

PSN
POOL AND SPA NEWS

2024 Media Kit

Zonda is building the future of housing

We exist to **advance the process of accessing, understanding, and leveraging the information, insights, and connections** that move the homebuilding industry forward—because we believe better homes mean better lives and stronger communities.

Awareness

Get results with the right audiences and tactics on our media platforms that give you access to a database with more than 3M contacts.



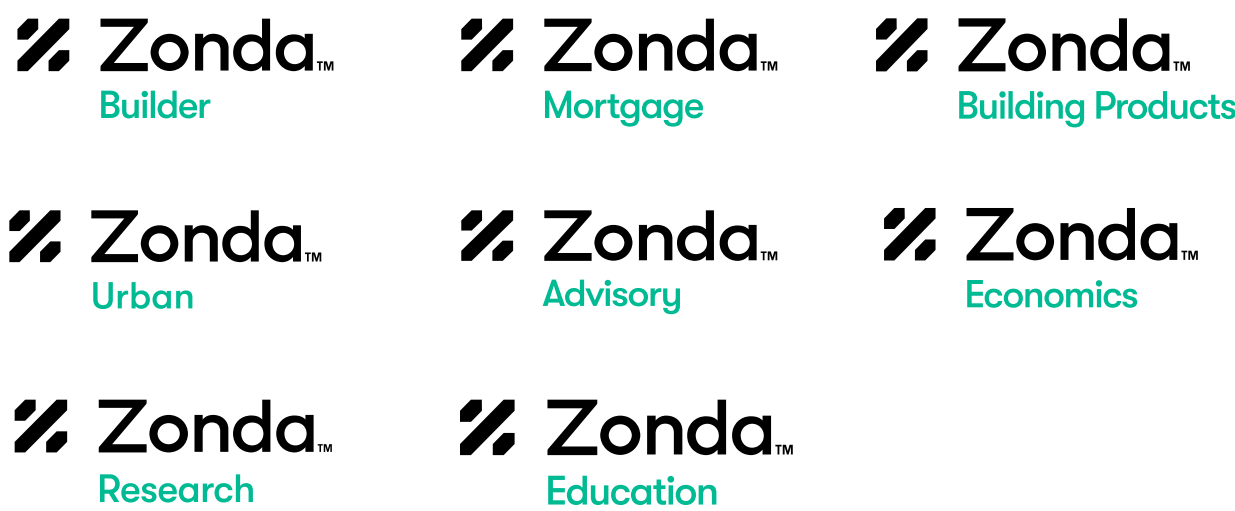
Engagement

We inform, advise and connect you to the right tools and people to help grow your business.



Data Intelligence

Get access to over 500+ housing metrics to stay ahead of local, regional and national market trends.



Always ahead

Zonda Media utilizes the largest analytics and editorially driven construction industry database to provide **business intelligence**, **data-driven**, and **advertising services** across a variety of platforms.

- ✓ We are the most comprehensive coast-to-coast **media network** for professionals involved in every aspect of the **housing industry**.
- ✓ We provide a complete view into the housing market designed through **digital platforms** to provide full understanding of current and future conditions to help negotiate risk and **grow revenue**.
- ✓ Leaders in the new construction market **trust** Zonda to provide a pulse on the market and **get insight** into the market conditions.











Pool and Spa News is the premier information source of hot product news, insightful marketing and management tips, and top-notch design ideas for professionals in the pool and spa industry. Access decision makers through print and digital mediums targeting builders, retailers and service techs that purchase, specify, and recommend products.

60+

Years serving the pool
& spa industry

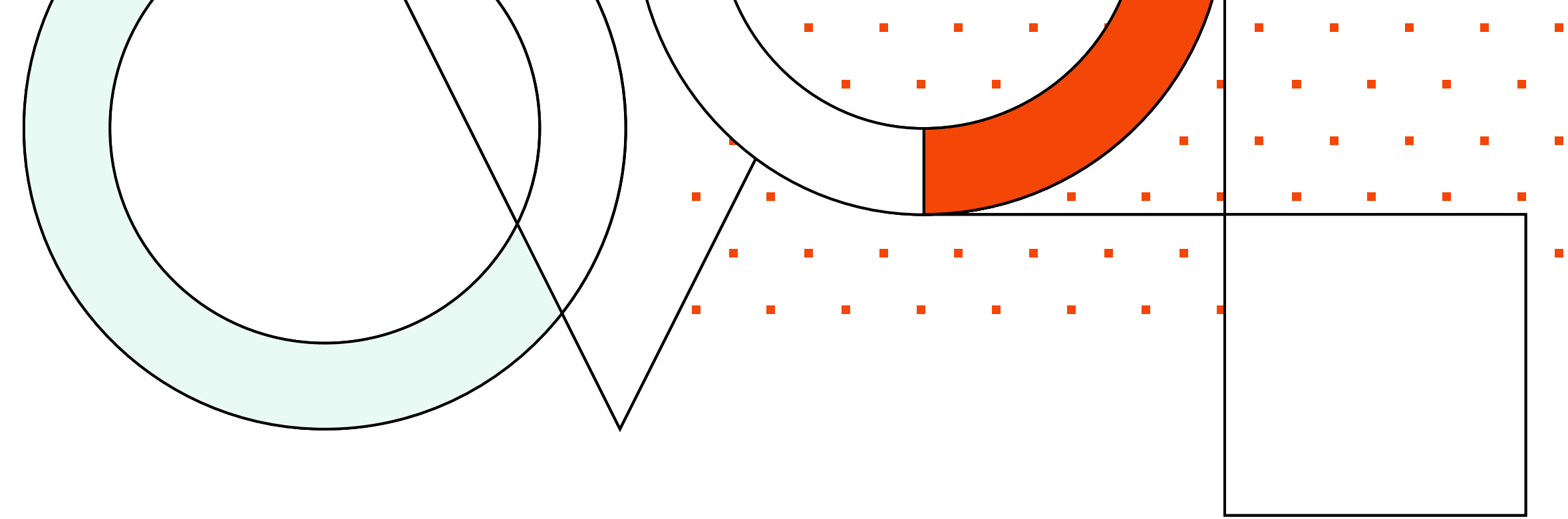
149K

Total engagements

45K

Total reach

The No. 1 brand in the
pool and spa industry
serving the most qualified
audience of builders,
retailers, and service
techs.



Editorial Leadership



Rebecca Robledo

Deputy Editor | Pool & Spa News and Aquatics International

Rebecca Robledo is deputy editor of Pool & Spa News and Aquatics International. She is an award-winning trade journalist with more than 25 years experience reporting on and editing content for the pool, spa and aquatics industries. She specializes in technical, complex or detail-oriented subject matter with an emphasis in processes, design and construction, and legal/regulatory issues. For this coverage and editing, she has received numerous awards, including four Jesse H. Neal Awards, considered by many to be the “Pulitzer Prize of Trade Journalism.”

Advisory and Economics

40+
advisors

Insights and advice,
all under one roof

Pool and Spa's editorial earns unwavering trust from industry leaders due to its expertly crafted content, authored by industry specialists.

Our team of advisors brings decades of invaluable industry experience to the table, ensuring that we provide clients with seasoned expertise and deep insights.

With Zonda's robust proprietary market data and extensive advisory team, we are equipped to analyze complex market trends and provide comprehensive insights to our clients, allowing them to make well-informed strategic decisions.



