

## PUBLISHER'S AUDIENCE STATEMENT | June 2019

### Mission Statement

POOL AND SPA NEWS serves the interests of residential 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: 18 (includes annual directory)



### AUDIENCE SUMMARY\*

#### POOL AND SPA NEWS MAGAZINE (18 issues this period)

	NON-PAID	PAID	AVERAGE
PRINT AVERAGE	15,233	817	16,050
DIGITAL AVERAGE	17,315		
PRINT: Bulk Copy Sales (COMBINED SALES FOR PERIOD)		4,277	

### ALLOCATED FOR TRADE SHOWS AND CONVENTIONS: ANNUAL SHOWS COPIES: 6,025

The Pool & Spa Show, National Plasterers Council Conference, Everything Under The Sun Expo, Hearth, Patio & Barbeque Expo, Western Pool & Spa Show, Casual Market Chicago, Pool Industry Expo, PSP Expo, Aquanale, Asia Pool & Spa Show, Canadian Pool & Spa Expo, IWF & CSE Shanghai, Piscina & Wellness Barcelona, Interbad and Piscine Global Europe

### DIGITAL

**50,749**

WEBSITE TRAFFIC:  
AVERAGE MONTHLY  
USERS

**99,551**

WEBSITE TRAFFIC:  
AVERAGE MONTHLY  
PAGE VIEWS

**24,304**

POOL AND SPA NEWS  
INSIDER NEWSLETTER  
RECIPIENTS PER ISSUE  
(24 ISSUES PER YEAR)

**26,095**

RETAIL PRO NEWSLETTER  
RECIPIENTS PER ISSUE  
(12 ISSUES PER YEAR)

### SOCIAL MEDIA\*\*



**4,302**



**3,504**

\* Source: POOL AND SPA NEWS May 6, 2019 Issue

\*\* Social totals as of July 2019

TITLE BREAKOUT*		
Owner/Partner/President/Executive	10,144	63.2%
Vice President	694	4.3%
Treasurer/Controller/Secretary	122	0.8%
General Manager/Manager/Assistant Manager	2,965	18.5%
Sales Director/Sales Manager/Sales Representative	1,141	7.1%
Designer/Engineer	270	1.7%
Other/No Answer/Not Available	703	4.4%
<b>TOTAL</b>	<b>16,039</b>	<b>100.0%</b>



**BUSINESS/OCCUPATIONAL BREAKOUT\***

BUSINESS AND INDUSTRY	TOTAL	PERCENT OF TOTAL	NON-PAID	PAID	TITLE				
					Owner/ Partner/ President/ Executive	VP, Treasurer/ Controller/ Secretary, GM/ Manager, Assistant Manager	Sales Director/ Sales Manager/ Sales Representative	Designer/ Engineer	Other/No Answer/Not Available
Builder, Retailer, Service/Maintenance, Distributor, Wholesaler, Subcontractor, Manufacturer, Manufacturers Rep	15,284	95.3%	14,662	622	9,700	3,660	1,100	155	669
Importer/Exporter, Engineer/Architect/Consultant, Others	755	4.7%	654	101	444	121	41	115	34
<b>TOTAL</b>	<b>16,039</b>	<b>100.0%</b>	<b>15,316</b>	<b>723</b>	<b>10,144</b>	<b>3,781</b>	<b>1,141</b>	<b>270</b>	<b>703</b>

