



AQUATICS  
INTERNATIONAL

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.



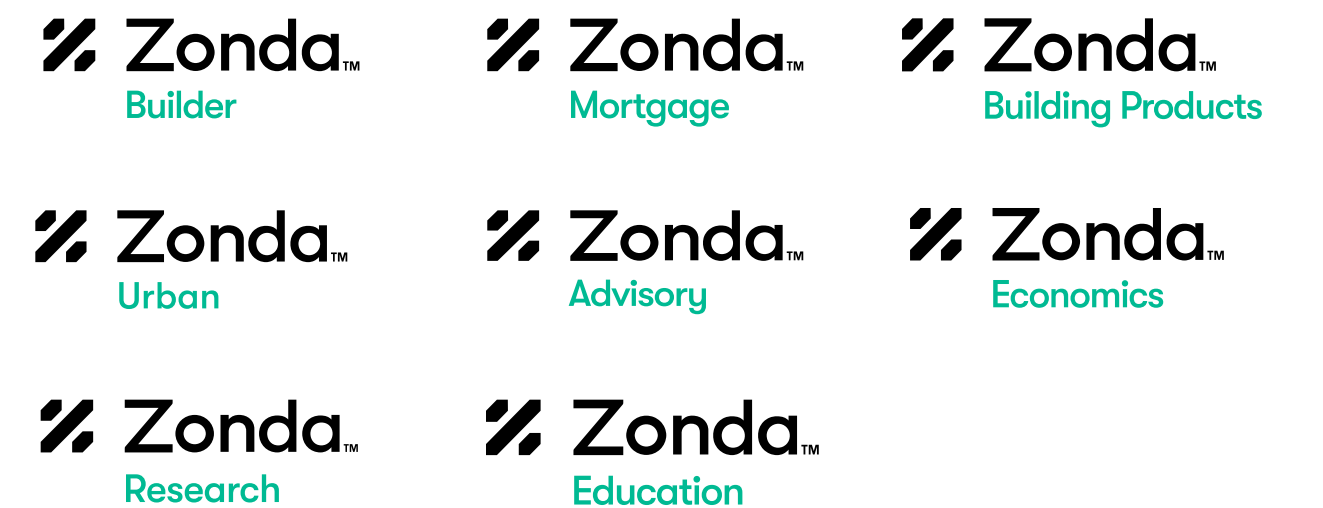
## Engagement

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.



**Builder**

**MFE**  
MULTIFAMILY EXECUTIVE

**AFFORDABLE  
HOUSING**  
FINANCE

**PSN**  
POOL AND SPA NEWS

**ARCHITECT**

**JLC**

**ProSales**  
by JLC

**AQUATICS**  
INTERNATIONAL

**remodeling**  
by JLC

# AQUATICS INTERNATIONAL

Aquatics International is the only media brand exclusively serving the professionals who manage, maintain and operate commercial and recreational pool facilities both domestically and internationally. With over of 95,000 engagements, access decision makers across multiple commercial industry segments through a variety of digital mediums.

40+

Years serving the  
pool industry

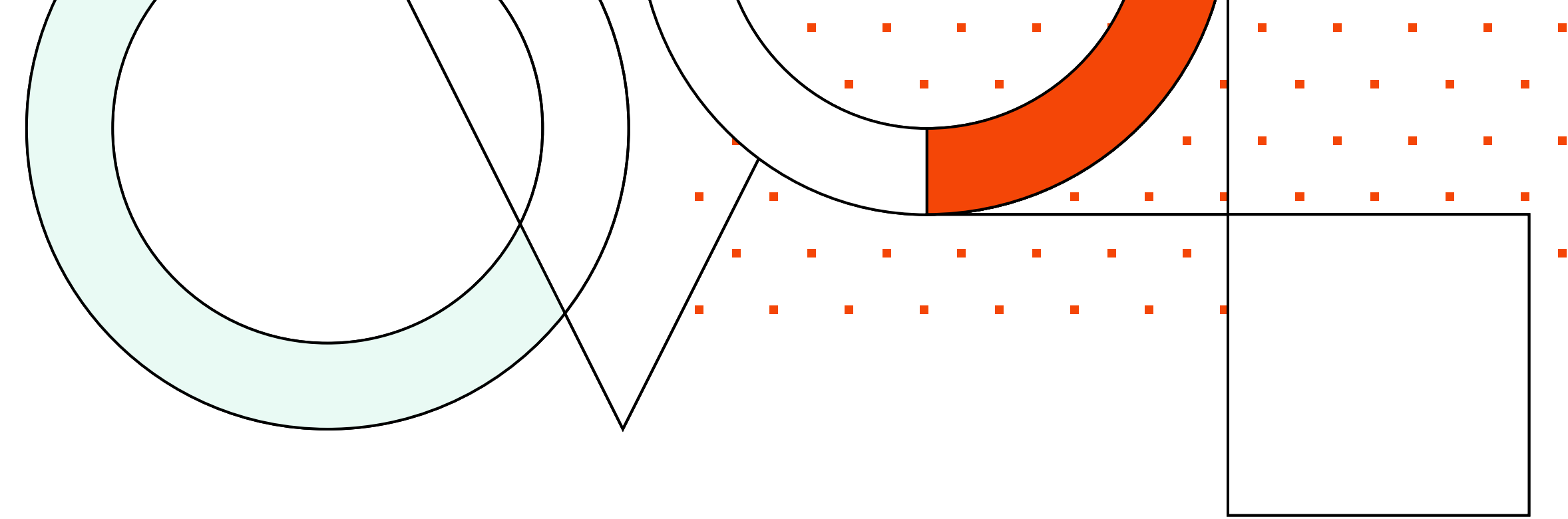
95K

Total engagements

41K

Total reach

*The only media brand exclusively serving the professionals who manage, recreational pool facilities both domestically and internationally.*



