

PUBLISHER'S AUDIENCE STATEMENT | June 2020

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: 17 (includes annual directory)



AUDIENCE SUMMARY*

POOL AND SPA NEWS MAGAZINE
(17 issues this period)

	NON-PAID	PAID	AVERAGE
PRINT AVERAGE	15,419	613	16,033
DIGITAL AVERAGE	19,172		
PRINT: Bulk Copy Sales (COMBINED SALES FOR PERIOD)		2,417	

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS: ANNUAL SHOWS COPIES: 5,395

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

47,412

WEBSITE TRAFFIC:
AVERAGE MONTHLY
USERS

88,170

WEBSITE TRAFFIC:
AVERAGE MONTHLY
PAGE VIEWS

33,032

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

SOCIAL MEDIA**



4,095

* Source: POOL AND SPA NEWS June 15, 2020 Issue

** Social totals as of July 2020

TITLE BREAKOUT*		
Owner/Partner/President/Executive	9,423	58.8%
Vice President	749	4.7%
Treasurer/Controller/Secretary	109	0.7%
General Manager/Manager/Assistant Manager	3,232	20.2%
Sales Director/Sales Manager/Sales Representative	1,337	8.3%
Designer/Engineer	303	1.9%
Other/No Answer/Not Available	864	5.4%
TOTAL	16,017	100.0%



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	15,111	94.3%	14,646	465	8,910	3,941	1,286	155	819
Importer/Exporter, Engineer/Architect/Consultant, Others	906	5.7%	843	63	519	143	51	148	45
TOTAL	16,017	100.0%	15,489	528	9,429	4,084	1,337	303	864

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

* Source: POOL AND SPA NEWS June 15, 2020 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.

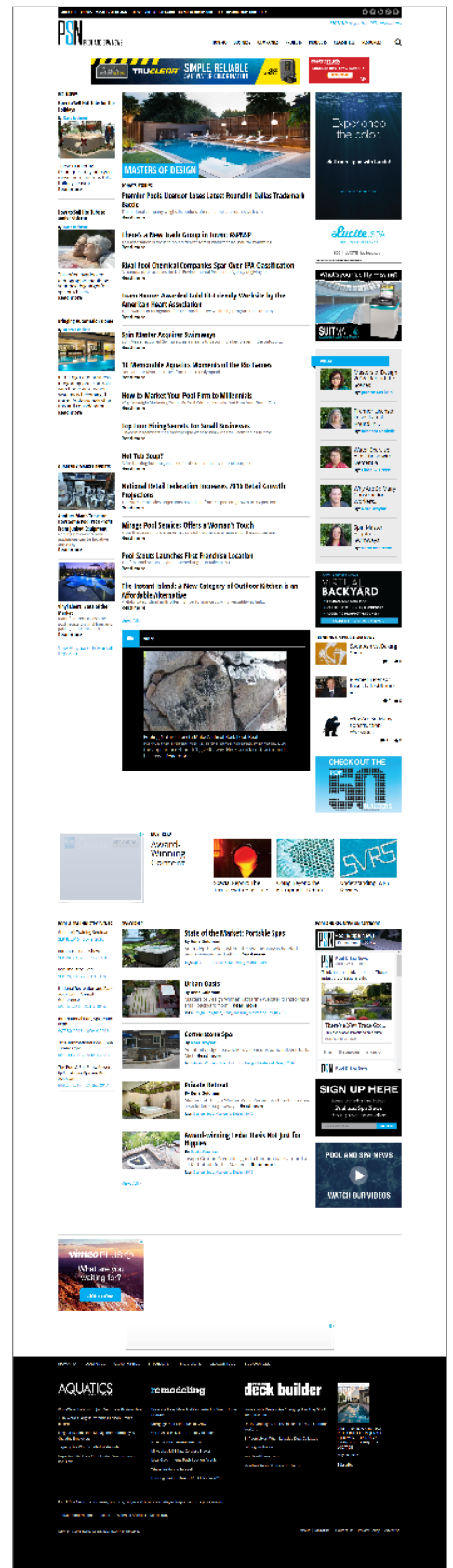
Pool and Spa News	65%
Aqua	11%
Spa Retailer	5%
PoolPro	2%
All of them	1%
None	8%

BUILD / SELL / MAINTAIN BREAKOUT*

Supplementary Data for Issue of June 15, 2020 Issue

	TOTAL	PERCENT OF RESPONDENTS	PERCENT OF CIRCULATION
Pools: Concrete/Gunite	5,648	57.6%	35.3%
Pools: Prefab/Vinyl Liner	3,621	36.9%	22.6%
Spas/Hot Tubs/Saunas	4,030	41.1%	25.2%
Pools/Spas/Hot Tubs/Saunas	4,517	46.1%	28.2%
Above Ground Pools	2,779	28.3%	17.4%
Outdoor Kitchens/Grills/Fire Pits	2,877	29.3%	18.0%
Casual Furniture/Backyard Accessories	1,960	20.0%	12.2%
Leisure Products/Games	2,081	21.2%	13.0%
Covers - Pool/Spa	3,598	36.7%	22.5%
Pool Equipment & Accessories	5,091	51.9%	31.8%
Pool Chemicals & Testing Equipment	4,521	46.1%	28.2%
Pool & Spa Surfaces	3,524	35.9%	22.0%
Decking/Fencing/Enclosures	3,263	33.3%	20.4%
Lighting	3,758	38.3%	23.5%
Water Features/Fountains/Ponds	3,615	36.9%	22.6%
Landscaping/Garden Accessories	2,040	20.8%	12.7%
Pool Service/Maintenance	3,912	39.9%	24.4%
Safety/Disability-Access	2,070	21.1%	12.9%
Services: Engineering/Architecture	218	2.2%	1.4%
Business Services/Software	1,281	13.1%	8.0%
Other (please specify)	251	2.6%	1.6%
Non-Respondents	6,210		38.8%
Respondents	9,807		61.2%
# Copies	16,017		100.0%

* Source: POOL AND SPA NEWS June 15, 2020 Issue



GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
Maine	59		Kentucky	103	
New Hampshire	78		Tennessee	258	
Vermont	24		Alabama	176	
Massachusetts	270		Mississippi	105	
Rhode Island	58		East So. Central	642	4.01%
Connecticut	324		Arkansas	82	
New England	813	5.08%	Louisiana	254	
New York	968		Oklahoma	145	
New Jersey	884		Texas	1,403	
Pennsylvania	851		West So. Central	1,884	11.76%
Middle Atlantic	2,703	16.88%	Montana	27	
Ohio	379		Idaho	66	
Indiana	196		Wyoming	8	
Illinois	358		Colorado	168	
Michigan	276		New Mexico	61	
Wisconsin	204		Arizona	661	
East No. Central	1,413	8.82%	Utah	107	
Minnesota	141		Nevada	218	
Iowa	75		Mountain	1,316	8.22%
Missouri	185		Alaska	13	
North Dakota	27		Washington	180	
South Dakota	13		Oregon	113	
Nebraska	77		California	2,282	
Kansas	135		Hawaii	106	
West No. Central	653	4.08%	Pacific	2,694	16.82%
Delaware	72		United States	15,983	99.79%
Maryland	306		US Territories	21	
Washington, DC	13		Canada	2	
Virginia	295		Unknown	11	
West Virginia	36			-	
North Carolina	391			-	
South Carolina	198			-	
Georgia	408			-	
Florida	2,146			-	
South Atlantic	3,865	24.13%	TOTALCIRCULATION	16,017	100.0%

* Source: POOL AND SPA NEWS June 15, 2020 Issue

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