**POOL AND SPA NEWS** rated as most preferred (73%) among leading business publications.\*\*

\* Source: POOL AND SPA NEWS May 6, 2019 Issue

\*\* Source: POOL AND SPA NEWS 2017 Reader Survey

**ESSENTIAL PUBLICATION\*\***

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%

**BUILD / SELL / MAINTAIN BREAKOUT\***

**Supplementary Data for Issue of May 6, 2019 Issue**

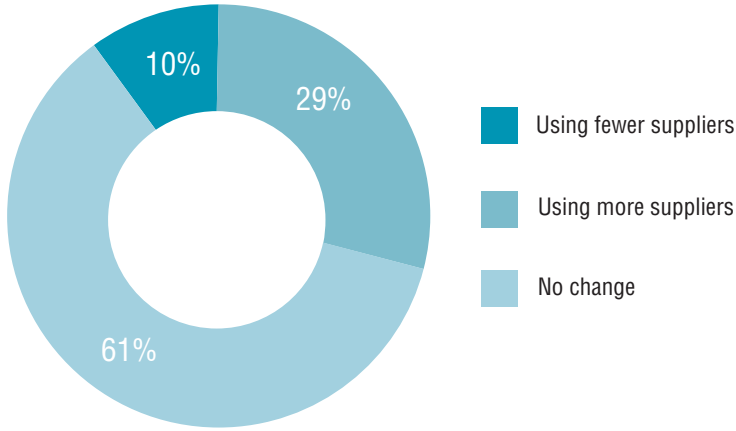
	TOTAL	PERCENT OF RESPONDENTS	PERCENT OF CIRCULATION
Pools: Concrete/Gunite	5,946	59.5%	37.1%
Pools: Prefab/Vinyl Liner	3,781	37.8%	23.6%
Spas/Hot Tubs/Saunas	4,121	41.3%	25.7%
Pools/Spas/Hot Tubs/Saunas	4,773	47.8%	29.8%
Above Ground Pools	2,861	28.6%	17.8%
Outdoor Kitchens/Grills/Fire Pits	2,888	28.9%	18.0%
Casual Furniture/Backyard Accessories	1,987	19.9%	12.4%
Leisure Products/Games	2,107	21.1%	13.1%
Covers - Pool/Spa	3,487	34.9%	21.7%
Pool Equipment & Accessories	4,888	48.9%	30.5%
Pool Chemicals & Testing Equipment	4,388	43.9%	27.4%
Pool & Spa Surfaces	3,510	35.1%	21.9%
Decking/Fencing/Enclosures	3,247	32.5%	20.2%
Lighting	3,627	36.3%	22.6%
Water Features/Fountains/Ponds	3,539	35.4%	22.1%
Landscaping/Garden Accessories	2,012	20.1%	12.5%
Pool Service/Maintenance	3,767	37.7%	23.5%
Safety/Disability-Access	2,114	21.2%	13.2%
Services: Engineering/Architecture	257	2.6%	1.6%
Business Services/Software	1,340	13.4%	8.4%
Other (please specify)	248	2.5%	1.5%
Non-Respondents	6,049		37.7%
<b>Respondents</b>	<b>9,990</b>		<b>62.3%</b>
<b># Copies</b>	<b>16,039</b>		<b>100.0%</b>

\* Source: POOL AND SPA NEWS May 6, 2019 Issue

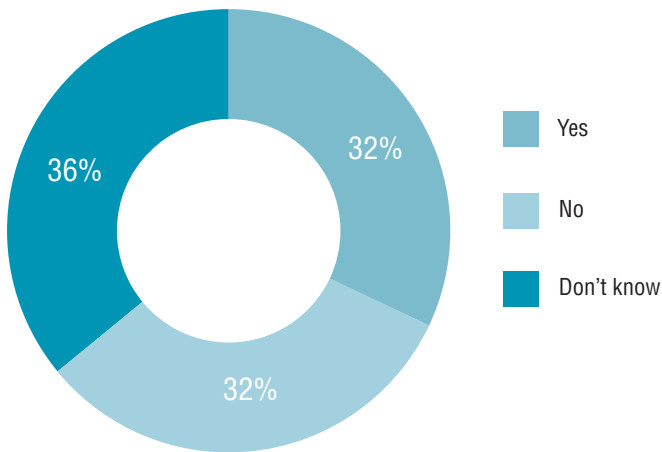
The screenshot displays the POOL AND SPA NEWS website interface. At the top, there is a navigation menu with categories like HOME, BUSINESS, EQUIPMENT, PROJECTS, PRODUCTS, CLASSES, and RESOURCES. Below the navigation, there are several featured articles with images and headlines, such as 'How to Sell Hot Tubs for the Holidays', 'Premier Pool Licensor Loses Latest Round in Dallas Trademark Battle', and '10 Memorable Aquatics Moments of the Rio Games'. There are also advertisements for products like 'TRUCLEAR SIMPLE, RELIABLE, ULTIMATE DISINFECTANT' and 'Liscite SPA'. A large '50' badge is visible, likely indicating an anniversary. At the bottom, there are more category-specific sections like 'AQUATICS', 'remodeling', and 'deck builder', each with a list of related articles and images.