# 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**

Aquatics International'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

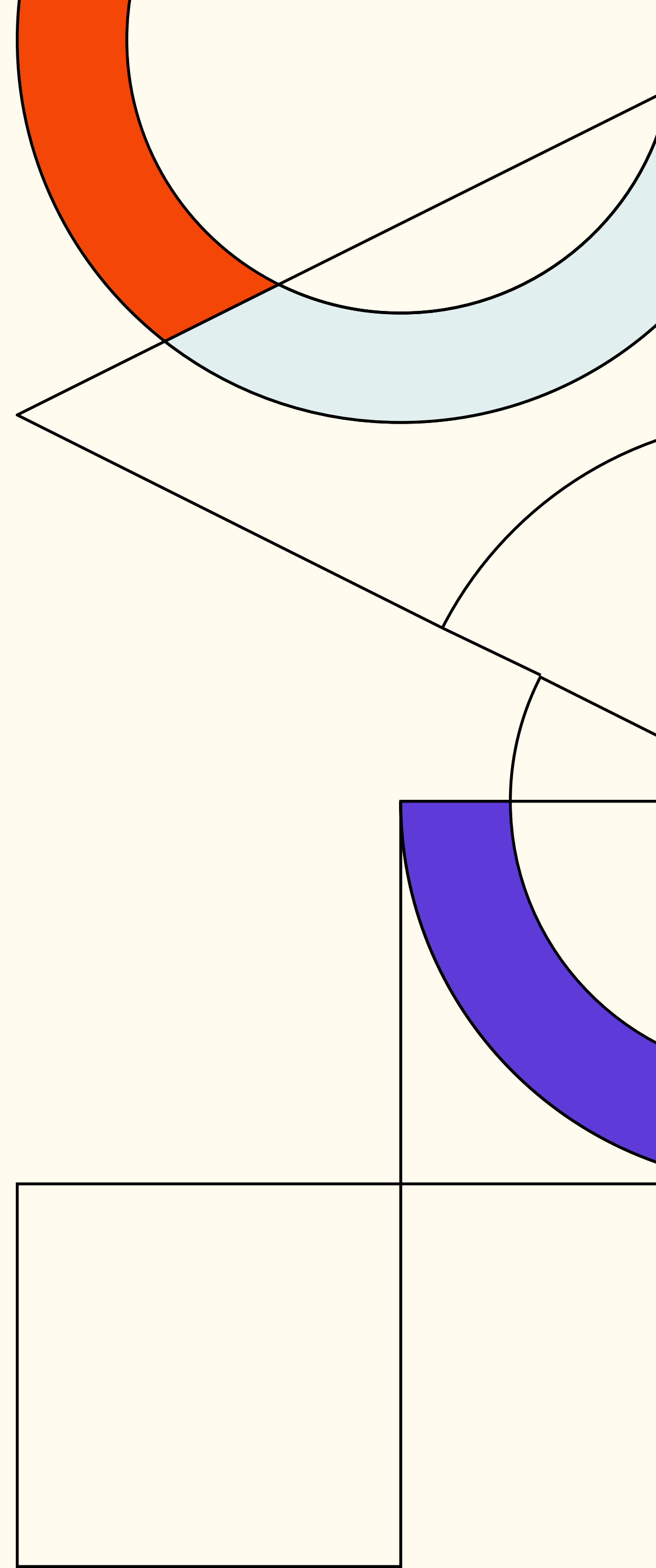


**Mollie Carmichael**  
Community and Product Insights  
Principal Zonda Advisory

**AQUATICS**  
INTERNATIONAL

# Audience

 **Zonda**<sup>TM</sup>  
Media



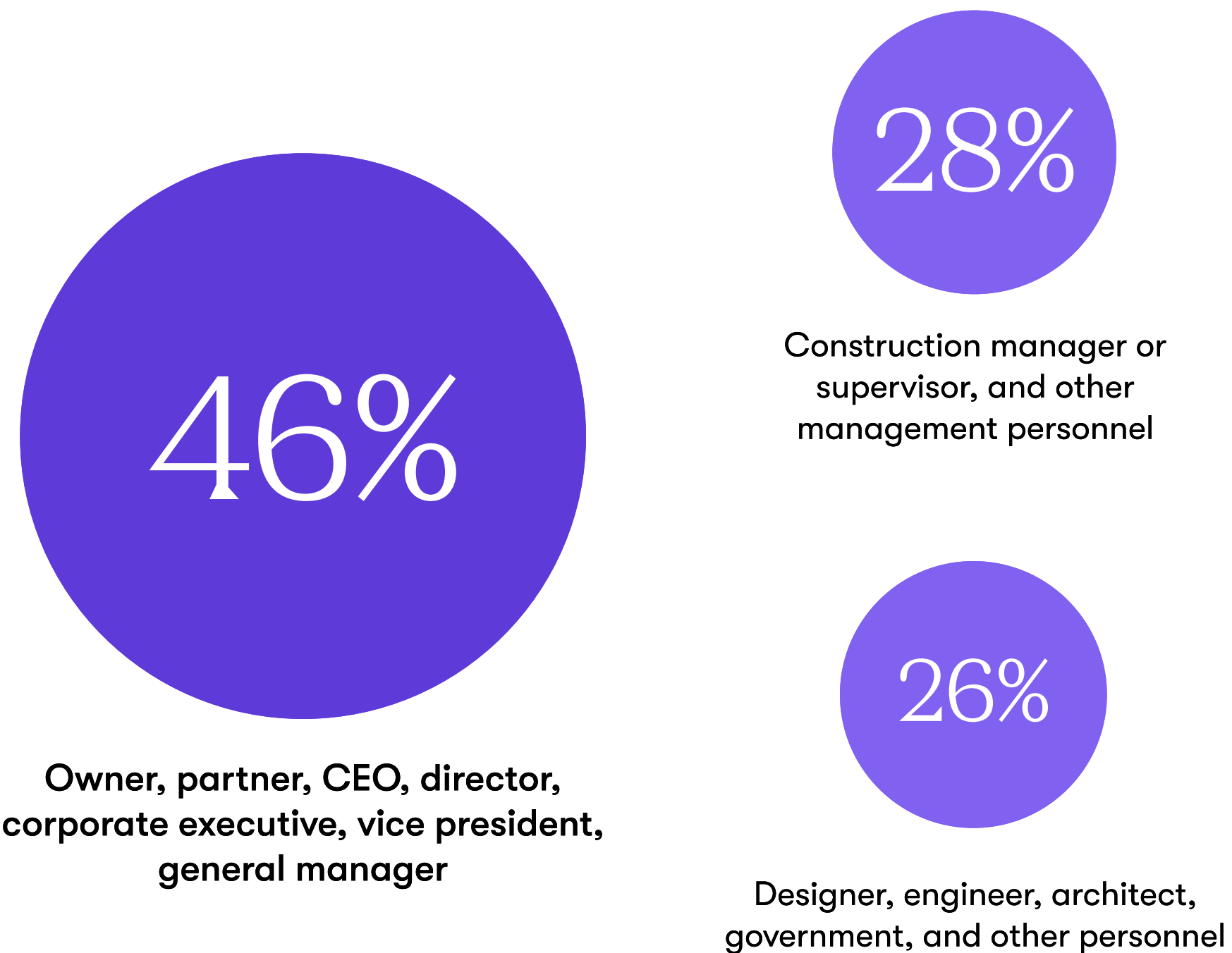
# Our audience

## Total Audience

# 41,500

Magazine, Digital, Site Registrations, Newsletter

## 23K+ leaders drive our readership



## 95K+ total engagements

### Newsletter

# 30,500

RECIPIENTS PER ISSUE

PSN AND AI INSIDER NEWSLETTER

### Magazine

# 23,901

DIGITAL SUBSCRIBERS

AI DIGITAL MAGAZINE

### Website

# 19,247

AVG MONTHLY UNIQUE VISITORS

GOOGLE ANALYTICS, 12-MONTH AVERAGE

# 34,573

AVG MONTHLY PAGE VIEWS



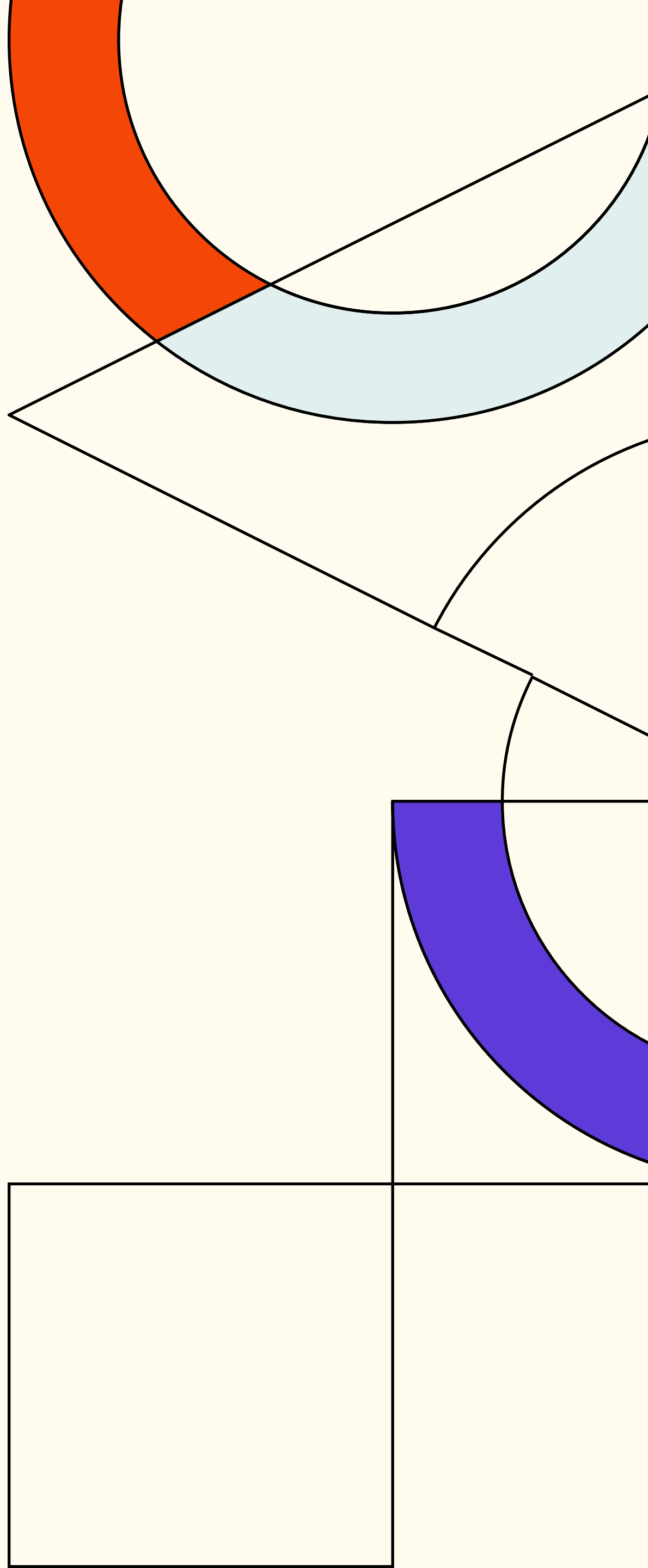