Ali Wolf
Chief Economist
Zonda Economics



Tim Sullivan
Chief Advisory Officer
Zonda Advisory



Kimberly Byrum
Multifamily
Principal Zonda Advisory



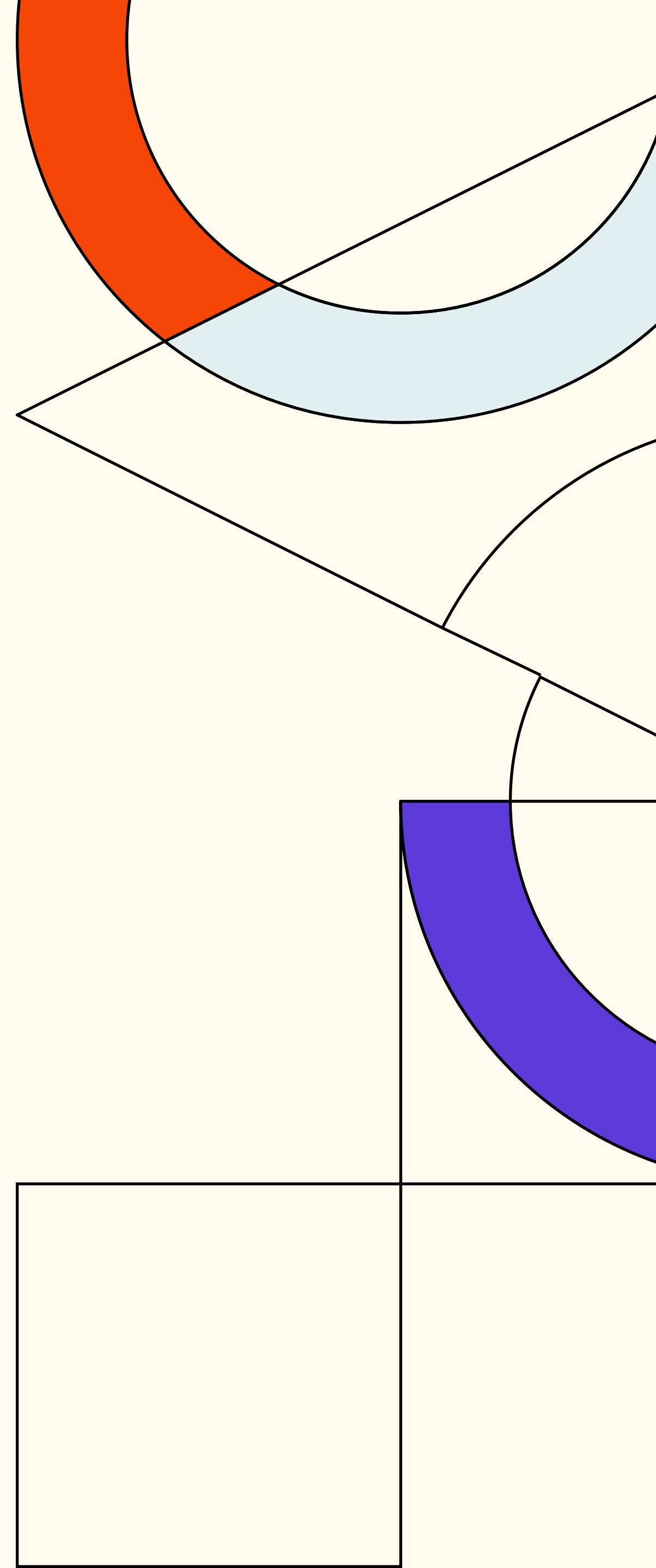
Todd Tomalak
Building Products
Principal Zonda Advisory