# PRINT

## HOW HAS YOUR SUPPLIER USAGE CHANGED OVER THE LAST 2 YEARS\*\*



## DO YOU EXPECT TO ADD OR CHANGE ANY PRODUCT LINES IN 2017\*\*



ULTRA

Eclipse VP • Aluminum Frames • Variegated Vinyl Inserts  
www.ultrafrance.com

POOL AND SPA NEWS INSIDER POOL AND SPA NEWS ONLINE

PSN

POOL AND SPA NEWS

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TOP STORIES

Tragedy Prompts Law and Lawsuit

After a lifeguard died from electric shock drowning, a state is seeking new legislation while a family is seeking justice. [Read More](#)

REFLECTIONS

A Dark Side to the Internet of Things

A very public squabble between a manufacturer and customer shines a light on one of the biggest problems with IoT devices. [Read More](#)

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Sutro

INTRODUCING THE NEW  
**NET BASKET**

THE FAST AND EASY NEW SKIMMER BASKET.

No more banging. Just push and pull. [Learn More](#)

California Legislature Takes New Stab at Safety Bill and Service Tax

Will these latest efforts pay off? [Read More](#)

Former NPC Executive Released While Awaiting Trial

Mich Brooker's story continues to unfold in the aftermath of his arrest last year. [Read More](#)

HomeAdvisor Takes a Swipe at Word-of-Mouth Referrals

Television ads suggest that there is a better way to find home-pros than asking neighbors. [Read More](#)

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ANDERSON

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ONLY FOR DESIGNERS

Deadline Approaching for 2017 Masters of Design Awards

There's only two weeks left before submissions close for the prestigious Pool and Spa News design competition. [Read More](#)

POOL AND SPA NEWS

Firm Hires New Sales Team Member

The addition is part of an effort to increase the manufacturer's presence within an existing territory. [Read More](#)

POOL AND SPA NEWS

Hot Tub Dealers Celebrate Success By Giving Back

During the firm's annual rewards trip to Hawaii, travelers did much more than catch waves in the Pacific. [Read More](#)

INTERNATIONAL POOL SPA PATIO EXPO

SPONSORED BY AISFP

AGUERA'S INTERNATIONAL PSP Expo Kicks Off Space Draw

See who is participating in the 2017 Expo in Orlando. [Read More](#)

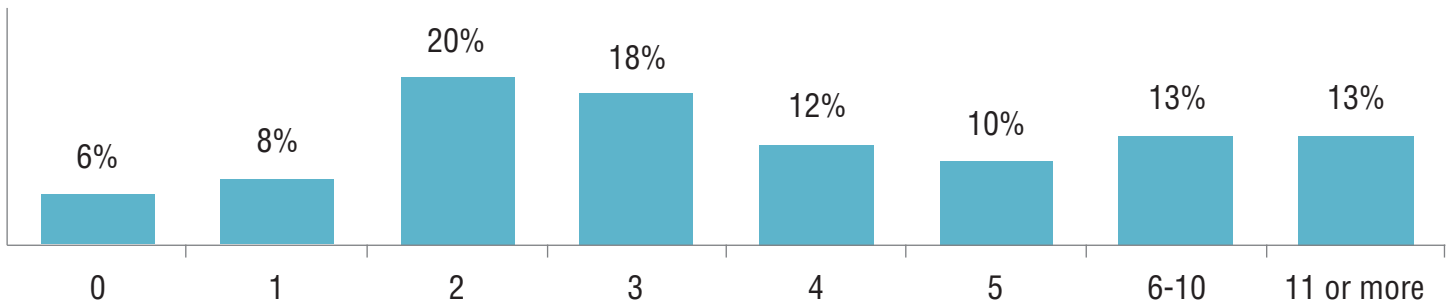
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FROG

Check out the Product Directory!