# Key Business/Occupational Breakout

Key Businesses	Total	%
Pool Builder/Contractor	8,485	35.5%
Pool Distributor/Wholesaler	765	3.2%
Pool Manufacturer/Product Manufacturer	980	4.1%
Pool Retailer	1,291	5.4%
Pool Service	1,769	7.4%
Pool-Commercial Facility	2,725	11.4%
WaterPark/Theme Park/Park/Resort (including hotels and motels)	980	4.1%
Government/Military/Public Agencies (including Parks & Rec/Municipality)	1,793	7.5%
Education Facilities (Colleges/Schools)	908	3.8%
Architect/Engineering/Consulting Firms	813	3.4%
Builder/Developer/General Contractor	884	3.7%
Remodeler/Specialty/Subcontractor	645	2.7%
Commercial Business/Facilities/Facilities Management	382	1.6%
Building Products Dealer/Distributor	287	1.2%
Other Categories	1,195	5.0%

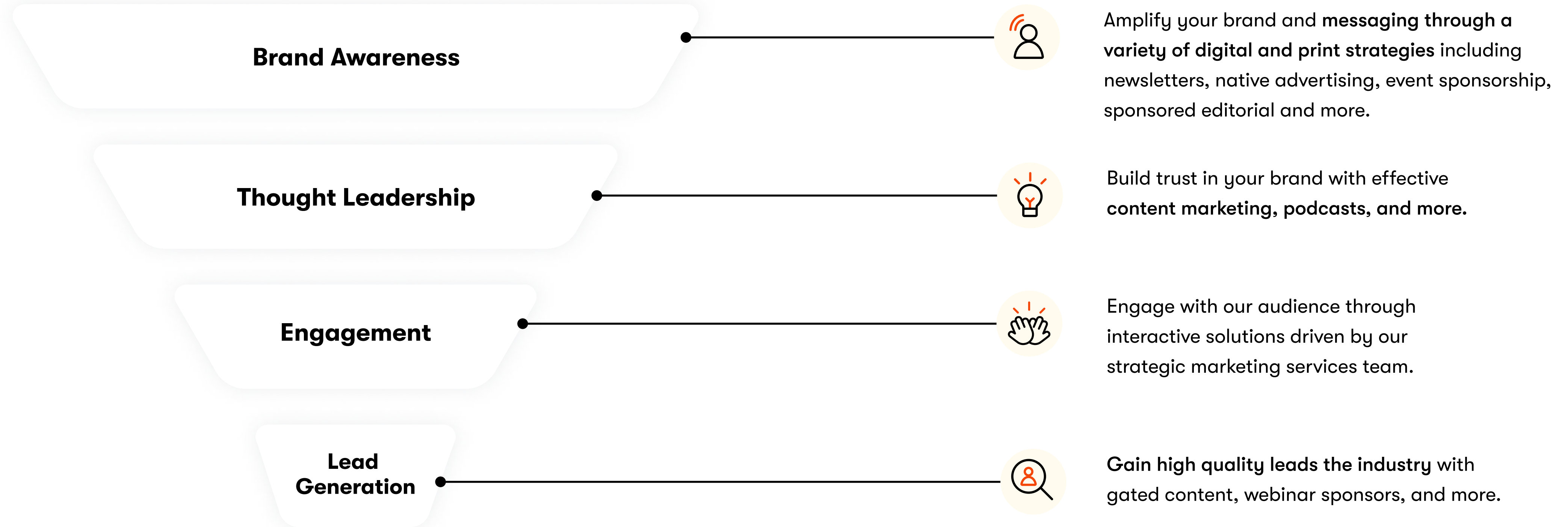
**AQUATICS**  
INTERNATIONAL

# Solutions

 **Zonda**<sup>TM</sup>  
Media



# A platform to achieve your goals across the sales cycle



# Reach your audience using a variety of channels and products

1

**Magazine**

2

**Website**

3

**Email**

4

**Sponsored  
Media**

5

**Strategic  
Marketing**

6

**Advisory  
Services**



# Advertise in AI Magazine

Aquatics International digital magazine has been the most trusted publication by leaders across the in the commercial pool industry for over 40 years. With over **23,900+ digital subscribers**, AI serves the interests of decision-makers in multiple industry segments, including: Parks & Recreation/Municipality, College/School, Hotel/Motel/Resort, Fitness/Health Club, Rehab Center/Hospital/Wellness Center, Service Company, Water/Theme Park, Country Club, Contractor, Swim School/Swim Club, YMCA/YWCA/Community Center, Government/Military, Architect/Engineer/Consulting Firm, Apartment/Condo/HOA.