Mollie Carmichael
Community and Product Insights
Principal Zonda Advisory



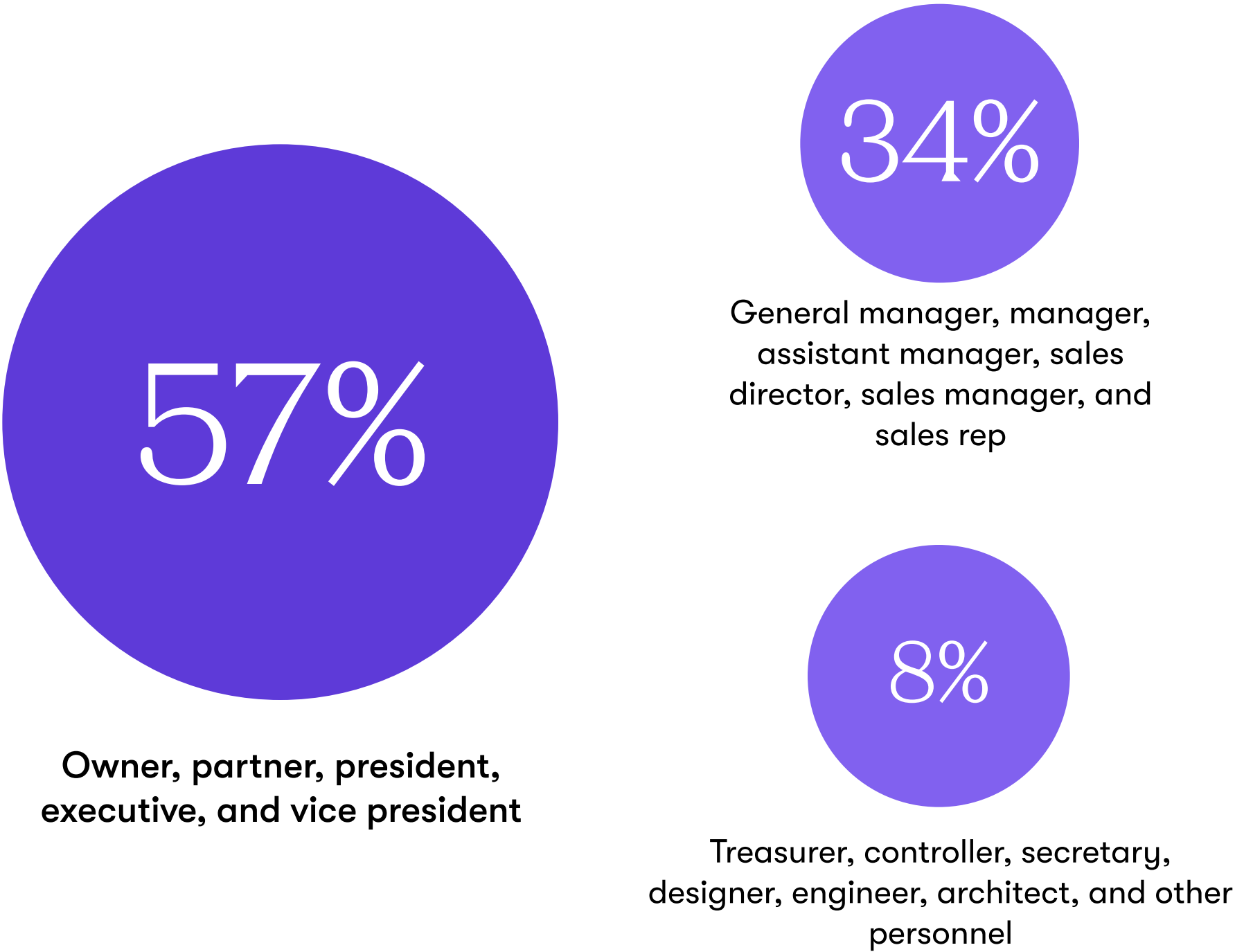
Audience



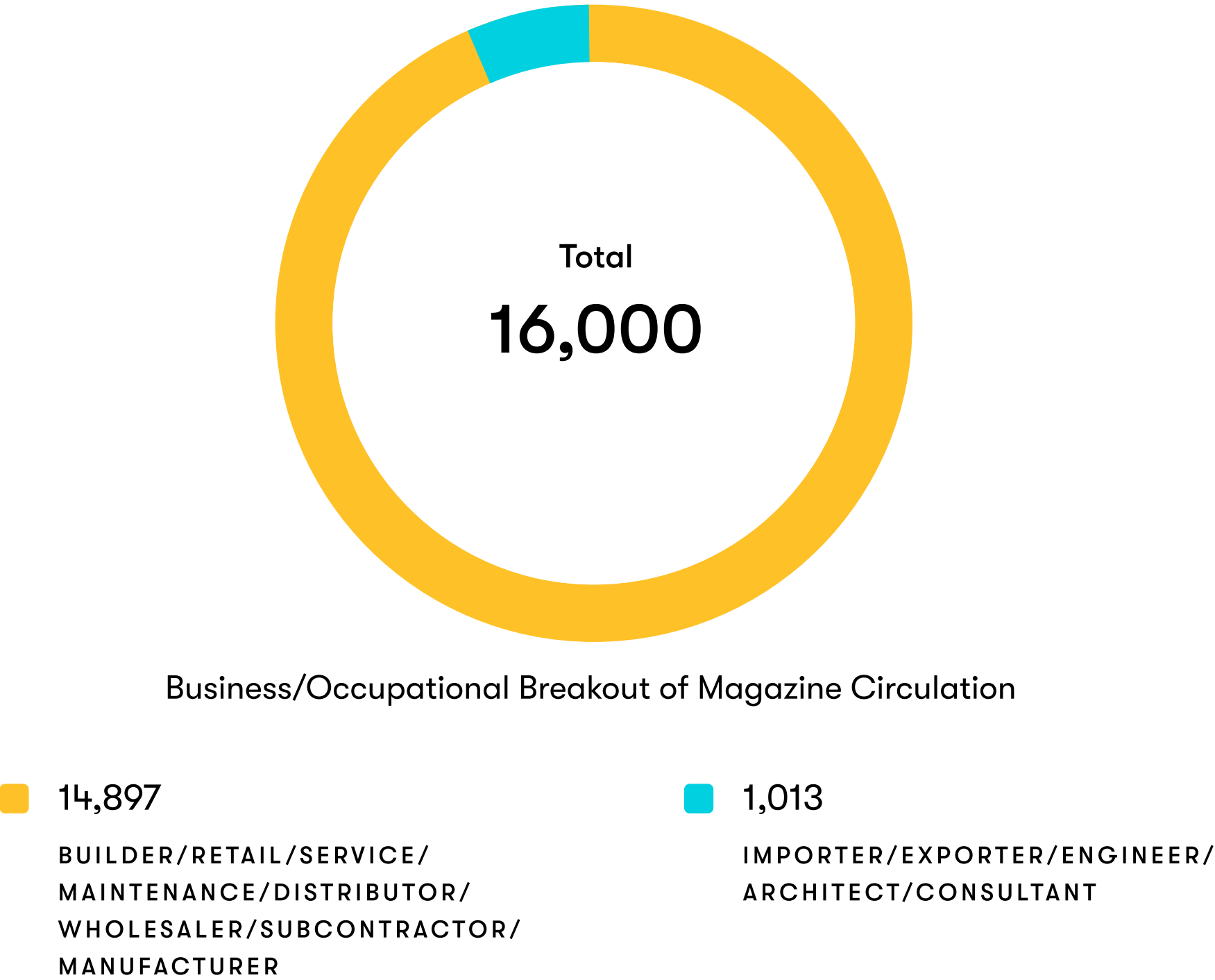
Our audience

Total Audience
45,000
Print, Digital, Site Registrations, Newsletter

9K+ leaders drive our readership

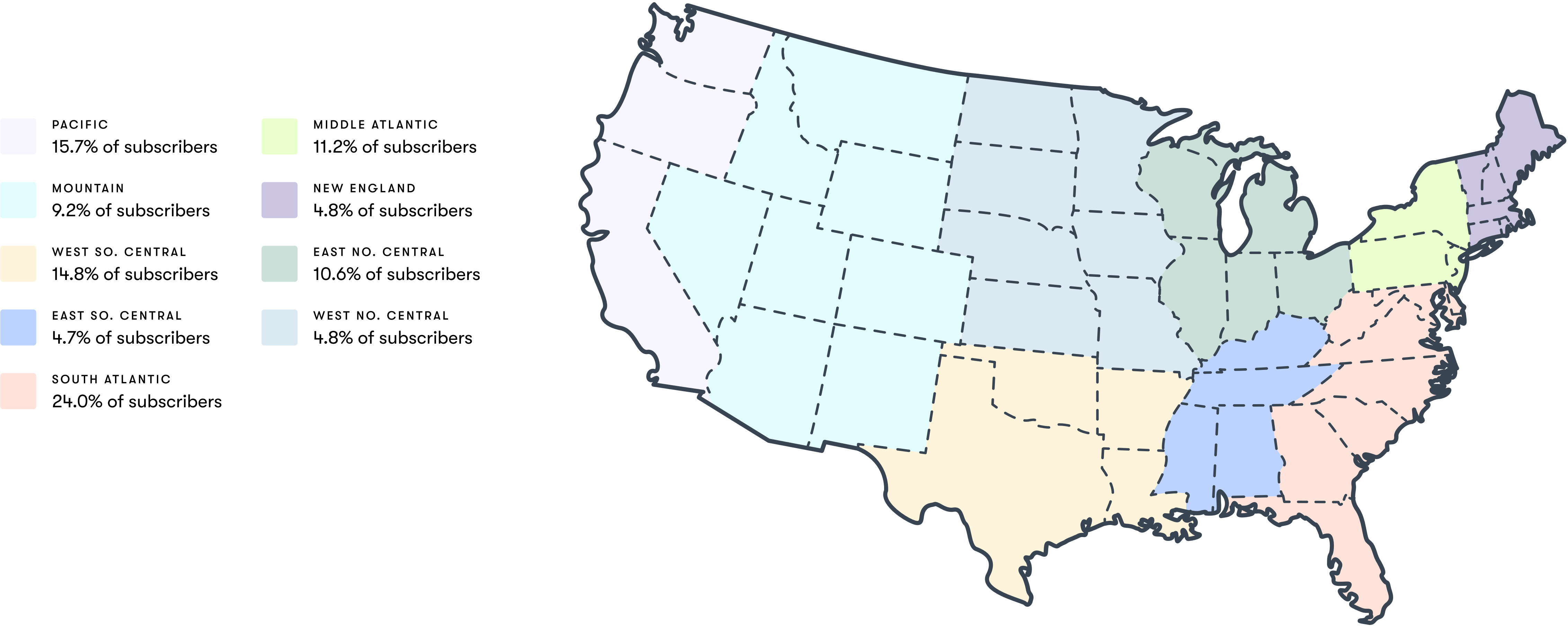


Primary Businesses



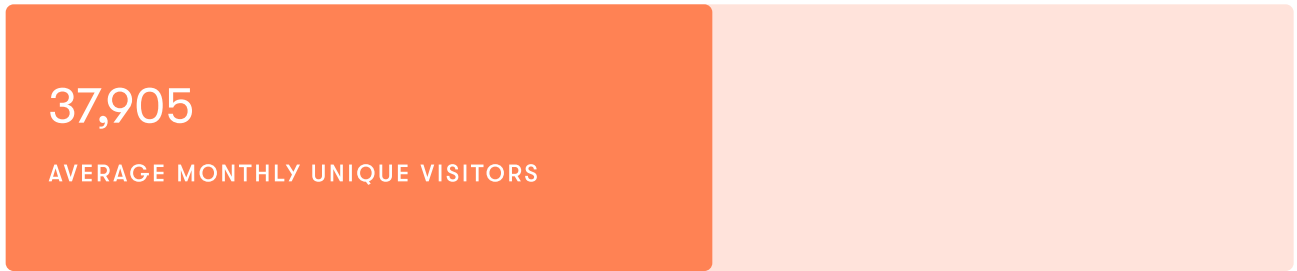
Engaged subscriber base nationwide

Geographic Analysis of Magazine Print Circulation



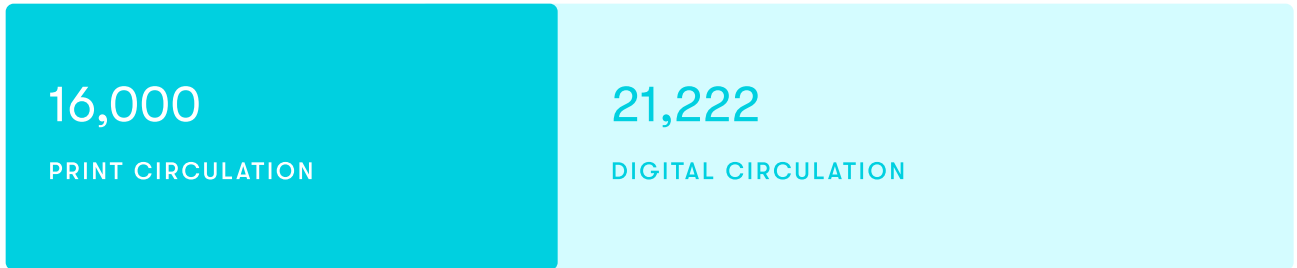
149K+ total engagements

Website



GOOGLE ANALYTICS, 12-MONTH AVERAGE

Magazine



37,222
TOTAL CIRCULATION

Newsletters

30,500

RECIPIENTS PER ISSUE

PSN AND AI INSIDER NEWSLETTER

Social

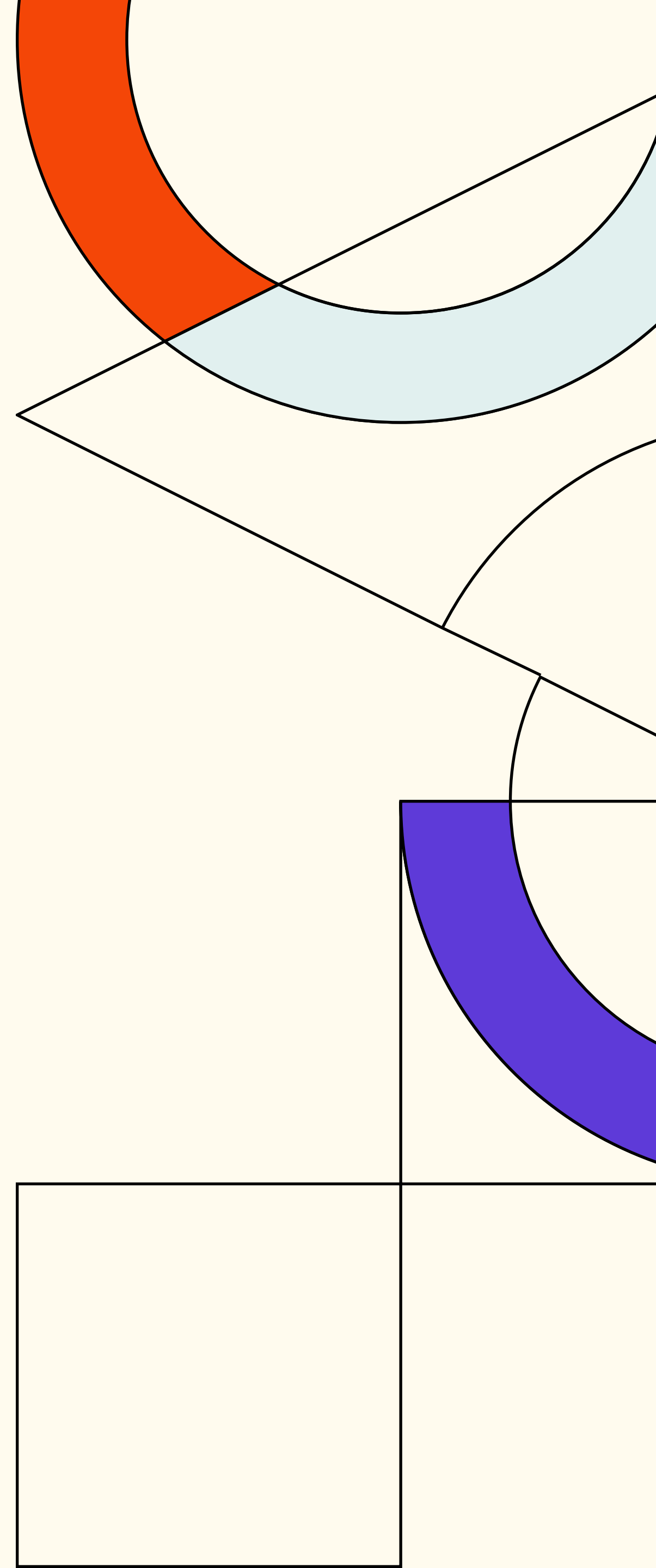
AUGUST 2023

X 4,500+

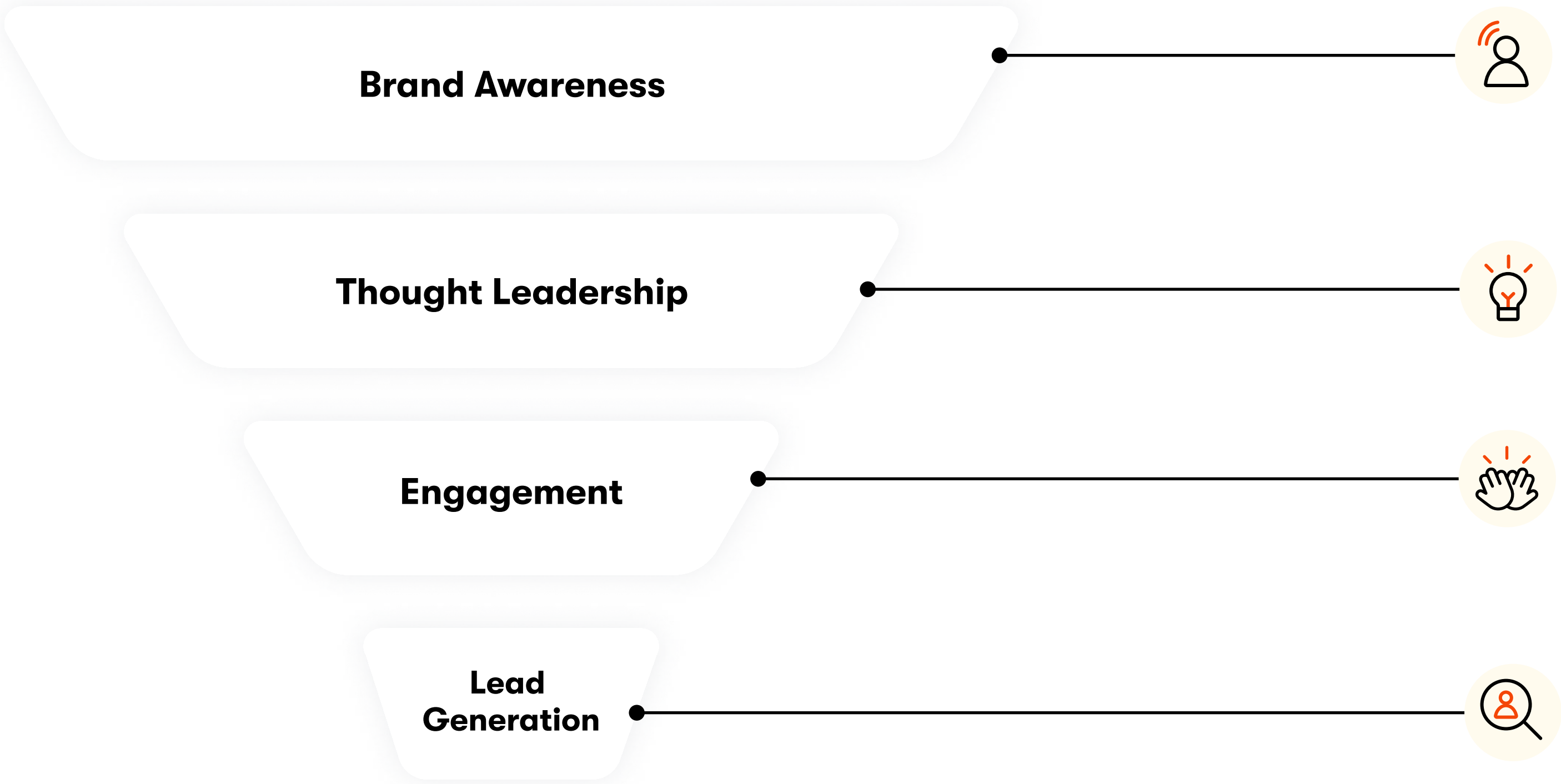
f 7,600+



Solutions



A platform to achieve your goals across the sales cycle



Amplify your brand and messaging through a variety of digital and print strategies including newsletters, native advertising, event sponsorship, sponsored editorial and more.

Build trust in your brand by with effective content marketing, podcasts, and more.

Engage with our audience at a variety of live and virtual events and through interactive solutions driven by our strategic marketing services team.

Gain high quality leads in the Pool, Spa, and Backyard Living industry with custom events, gated content, webinar sponsors, and more.

Reach your audience using a variety of channels and products

1

Magazine

2

Website

3

Email

4

Pool Side Sessions

5

Sponsored Media

6

Strategic Marketing

7

Advisory Services



Advertise in PSN Magazine

Pool and Spa News Magazine has been the most trusted publication by leaders across the in the pool and spa industry for over 60 years. With over **16,000 print subscribers** and **21,000 digital subscribers**, PSN serves the interests of builders, retailers and service techs who build, sell, service, and support the use of pools, spas, and backyard environments.

