



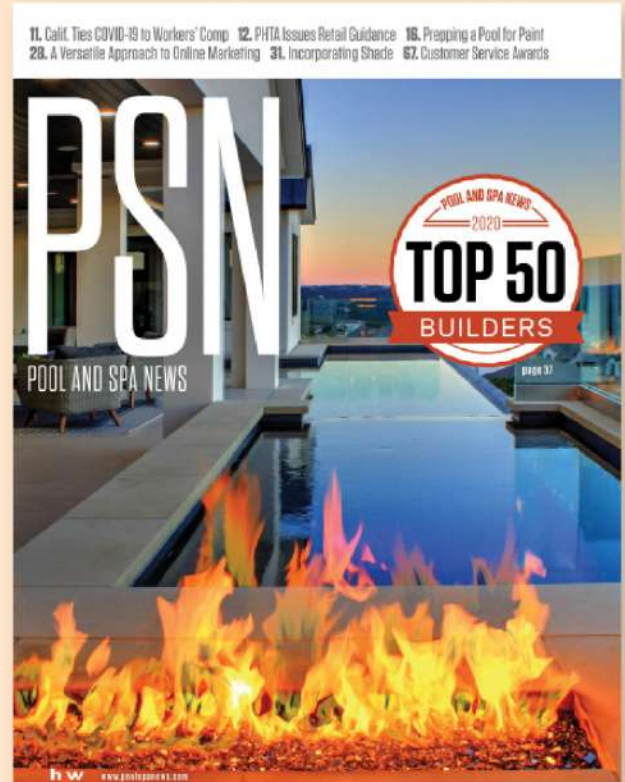
Mission Statement

POOL AND SPA NEWS serves the interests of builders, retailers and service techs who build, sell, service, and support the use of pools, spas, and backyard environments.

Recipients are pool and spa: builders, retailers, dealers, service/maintenance firms, distributors, wholesalers, manufacturers, manufacturer's representatives, importers/exporters, subcontractors, architects, engineers, consultants, and others allied to the field.

Established: 1960

Issues per year: 15



141,177 Total Engagements

Magazine

16,000

Print Circulation

17,852

Digital Circulation

Website

69,250

Average Monthly
Page Views

Newsletters

32,078

Pool and Spa News
Insider Newsletter
Recipients
Per issue

(12 issues per year)

Social

6,397

Facebook Followers



Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, newsletter recipients, monthly page views, social media likes/members/followers.



Title Breakout

Owner/Partner/President/Executive	9,959	62.2%
Vice President	711	4.4%
Treasurer/Controller/Secretary	96	0.6%
General Manager/Manager/Assistant Manager	2,879	18.0%
Sales Director/Sales Manager/Sales Representative	1,077	6.7%
Designer/Engineer	285	1.8%
Other/No Answer/Not Available	993	6.2%
Total	16,000	100%

Business/Occupational Breakout

Business And Industry	Total	Percent of Total	Non-Paid	Paid	Owner, Partner, President, Executive	VP, Treas, Controller, GM/ Manager	Sales Director / Manager/ Rep	Designer/ Engineer	Other
Builder, Retailer, Service/ Maintenance, Distributor, Wholesaler, Subcontractor, Manufacturer, Manufacturers Rep	15,139	94.62%	14,698	401	9,449	3,557	1,040	134	959
Importer/Exporter, Engineer/ Architect/Consultant, Others	861	5.38%	858	43	510	129	37	151	34
Total	16,000	100.0%	15,556	444	9,959	3,686	1,077	285	993

Readership

POOL AND SPA NEWS rated as most preferred among leading business publications.

POOL AND SPA NEWS ranked top among pool professionals when asked to rank which publications are essential.

POOL AND SPA NEWS	65%
Aqua	11%
Spa Retailer	5%
PoolPro	2%
All of them	1%
None	8%





Buy/Sell/Maintain Breakout

	Total	Percent of Respondents	Percent of Circulation
Pools: Concrete/Gunite	4,411	56.2%	27.6%
Pools: Prefab/Vinyl Liner	2,543	32.4%	15.9%
Spas/Hot Tubs/Saunas	2,855	36.4%	17.8%
Pools/Spas/Hot Tubs/Saunas	3,187	40.6%	19.9%
Above Ground Pools	1,835	23.4%	11.5%
Outdoor Kitchens/Grills/Fire Pits	2,137	27.2%	13.4%
Casual Furniture/Backyard Accessories	1,290	16.4%	8.1%
Leisure Products/Games	1,271	16.2%	7.9%
Covers - Pool/Spa	2,561	32.6%	16.0%
Pool Equipment & Accessories	3,855	49.1%	24.1%
Pool Chemicals & Testing Equipment	3,125	39.8%	19.5%
Pool & Spa Surfaces	2,275	29.0%	14.2%
Decking/Fencing/Enclosures	2,236	28.5%	14.0%
Lighting	2,728	34.8%	17.1%
Water Features/Fountains/Ponds	2,597	33.1%	16.2%
Landscaping/Garden Accessories	1,393	17.7%	8.7%
Pool Service/Maintenance	2,807	35.8%	17.5%
Safety/Disability-Access	1,224	15.6%	7.7%
Services: Engineering/Architecture	192	2.4%	1.2%
Business Services/Software	551	7.0%	3.4%
Other (please specify)	256	3.3%	1.6%
Non-Respondents	8,152		51.0%
Respondents	7,848		49.1%
Number of Copies	16,000		100.0%





Geographical Analysis of Magazine Circulation

State	Total Subscribers
New England	709/4.43%
Maine	44
New Hampshire	70
Vermont	26
Massachusetts	262
Rhode Island	55
Connecticut	252
Middle Atlantic	1,618/10.11%
New York	647
New Jersey	405
Pennsylvania	566
East No. Central	1,518/9.49%
Ohio	398
Indiana	222
Illinois	350
Michigan	329
Wisconsin	219
West No. Central	626/3.91%
Minnesota	115
Iowa	74
Missouri	195
North Dakota	18
South Dakota	15
Nebraska	77
Kansas	132
South Atlantic	4,230/26.44%
Delaware	31
Maryland	219
Washington, DC	8
Virginia	314
West Virginia	46
North Carolina	381
South Carolina	291
Georgia	596
Florida	2,344

State	Digital
East So. Central	825/5.16%
Kentucky	136
Tennessee	356
Alabama	231
Mississippi	102
West So. Central	2,453/15.33%
Arkansas	123
Louisiana	308
Oklahoma	200
Texas	1,822
Mountain	1,267/7.92%
Montana	22
Idaho	62
Wyoming	6
Colorado	157
New Mexico	46
Arizona	651
Utah	119
Nevada	204
Pacific	2,721/17.01%
Alaska	8
Washington	183
Oregon	97
California	2,331
Hawaii	102

United States 15,967/99.79%
 US Territories/Canada/Unknown 33/0.18%

Total 16,000/100%