**Frequency:** 9 issues per year (Digital only)

## Ad Placements:

- Full page
- 1/2 Page H
- 1/4 Product Showcase



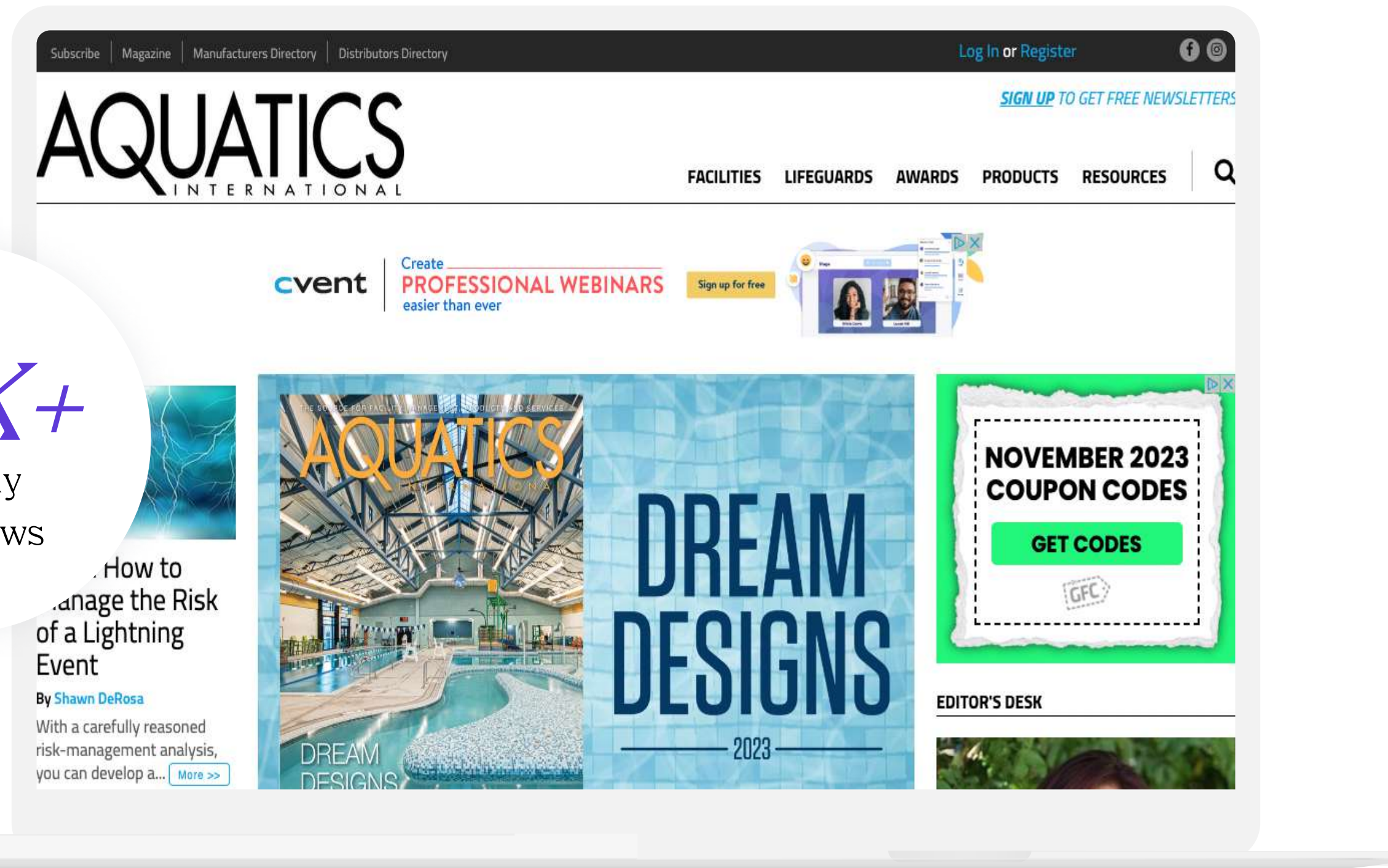
**23K+**  
Subscribers



# Advertise on aquaticsintl.com

Aquaticsintl.com is the leader in the commercial pool industry. AI 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 over **19,200 unique visitors** per month.

**34K+**  
monthly  
page views



## Key Reports/Digital Announcements

- New Products 2024
- Aquatics Facility Handbooks
- Most Valuable Products
- Dream Designs
- Best of Aquatics