Readers are a dynamic audience of builders, retailers, dealers, service/maintenance firms, distributors, wholesalers, manufacturers, manufacturer's representatives, importers/exporters, subcontractors, architects, engineers, consultants, and others allied to the field. Seize the opportunity to showcase your brand to this influential readership.

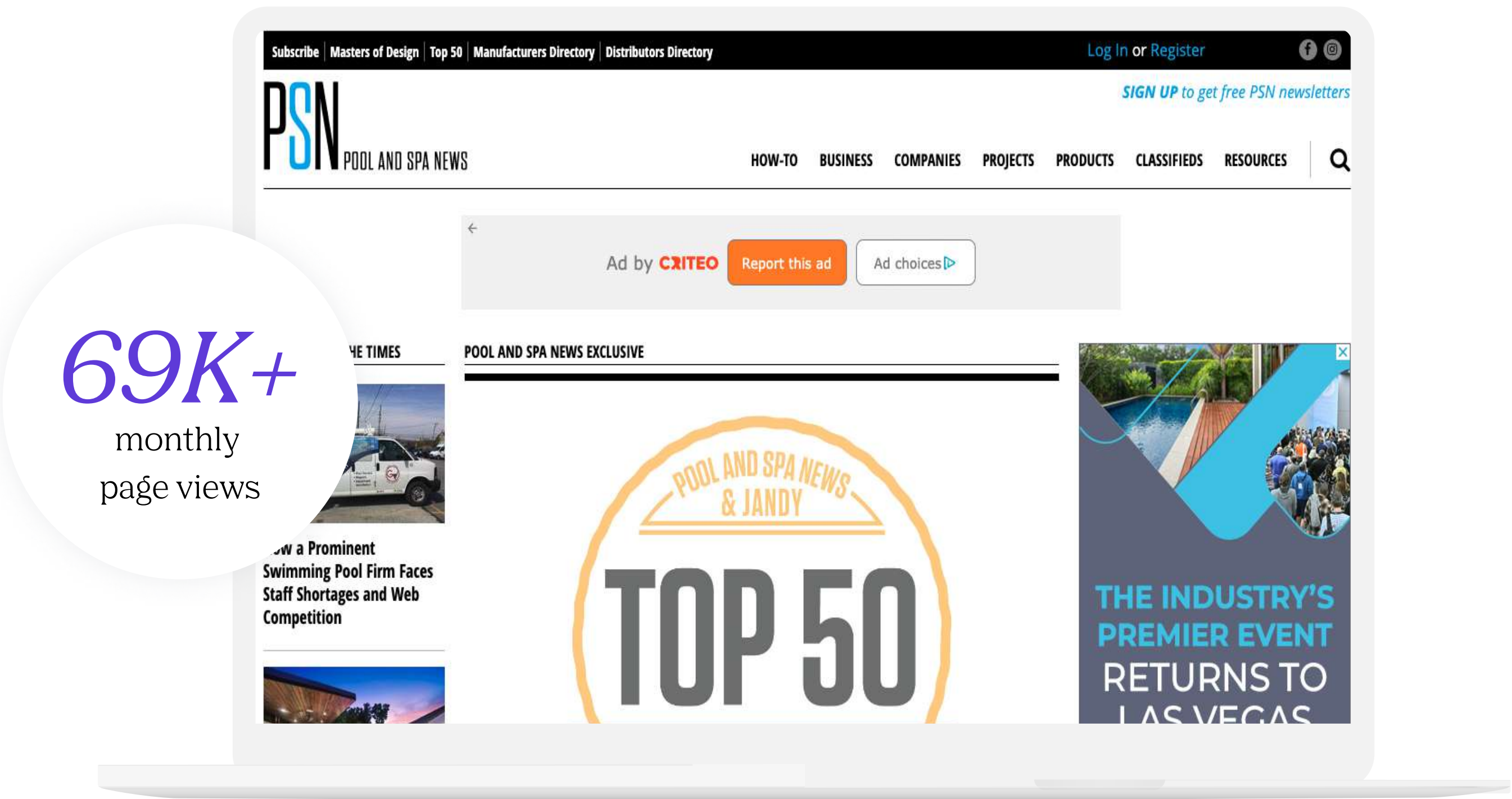
Why PSN?

- **Access** to the industry's most notable and influential figures.
- **Insight** columns by industry experts.
- **Influential** content read by pool and spa industry professionals

Frequency: 15 issues per year



37K+
Subscribers



Advertise on Pool and Spa News online at poolspanews.com

Pool and Spa News is the leader in the pool and spa industry. PSN online provides the best online source for detailed how-to's, news, projects, and resources for the industry. Get your brand in front of leaders who trust quality editorial powered by Zonda's data. Select from a variety of ad placements to get your brand in front of more than **37,000 unique visitors** per month.

Key Reports/Digital Announcements

- The Pool & Spa Show Planner
- Everything Under the Sun Expo Planner
- The Western Show Planner
- Top 50 Service
- Top 50 Builders
- Top 50 Products
- The Plasters Issue
- Masters of Design
- Pool | Spa | Patio Expo Planner



PSN & AI INSIDER Newsletter

Get your brand in front of a highly engaged audience of **30,000 subscribers** who rely on the PSN & AI INSIDER newsletter to keep them informed on all the latest trends and insights in the pool and spa industry.

Why PSN & AI INSIDER Newsletter?

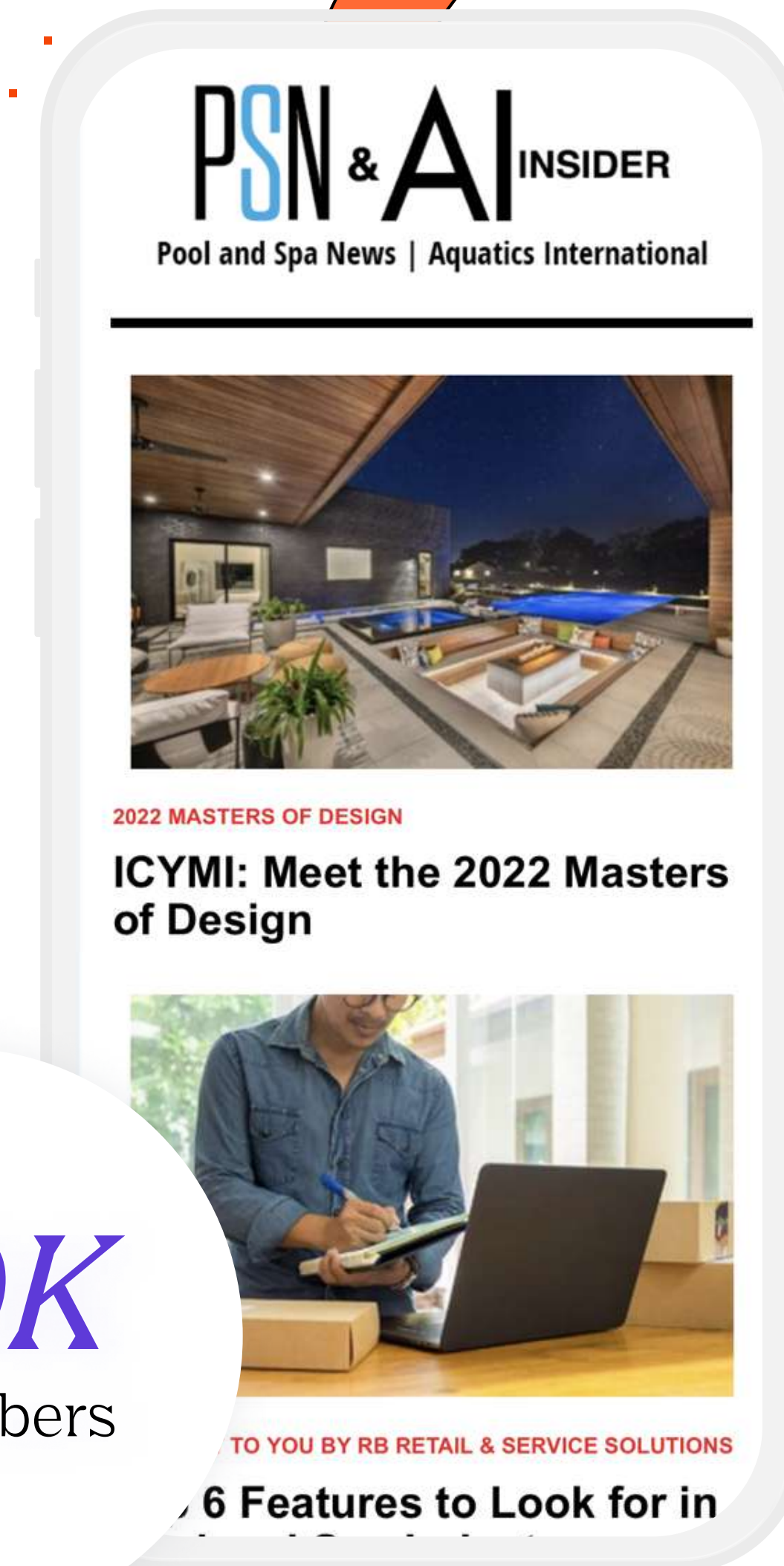
Get directly in the inbox of pool and spa professionals who trust the weekly PSN & AI INSIDER newsletter for the top headlines from Poolspace.com.

