

POOL GROUP

AQUATICS INTERNATIONAL 2021 DIGITAL EDITORIAL CALENDAR

| Month | Deadlines | Features | Product Focus |
|-----------------------|---|-----------------------------------|---|
| January | Ad Close: 11/16/20 Materials Due: 11/18/20 | New Products 2021 | All manufacturers of new commercial pool products will be considered for this special press coverage and eligible for Most Valuable Products consideration. |
| February/March | Ad Close: 1/11/21 Materials Due: 1/13/21 | The Power Issue | AOAP Exhibitor Focus Leisure Pool Amenities Product Showcase |
| April | Ad Close: 3/15/21 Materials Due: 3/17/21 | Leisure Pool Issue | Chemicals, Controllers and Sanitizing Equipment Safety and Rescue Equipment |
| May | Ad Close: 4/19/21 Materials Due: 4/21/21 | Annual Aquatics Facility Handbook | Competition Equipment Disability and Access Equipment Product Showcase |
| June | Ad Close: 5/17/21 Materials Due: 5/19/21 | 2021 Most Valuable Products | Exercise and Training Equipment Parkscapes and Games |
| July/August | Ad Close: 6/21/21 Materials Due: 6/23/21 | Dream Designs | Pool Covers and Maintenance Equipment The Locker Room Product Showcase |
| September | Ad Close: 8/9/21 Materials Due: 8/11/21 | Waterparks Issue | NPRA Exhibitor Focus WWA Exhibitor Focus |
| October | Ad Close: 9/20/21 Materials Due: 9/22/21 | Facility Improvement Issue | IAAPA Exhibitor Focus Renovation and Repair |
| November/ December | Ad Close: 10/25/21 Materials Due: 10/27/21 | Best of Aquatics Issue | The Equipment Room Enclosures, Furnishings and Shade Structures Product Showcase |

AQUATICS INTERNATIONAL reserves the right to modify its 2021 editorial calendar without notice.

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