# 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 recreational pool industry.

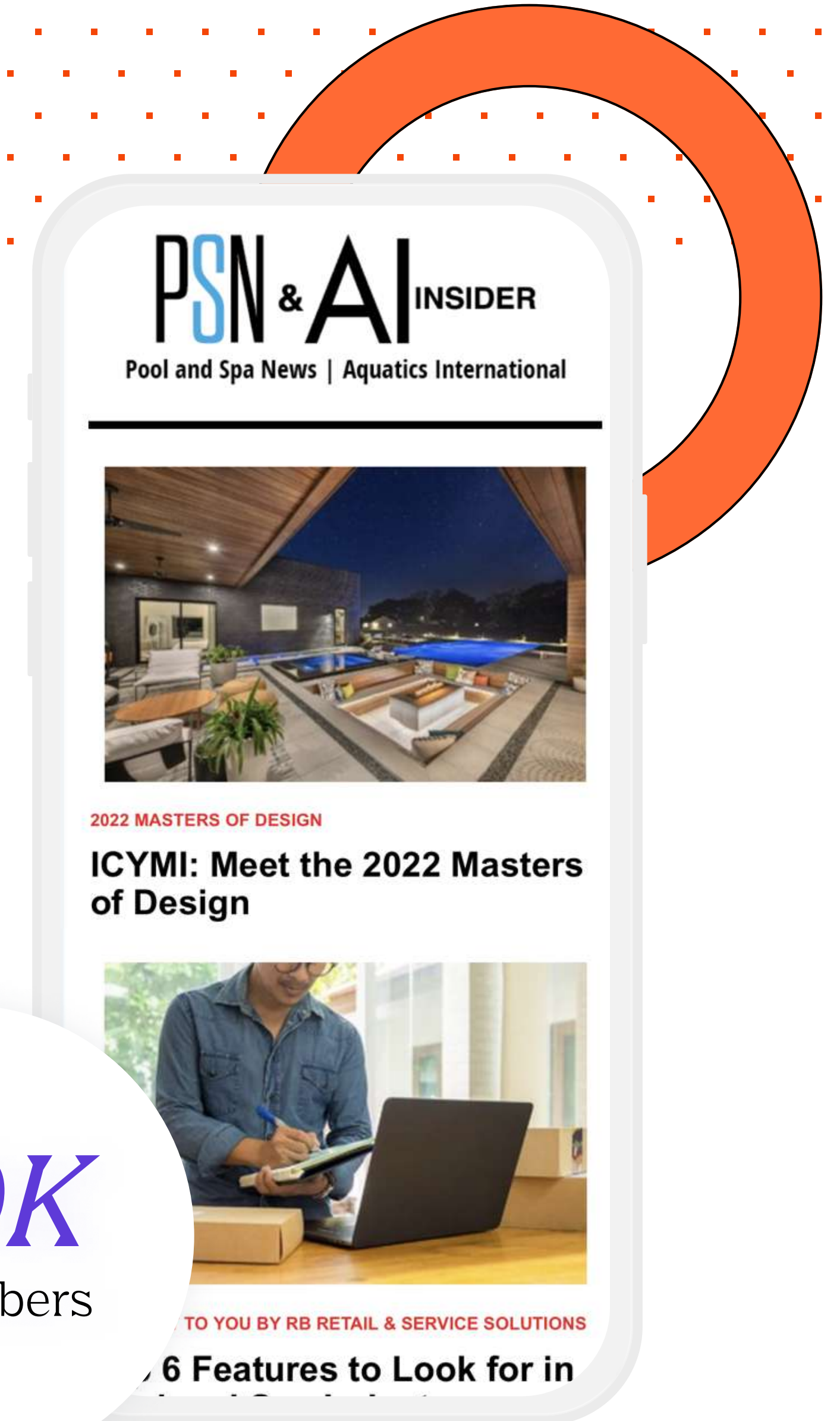
## Why PSN & AI INSIDER Newsletter?

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 and aquaticsintl.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.