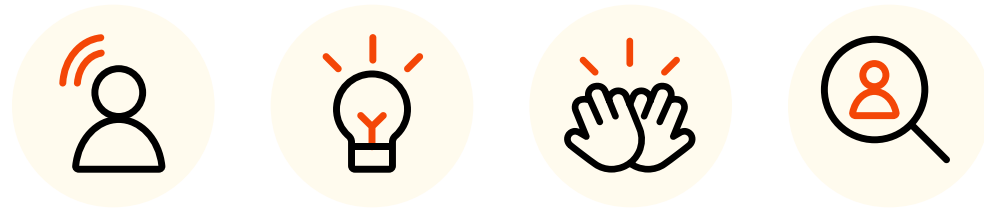
Frequency: 1 issue per month (2nd Thursday)

Additional Email Opportunities:

Maximize your brand's exposure by leveraging our exclusive co-branded emails targeted to reach your valued audience segments.

30K
subscribers





Pool Side Sessions

The PSN editorial staff hosts regular virtual video interview or panel programs featuring the top minds in the residential pool and spa industry. Align your brand with key design topics and issues covered by PSN.

Sponsoring underwriters are invited to collaborate on program themes and a representative sponsor subject matter expert may participate in the discussion.

- Promo per episode, which will be utilized in the 30-day window post-publication:
- Episode will be gated with a registration form; registrants (leads) to be delivered to sponsor
- Editorial mention in PSN Newsletter (31K distribution)
- Social mentions in PSN FB (5.3K) and Twitter (4.5K)
- Dedicated e-blast to 15K PSN audience members

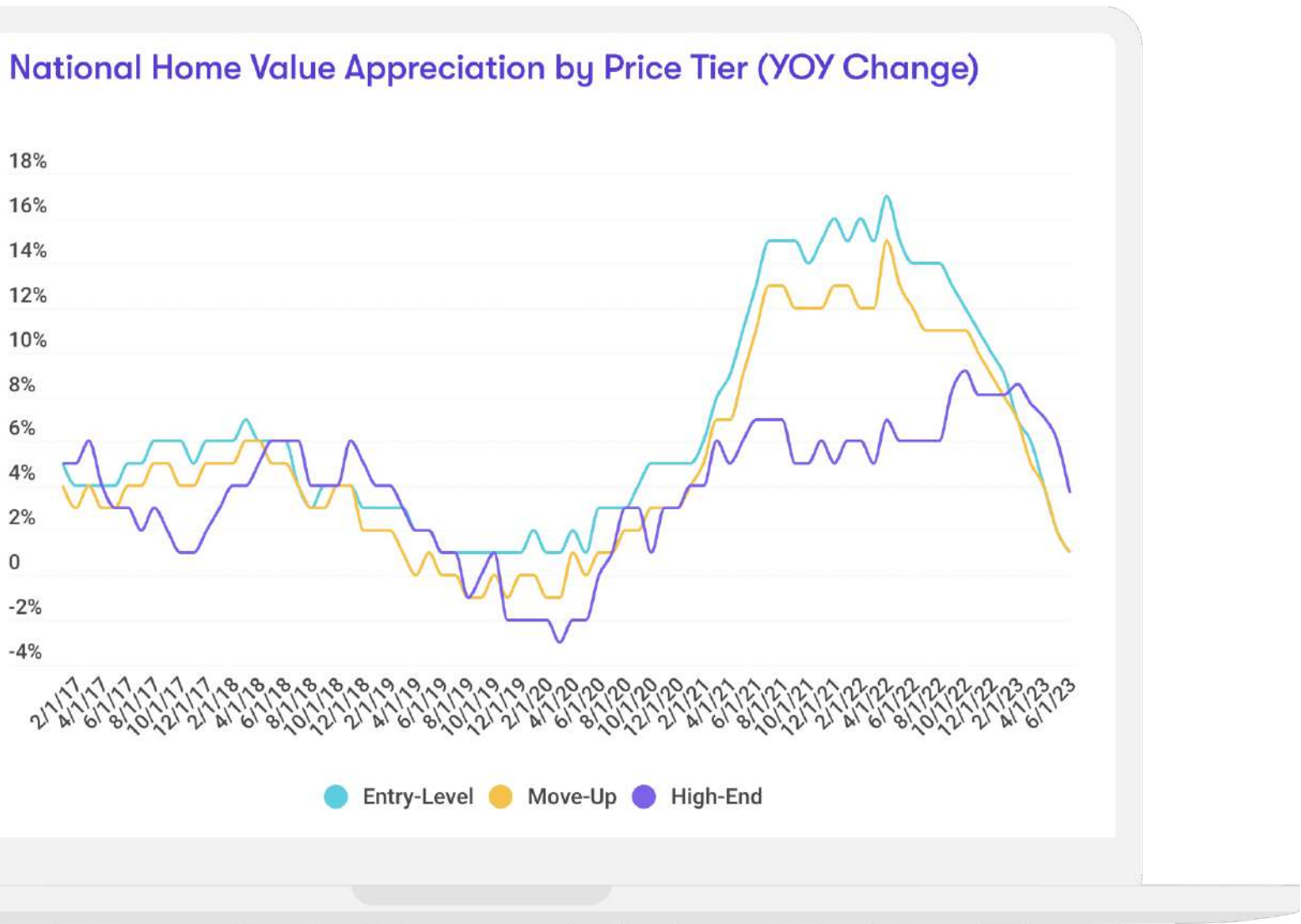
**Pool Side Sessions is a recorded program available on-demand to PSN readers.*





Sponsored Media

Zonda hosts a variety of data driven webinars and podcasts followed by the leading builders in the industry. Position your brand as an integral part of the homebuilding conversation.



Housing Market Webinars (Outlook)

