

WHAT POOL & HOTTUB

SO WHY CHOOSE TO ADVERTISE IN WHAT POOL & HOT TUB MAGAZINE?...

...BECAUSE WE ARE THE ONLY CONSUMER MAGAZINE IN THE UK THAT PROVIDES THE COMPLETE AND CRUCIAL INFORMATION THAT POTENTIAL BUYERS ARE LOOKING FOR!

Produced by the publishers of **SWIMMING POOL NEWS**, the UK wet leisure industry's leading title, **WHAT POOL & HOT TUB** has gone from strength-to-strength since its re-launch in 2006.

Originally known as **HOME POOLS & HOT TUBS**, the magazine is designed not only to entertain, but also to inform and deliver key information about which product best suites the consumer's needs, what questions to ask when buying, and the issues surrounding owning, maintaining and running these products.

Produced as a high quality glossy magazine, **WHAT POOL & HOT TUB** will include editorial features extolling the lifestyle and health benefits of owning a hot tub, spa, sauna or pool. Concentrating on the experiences of users as well as taking the experts views, the magazine will deliver a unique package to its readers. See page 3.

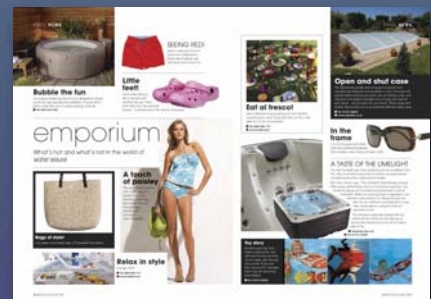
...BECAUSE WE TARGET CONSUMERS WITH MULTIPLE DISTRIBUTION CHANNELS, BOTH OFF AND ONLINE...

When you're trying to communicate with a niche market audience, you need niche and relevant distributions channels. For 2009, we are focussing on targetting potential consumers via the following:

- Following a succesful trial of magazines to garden centres in 2008, we are expanding our circulation to over 400 outlets, a large number of which already sell wet leisure products to individuals located throughout the UK.
- Airport lounges and departure gates to First and Business Class passengers with a number of other airlines including BMI, Virgin Atlantic and Continental.
- The **WHAT POOL & HOT TUB** and **SWIMMING POOL NEWS** websites as a hard copy subscription and complete virtual publication. Website accessibility greatly improves the potential reach of the magazine and the duration of any advertising.
- Through a number of 'high end' waiting room / coffee table environments, including dental and cosmetic surgeries and beauty and hairdressing salons.



EXAMPLE PAGES



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

WHAT POOL & HOTTUB

EDITORIAL FEATURES 2010

NEWS / EMPORIUM: The best and latest wet leisure products, clothing, accessories, events and happenings.

THE COOLEST THINGS: Award winning pools plus what's in, what's out, what's new. What Pool and Hot Tub tells it how it is.

LOOKING TO BUY A POOL?: Our easy to follow guide to what options you face when you buy a pool what the costs are and how to get started.

HOW SMART IS YOUR POOL?: A look at the technology available to make your pool easy to manage at the touch of a button.

DOES YOUR POOL EMBARRASS YOU?: If your pool is a gas guzzling, heat losing, and chemical-soup threat to the environment – what can you do to improve its sustainability and save money?

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.

UNDER COVER: What a pool house should be and could contain to improve your pool experience. Includes enclosures and decking this year.

SWIM SPAS: What's on the market and what you get for your money?

HOT TUBS: Exclusive buyers guide looking at our view of the top 20 spas on the market, what they have to offer.

SAUNAS BUYING GUIDE: The myths and magic – a look at a new cheaper easier to maintain generation of saunas on the market.

MILLION DOLLAR POOLS: Times might be hard financially but there are still some spectacular millionaire lifestyle pools for us all to 'ogle' at.

CLEAN IT UP: If you enjoy a pool and spa you need to know how to keep it clean and hygienic-here's our easy to follow guide.

FINISHING TOUCHES: How specialist art and design, mosaics, lighting and sound can provide a unique finishing touch to your pool.