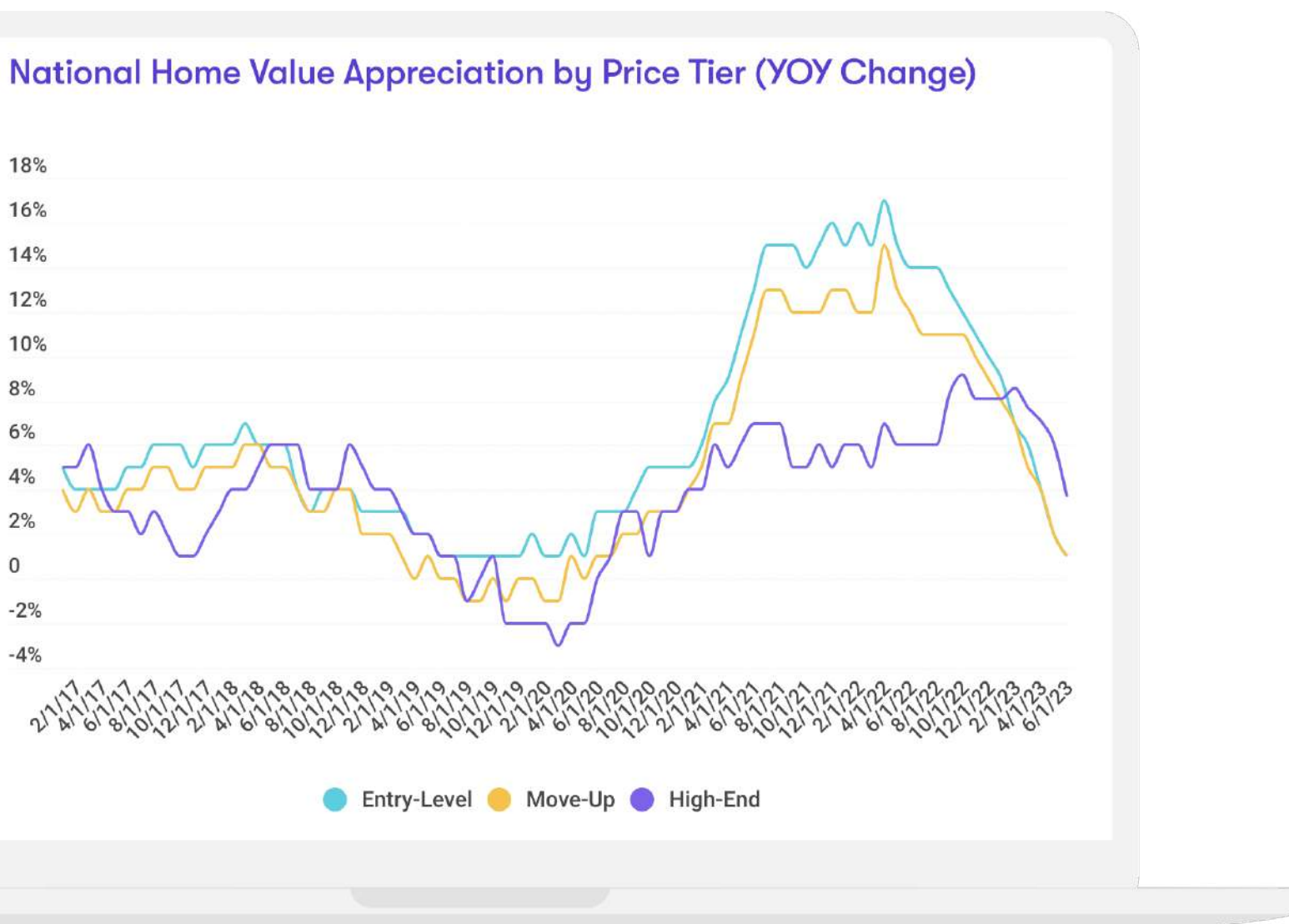


**30K**  
subscribers



# 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.



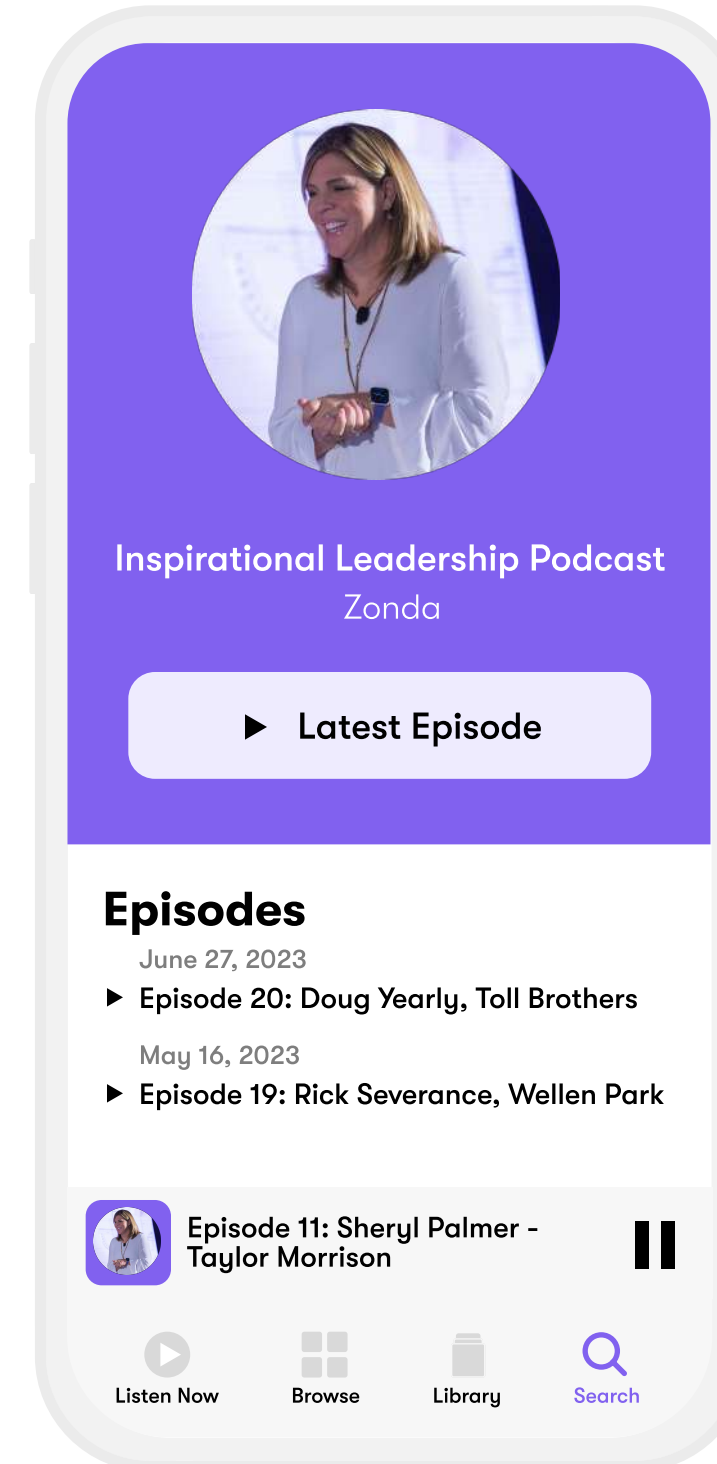
## Housing Market Webinars (Outlook)

led by Zonda Advisory

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

Topics covered by our leading advisors include: 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

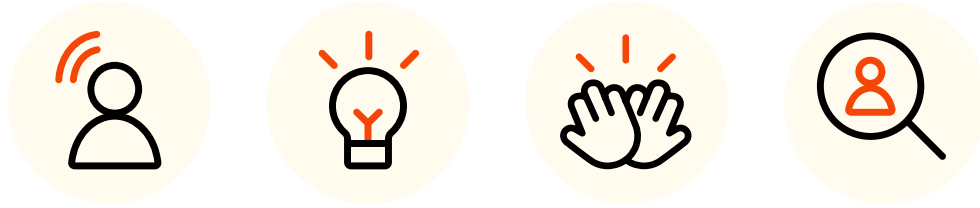
hosted by Mollie Carmichael

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 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