led by Zonda Advisory

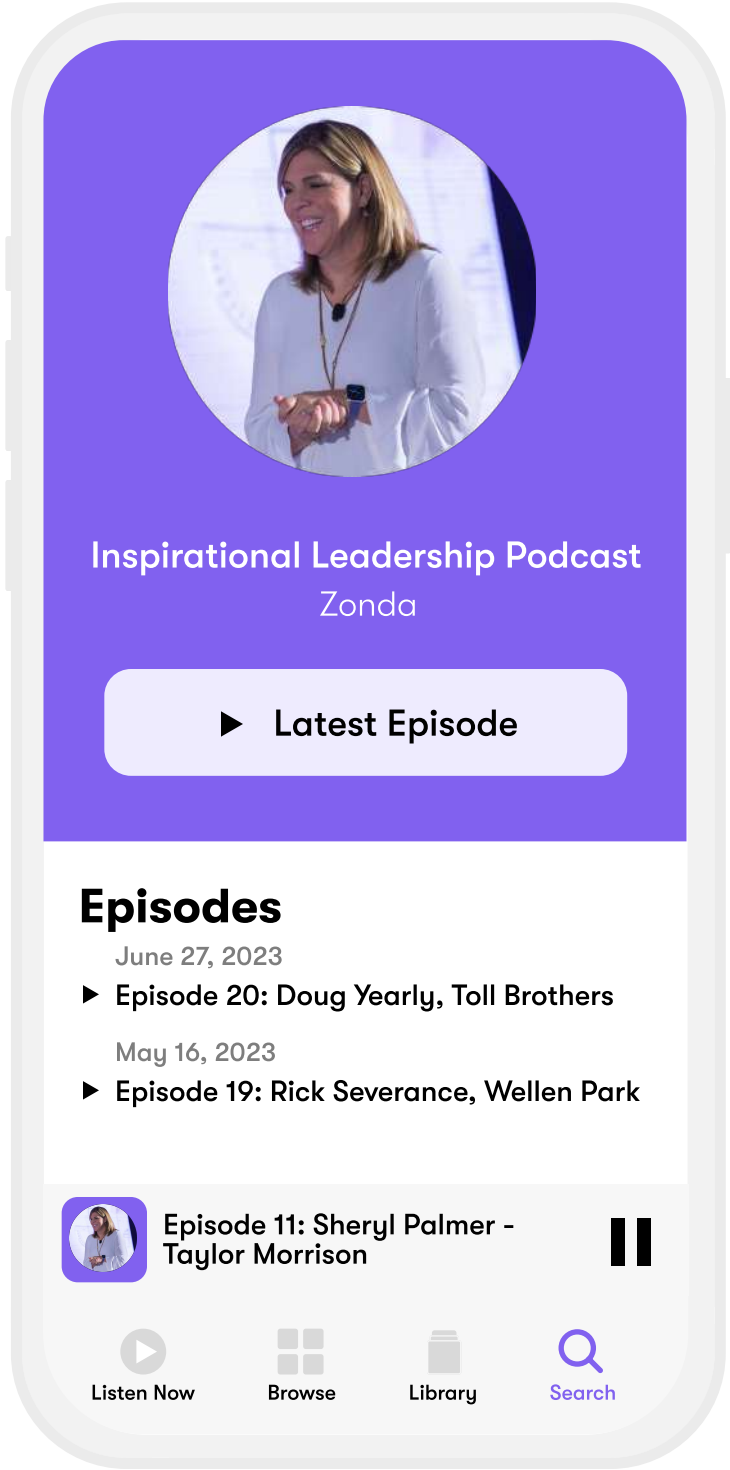
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Housing Market Updates, Quarterly Forecasts, Building Products, Multi-family, Mortgage, Housing and Product Trends



Audience varies based on your preferred targeted reach such as business developers, mortgage, building product manufacturers, banking, and finance.



Inspirational Leadership Podcast

hosted by Mollie Carmichael

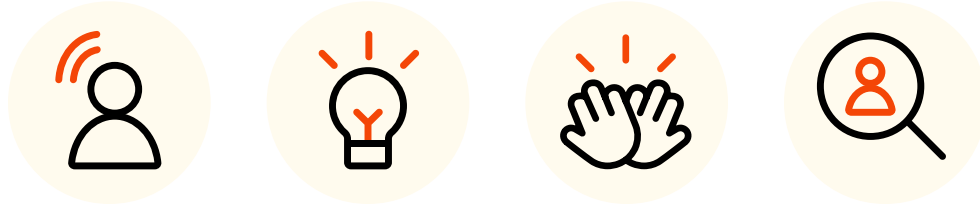
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



Monthly podcast led by housing expert Mollie Carmichael, featuring insightful personal conversations with key thought leaders in the housing industry.



Exclusively c-suite homebuilders and developers, top senior level executives in the homebuilding space



Tailored Marketing Solutions

Amplify your messaging and thought leadership with Zonda's customized content marketing solutions designed to suit your unique goals, gaps, and budget. We have a proven track record leveraging media, data, and advisory services to create successful marketing practices.

Dedicated focus:

Each year, we help hundreds of client brands that operate within the building industries.

Trusted partner:

We have directly served the housing and R&R communities, as well as **helped industry leading brands - for over 40 years.**

Unique talents:

In addition to writers, designers, and project managers, we have a team of strategists, researchers, and data specialists working together to redefine the role of your marketing partner.

From content creation to leveraging insights to drive future efforts, our custom marketing solutions are designed to support you at every stage of the process.

Strategy

- Audience research
- Competitive analysis
- Content audits and strategy

Planning

- Digital and social media planning
- Communication plans
- Messaging platforms and brand launches

Execution

- Custom ad creative
- Multi-channel marketing solutions
- Lead gen and nurturing strategies

Assessment

- Evaluate performance against KPIs using a test-learn-evolve model
- Apply insights to drive future efforts

Tailored Marketing Solutions

Build a targeted package that aligns with every stage of the buyer’s journey.



Brand Awareness



Thought Leadership



Engagement



Lead Generation

Magazine

Subscribers: 16K+ Print, 21K+ Digital

Website

37K+ Unique visitors

Newsletters

30K+ Subscribers

Inspirational Leadership Podcast

205K+ Potential reach

Native Intel

300-500 Word article - cross platforms

Housing Market Webinars

16K+ Annual registrants

Cobrands

Targeted emails - 100% share of voice

Pool Side Sessions

15K Dedicated promotion – Leads

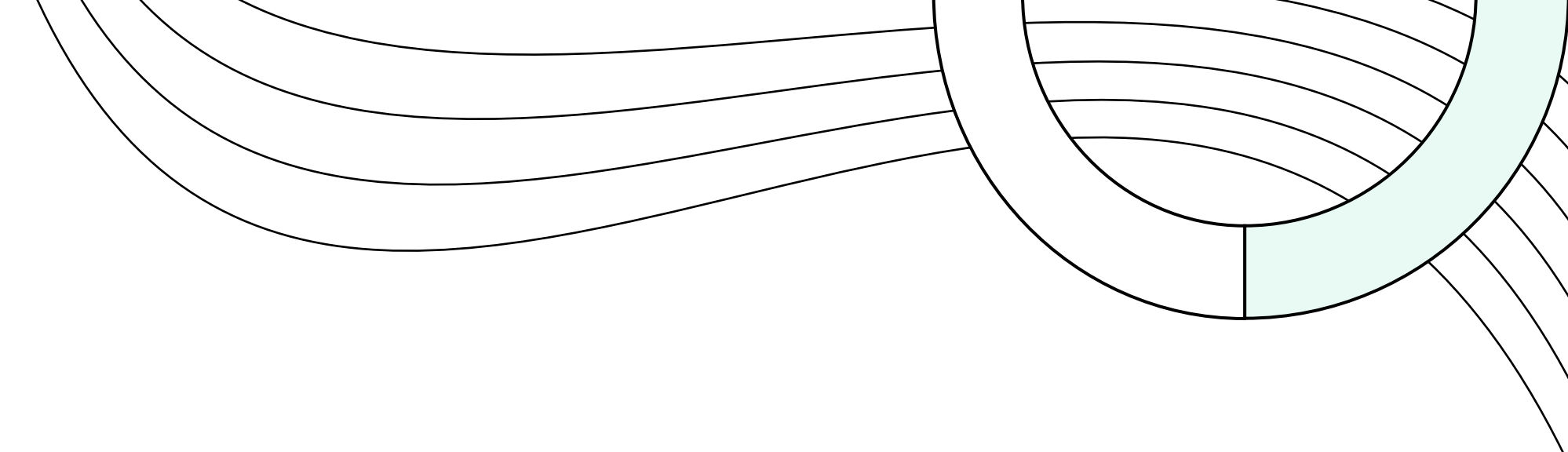


Custom Advisory Solutions

Stay ahead with Zonda Advisory's team of experts.

We're the **#1** provider of data-driven insights powering the future of housing. Zonda Advisory combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward.

Our team of experts works closely with our clients to customize strategies and solutions that align with their specific needs. Advisors leverage Zonda's proprietary tools and real-time data to give our clients a distinct advantage.