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## HOW MANY SUPPLIERS DO YOU CURRENTLY USE? (N = 357)\*\*



\*\* Source: POOL AND SPA NEWS 2017 Reader Survey

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION\*

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
Maine	54		Kentucky	101	
New Hampshire	71		Tennessee	248	
Vermont	30		Alabama	170	
Massachusetts	238		Mississippi	88	
Rhode Island	50		<b>East So. Central</b>	<b>607</b>	<b>3.8%</b>
Connecticut	274		Arkansas	85	
<b>New England</b>	<b>717</b>	<b>4.5%</b>	Louisiana	221	
New York	813		Oklahoma	140	
New Jersey	759		Texas	1,549	
Pennsylvania	724		<b>West So. Central</b>	<b>1,995</b>	<b>12.4%</b>
<b>Middle Atlantic</b>	<b>2,296</b>	<b>14.3%</b>	Montana	27	
Ohio	346		Idaho	63	
Indiana	204		Wyoming	7	
Illinois	342		Colorado	158	
Michigan	278		New Mexico	58	
Wisconsin	191		Arizona	701	
<b>East No. Central</b>	<b>1,361</b>	<b>8.5%</b>	Utah	94	
Minnesota	145		Nevada	237	
Iowa	69		<b>Mountain</b>	<b>1,345</b>	<b>8.4%</b>
Missouri	196		Alaska	10	
North Dakota	26		Washington	176	
South Dakota	9		Oregon	108	
Nebraska	73		California	2,513	
Kansas	143		Hawaii	103	
<b>West No. Central</b>	<b>661</b>	<b>4.1%</b>	<b>Pacific</b>	<b>2,910</b>	<b>18.4%</b>
Delaware	50		<b>United States</b>	<b>15,996</b>	<b>99.7%</b>
Maryland	253		US Territories	20	
Washington, DC	10		Canada	10	
Virginia	271		Mexico	-	
West Virginia	24		Other International	13	
North Carolina	389		APO/FPO	-	
South Carolina	207			-	
Georgia	401			-	
Florida	2,499			-	
<b>South Atlantic</b>	<b>4,104</b>	<b>25.6%</b>	<b>TOTAL CIRCULATION</b>	<b>16,039</b>	<b>100.0%</b>

\* Source: POOL AND SPA NEWS May 6, 2019 Issue

POWERED BY POOL AND SPA NEWS

# RetailPRO

POOL AND SPA NEWS ONLINE

**BACK TO BASICS**

**ULTIMATE TECH MANUAL**  
**The Basics of Pool Water Tests**  
 Service techs should use these three methods to measure chlorine residuals in pools. [Read More](#)

**ULTIMATE TECH MANUAL**  
**Breaking Down Pool Water Testing Methods**  
 Here's an explanation of the water tests on the market, and how they work. [Read More](#)

**POP UP**

**Advertisement**  
**Streamline your pool & spa business.**  
[Find out how](#)

**POOL AND SPA NEWS**  
**Mother Nature**  
 Just in time for Mother's Day, meet this trio of women who left behind careers in social work to start their own family and female-owned pool service firm. [Read More](#)

**POOL AND SPA NEWS**  
**Presenting the Top 50 Products of 2017**  
 Find out who made the cut for our readers' top product picks for 2017. [Read More](#)

**TECHNICAL SWIMMING**  
**Understanding ORP and PPM**  
 To benefit from these measurements, professionals first must understand how they work, their strengths and limitations. [Read More](#)

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**poolite**  
 Stop adding CTA with TEST!  
 Understanding the correct problem is our priority. We provide accurate analysis and solutions for every problem. We're the only company that can help you understand the difference between ORP and PPM. We're the only company that can help you understand the difference between ORP and PPM. We're the only company that can help you understand the difference between ORP and PPM. [Read More](#)

**So, You Want to Start a Pool Service Business ...**  
 Industry vets offer advice on how to become a successful independent pool-service professional. [Read More](#)

**POOL AND SPA NEWS**  
**This Pool Service Firm is 'Obsessed' With Chemistry**  
 Meet the two minds behind the new company taking RSI and pH head on. [Read More](#)

**POOL AND SPA NEWS**  
**IPSSA Chapter Takes Aim at Drowning**  
 Find out how the organization is making community education and prevention a priority. [Read More](#)

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**Advertisement**  
**DIAMOND**  
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**BACKYARD LIVING**  
**A Patio Furniture Primer**  
 These tips will help you move that outdoor furniture without taking up valuable real estate in your store. [Read More](#)

**POOL AND SPA NEWS**  
**The Return of Midsize Trucks**  
 Practical, fuel-efficient options are opening up for pool service techs in the market for new wheels. [Read More](#)

**POOL AND SPA NEWS**  
**Video: Spotted at WPSS**  
 Watch live video of products on display at the Western Pool and Spa Show. [Read More](#)

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