23K+ Digital subscribers



## Website

19K+ Unique visitors



## Newsletter

30K+ Subscribers



## Inspirational Leadership Podcast

205K+ Potential reach



## Native Intel

300-500 Word article - cross platforms



## Cobrands

Targeted emails - 100% share of voice



# 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.

## 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

30+

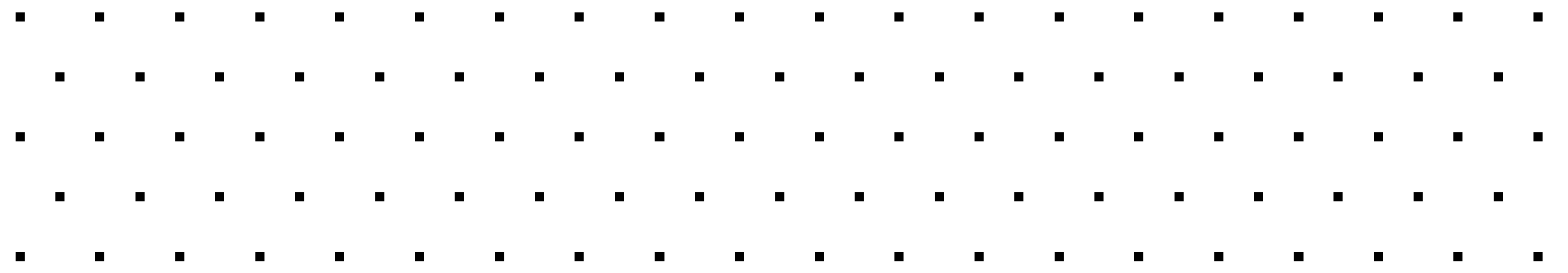
average years of housing industry experience

2000+

total annual engagements

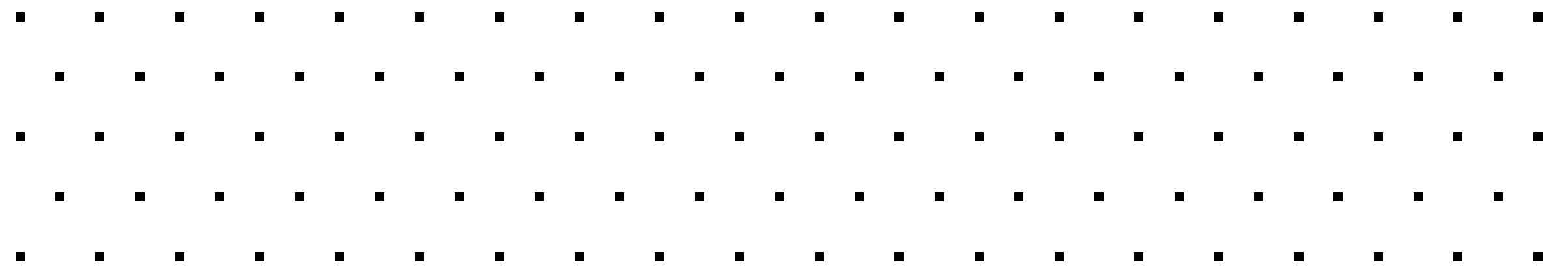
40+

expert advisors



# Content Calendar

	Product Profiles	Awards/Reports	Shows and Distribution	Deadlines
<b>January</b> New Products	All new commercial pool products eligible for consideration	New Products 2024	N/A	Print close date: 11/30/23 Ad materials due: 12/04/23
<b>February/March</b> Industry Influencers	AOAP Exhibitor Focus Leisure Pool Amenities Product Focus	Power Awards	Association of Aquatics Professionals Reno, NV (Feb 12-15, 2024)	Print close date: 01/12/24 Ad materials due: 01/17/24
<b>April</b> Leisure Pools	Chemicals, Controllers and Sanitizing Equipment Safety and Rescue Equipment	N/A	N/A	Print close date: 03/13/24 Ad materials due: 03/15/24
<b>May</b> Facility Operations	Competition Equipment Disability and Access Equipment Product Focus	Aquatics Facility Handbook	N/A	Print close date: 04/18/24 Ad materials due: 04/22/24
<b>June</b> Top Products	Exercise and Training Equipment Parkscapes and Games	Most Valuable Products	N/A	Print close date: 05/23/24 Ad materials due: 05/29/24



# Content Calendar

	Product Profiles	Awards/Reports	Shows and Distribution	Deadlines
<b>July/August</b> Design Awards	Pool Covers and Maintenance Equipment The Locker Room Product Focus	Dream Designs	N/A	Print close date: 06/18/24 Ad materials due: 06/20/24
<b>September</b> Waterparks	NRPA Exhibitor Focus WWA Exhibitor Focus	N/A	National Recreation & Parks Association Conference Atlanta, GA (Oct 8-10, 2024) World Waterpark Association Show Las Vegas, NV (Oct 8-11, 2024)	Print close date: 08/09/24 Ad materials due: 08/13/24
<b>October</b> Facility Improvements	IAAPA Exhibitor Focus Renovation and Repair	N/A	International Association of Amusement Parks & Attractions Orlando, FL (Nov 18-22, 2024)	Print close date: 09/13/24 Ad materials due: 09/17/24
<b>November/December</b> Aquatic Programming	The Equipment Room Enclosures, Furnishings and Shade Structures Product Focus	Best of Aquatics	N/A	Print close date: 10/16/24 Ad materials due: 10/18/24



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