30+ average years of housing industry experience

2000+ total annual engagements

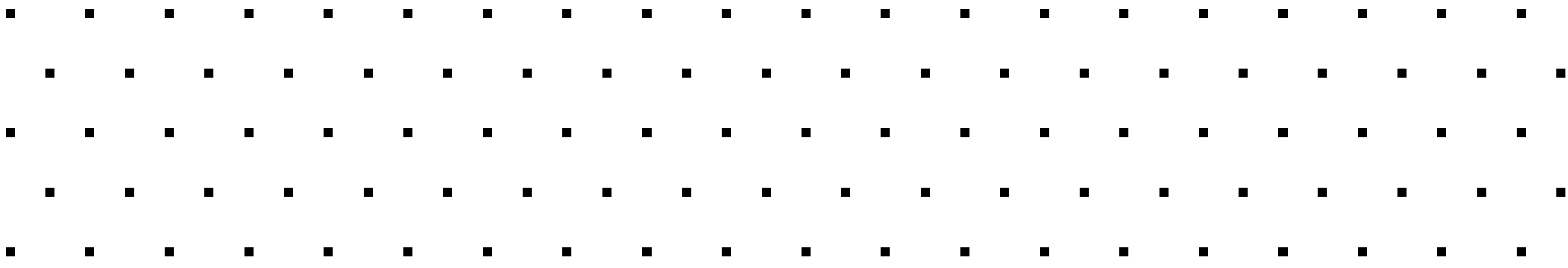
40+ expert advisors

Our expertise

Our multi-disciplinary team covers the entire spectrum of real estate product type:

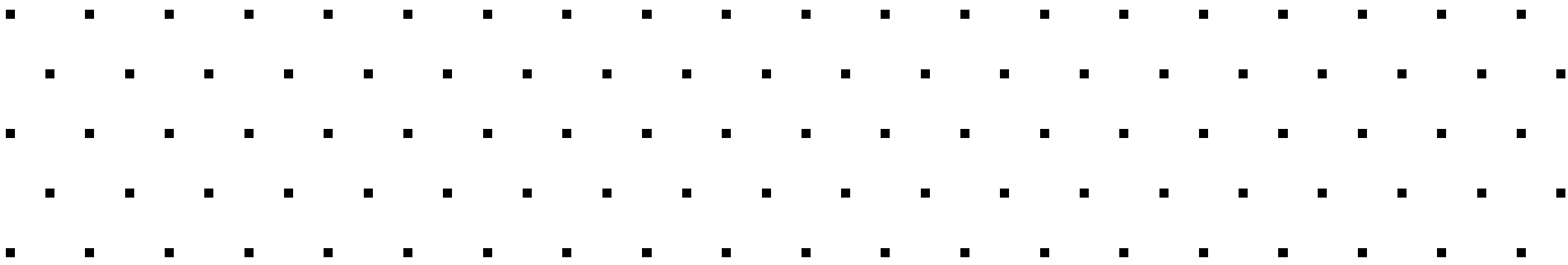
- Master planned communities
- Multifamily
- Residential for sale
- Resort & international
- Commercial
- Community & product insights
- Build to rent
- Building products

Content Calendar



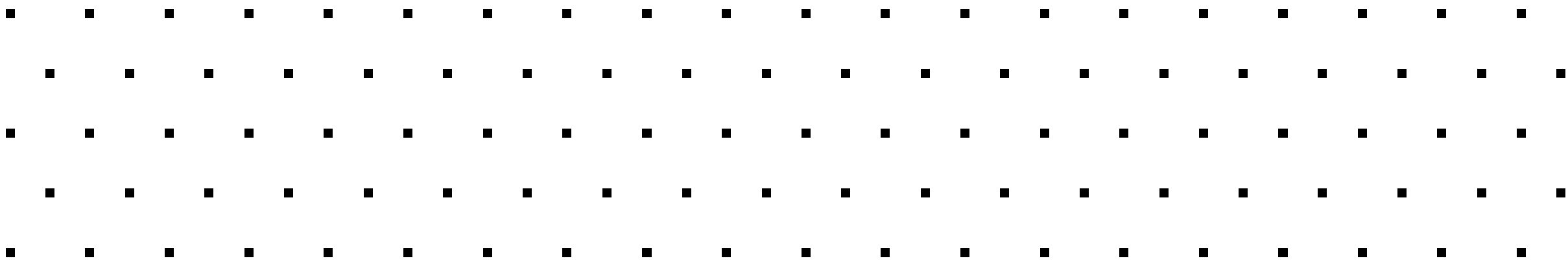
	Product Profiles	Awards/Reports	Shows and Distribution	Deadlines
January 15	Package Pools and Vinyl Liners Construction Equipment and Supplies Product Spotlight	The Pool & Spa Show Planner	N/A	Print close date: 11/27/23 Ad materials due: 11/29/23
January 29 The Pool & Spa Show	Package Pools and Vinyl Liners Construction Equipment and Supplies	Everything Under the Sun Expo Planner	The Pool & Spa Show - Atlantic City, NJ, (Jan 23-25, 2024)	Print close date: 12/14/23 Ad materials due: 12/18/23
February 19 Everything Under The Sun Expo	Package Pools and Vinyl Liners Construction Equipment and Supplies	The Plasterers Issue	National Plasterers Council- Fort Worth, TX (Feb 21-23, 2024) Everything Under the Sun Expo - Orlando, FL (Feb. 23-24, 2024)	Print close date: 01/10/24 Ad materials due: 01/12/24
March 11 Close Up: Package Pools & Vinyl Liners	Backyard Products and Accessories Green Technology Product Spotlight	The Western Pool and Spa Show Planner	N/A	Print close date: 01/31/24 Ad materials due: 02/02/24
March 25 Western Pool & Spa Show	Package Pools and Vinyl Liners Construction Equipment and Supplies	N/A	Western Pool & Spa Show - Long Beach, CA (March 28-30, 2024)	Print close date: 02/14/24 Ad materials due: 02/16/24

Content Calendar



	Product Profiles	Awards/Reports	Shows and Distribution	Deadlines
April 15 Distributors	Automation Products and Systems Filters and Filter Media	N/A	N/A	Print close date: 03/01/24 Ad materials due: 03/05/24
May 13 Top 50 Products	Sanitizing Equipment, including Salt Systems Commercial Equipment Product Spotlight	Top 50 Products	N/A	Print close date: 03/29/24 Ad materials due: 04/02/24
May 27 Close Up: Maintenance & Cleaning	Pool and Spa Covers, including Winterizing Products Landscape and Design Products, including Lighting, Fountains and Waterfalls	N/A	N/A	Print close date: 04/12/24 Ad materials due: 04/16/24
June 17 Top 50 Builders	Maintenance and Cleaning, including Equipment and Supplies Fittings, Jets and Blowers	Top 50 Builders	N/A	Print close date: 05/03/24 Ad materials due: 05/07/24
July 15 Close Up: Covers	Business Tools and Software, including Services and Training Renovation and Repair Product Spotlight	N/A	N/A	Print close date: 05/31/24 Ad materials due: 06/04/24

Content Calendar



	Product Profiles	Awards/Reports	Shows and Distribution	Deadlines
August 19 Masters Of Design	N/A	Masters of Design	N/A	Print close date: 07/03/24 Ad materials due: 07/08/24
September 23 Close Up: Lighting, Landscape & Design	Aboveground and On-Ground Pools Spas and Accessories, including Saunas, Steamrooms and Enclosures Product Spotlight	N/A	Pool Industry Expo - Monterey, CA (Dates TBA)	Print close date: 08/06/24 Ad materials due: 08/08/24
October 14 Top 50 Service	Heaters, Pumps, Motors and Filters, including Heat Pumps, Exchanges and Solar Fiberglass Pools, Pre-Fab Finished Pools & Pool Coatings	Top 50 Service Pool Spa Patio Expo Planner	Pool Spa Patio/Deck Expo - Dallas, TX (Nov 12-14, 2024)	Print close date: 08/28/24 Ad materials due: 09/03/24
November 11 Pool Spa Patio Expo	Pool Spa Patio Expo Exhibitor Marketplace	N/A	Pool Spa Patio/Deck Expo - Dallas, TX (Nov 12-14, 2024)	Print close date: 10/04/24 Ad materials due: 10/08/24
December 23 New Products 2025	All new pool products are eligible for consideration Product Spotlight	N/A	N/A	Print close date: 11/05/24 Ad materials due: 11/07/24



Building the future
of housing™