA**  
BRITISH & IRISH SPA & HOT TUB ASSOCIATION

## ASPIRE

AIRPORT LOUNGES

**GX** GATWICK EXPRESS  
stanstedexpress

Quantities of the magazine will be available free of charge to passengers via Aspire Airport Lounges and Private Jet Centres/ FBO around the UK, along with Gatwick and Stanstead Express ticket holders.



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

**SPATEX**  
THE POOL, SPA & WELLNESS SHOW  
TUESDAY 2 - THURSDAY 4 FEBRUARY 2027

**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.

## Google

## facebook

An ongoing advertising campaign using Google AdWords and Facebook raises brand awareness and generates targeted traffic to our website.



Hard copies of are available to buy as a subscription via the Aqua Publishing website for the full duration of the magazine.



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

# WHAT POOL & HOT TUB

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OR EMAIL: [tony@aquapublishing.co.uk](mailto:tony@aquapublishing.co.uk)

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OR EMAIL: [jon@aquapublishing.co.uk](mailto:jon@aquapublishing.co.uk)

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

**BSPF**  
promoting pools, hot tubs and allied wet leisure

SWIMMING POOL & ALLIED TRADES ASSOCIATION  
**SPATA**

**BISHTA**  
BRITISH & IRISH SPA & HOT TUB ASSOCIATION

# CONTENT & FEATURES

- **EMPORIUM:** The latest wet leisure and outdoor products and innovations for the UK consumer. Includes everything from accessories and gadgets to garden living essentials.
- **WATER WELLNESS:** Looking at the many health and therapeutic benefits of ownership of the various wet leisure products, 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, hot tubs, swim spas and more.
- **SO WHAT WOULD YOU LIKE TO BUY?:** Our easy to follow guide to what wet leisure options are available and the differences between each. We also suggest things to consider when choosing between products.
- **CASE STUDIES & FAQs:** Supplied by **SPATA** and **BISHTA**, these are designed to dispel the myths surrounding the installation and owning of both pools and spas, plus provide authoritative advice from the experts.
- **HOT TUBS BUYING GUIDE:** A detailed look at a selection of the best value for money hot tubs that are available, 'Our Top 20 Hot Tubs' and spas covers a wide range of price points. Includes technical data, FAQ's from **BISHTA**, plus our 'Hot Tub Table' of brands.
- **CLEANER WATER:** Our easy to follow guide to help consumers keep their spa and hot tub water clean and hygienic. Includes products they should consider using plus our '5 Of The Best Hot Tub Products'.
- **SAUNAS:** 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 '5 Of The Best Saunas' that are available for both indoor and outdoor use.
- **COLD TUBS:** Having gained popularity over recent years, we showcase these compact, low temperature solutions that aid recovery from intensive workouts, plus highlight '5 Of The Best Cold Tubs' that are currently available.
- **SWIM SPAS BUYING GUIDE:** A closer look at the increasingly popular swim spa market. What their features and benefits are plus our expanded '10 Of The Best Swim Spas' that are available and includes technical data for each.
- **ABOVE-GROUND POOLS:** Making the most of limited space and offering DIY options, we take a closer look at the available solutions at the cheaper end of the pool market. Includes our '5 Of The Best Above-ground Pools'.
- **ONE-PIECE POOLS:** With reduced installation times and plenty of possibilities available, we showcase these relatively hassle free in-ground options and the quality that is on offer. Includes our '8 Of The Best One-piece Pools'.
- **EASY OWNERSHIP:** A look at the latest technology available to that makes any swimming pool both energy efficient and easy to manage. Includes our '5 Of The Best Automatic Pool Covers' selection.
- **CLEANER WATER:** Our easy to follow guide to help consumers keep their pool water clean and hygienic. Includes products they should consider using plus our '5 Of The Best Pool Cleaners' and our '5 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 '5 Of The Best Enclosures' that are on the market.
- **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
Gold Premium Sponsorship Package	£3,495
Silver Premium Sponsorship Package	£2,695
Bronze Premium Sponsorship Package	£1,695

## ONLINE ADVERTISING - 6 months

Sidebar Banner - all pages - size TBC	£395
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 your website plus what products your company offers.



# DATES & MECHANICAL DETAILS

## ISSUE DATES

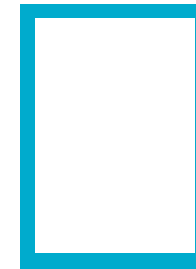
Magazine available from	27/07/26
Final advertising copy deadline	13/07/26
Final booking deadline	10/07/26
Final editorial deadline	06/07/26

**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](http://www.whatpoolandhottubmag.co.uk/pages/media)
- 5) Please send your advertising copy by email to:  
[production@aqua-publishing.co.uk](mailto:production@aqua-publishing.co.uk)

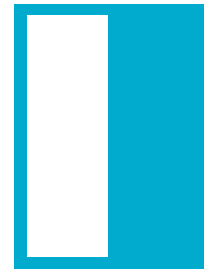
## ADVERTISEMENT SIZES



**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.