PLUS: UPGRADING & REFURBISHMENT: An existing hot tub owner and looking to upgrade? Maybe your pool has seen better days and needs refurbishing? We look at the options available. **CELEBRITIES:** enjoy their water pleasures – a look at the stars that have been out and about enjoying the water. **WATER THERAPY:** How to stay fit and well in the water with regimes which will aid young and old with everything from arthritis to poor energy. **SPA DAY IN:** A day at a leading Spa will cost you hundreds but a well planned day of pampering round the hot tub could be far more fun and relaxing. **KIDS ZONE:** All things children orientated – clothing, accessories and more.

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WHAT POOL & HOTTUB

...AND BECAUSE WE HAVE THE BEST ADVERTISING PACKAGES AVAILABLE

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.

As well as traditional display advertising (see page 4 for rates), we also the following packages:

1) HOT TUB TABLE - £99

The low cost entry point into the magazine. Inclusion in our hot tub table as a single column advertisement including:

- Your full company contact details
- A 50 word description of your company

2) SUPPLIERS DIRECTORY - £149

The low cost entry point into the magazine. Inclusion in a product listing of your choice as well as a single column advertisement including:

- A colour logo
- Your full company contact details
- A 60 word description of your company

3) PRODUCT PROFILE - £695

A section of the magazine dedicated to a simple low cost entry point for any manufacturer or distributor to showcase products, which includes:

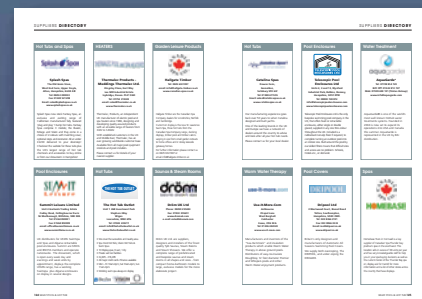
- 4 colour pictures of your choice
- A 50 word description of each of your products
- A colour logo
- Your full company contact details

4) COMPANY PROFILE - £995

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. All you need to do is supply the pictures and words and in keeping with the editorial style of the magazine, we will write an article for you. The finished piece will include:

- Up to 3 colour pictures of your choice
- A colour logo
- Your full company contact details
- A 500 word description of your products or services

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WHAT POOL & HOTTUB

ADVERTISING RATE INFORMATION

Full page	£1,250
Half page	£700
Quarter page	£400
Eighth page	£250
Company Profile	£995
Product Profile	£695
Sponsored pages and cover positions	£POA

ONLINE ADVERTISING

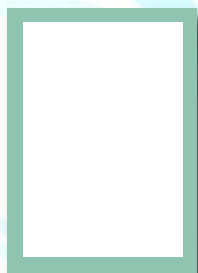
170px wide x 170px high	£395
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INSERTS

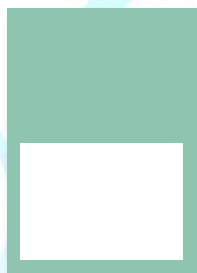
For inserts up to 50grams	£80 per 1,000
For inserts over 50grams	£POA per 1,000



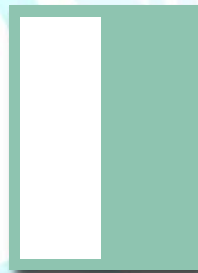
FULL PAGE
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Trim 297mm x 210mm



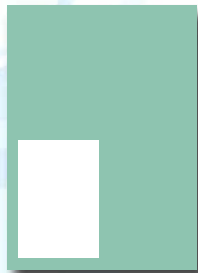
FULL PAGE TYPE AREA
Type area
277mm x 190mm



HALF PAGE HORIZONTAL
Type area
135mm x 190mm



HALF PAGE VERTICAL
Type area
277mm x 92mm



QUARTER PAGE
Type area
135mm x 92mm



EIGHTH PAGE
Type area
65mm x 92mm

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.



ISSUE DATES

On sale	03/05/10
Final copy deadline	16/04/10
Booking deadline	14/04/10

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

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