



“POOL & SPA NEWS provides a key component of our company’s educational track. The articles are well-written and deliver a level of depth and research that help our staff improve their knowledge base and performance.”

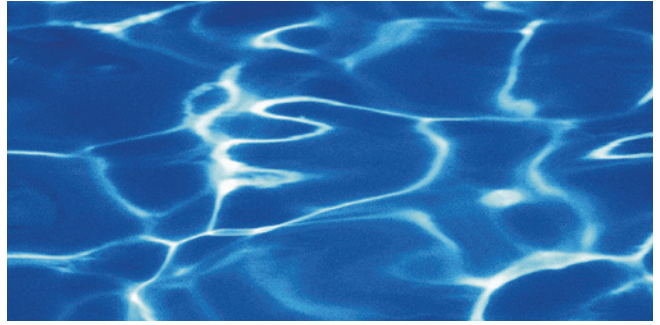
—David J. Hawes, President, H & H Pool Services, Inc.

A Hanley Wood Brand

Connect With the Powerful POOL & SPA NEWS Audience

POOL & SPA NEWS is the leading source of product information, marketing and management tips, and design ideas for professionals in the pool and spa industry. The POOL & SPA NEWS media network provides informative, thought-provoking and innovative editorial, designed to keep readers up-to-date with industry trends. Our readers come back month after month, year after year for our comprehensive industry coverage, for inspiration and for the latest product and service updates.

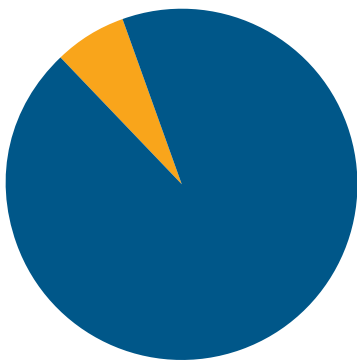
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Unparalleled Pool & Spa Industry Reach

Don't miss the opportunity to reach this influential and engaged audience as they actively look for products and services that can help them run their businesses better. Our extensive media network—including the magazine, website, e-newsletter and Expo—provides an unmatched opportunity for advertisers looking to connect with this powerful audience.

Circulation Breakdown



- 93.4%** Pool Builders (Concrete/Gunite, Prefabricated/Vinyl Liner or Aboveground); Spa/Hot Tub Dealers; Retailers; Service Firms; Distributors and Wholesalers; Manufacturers and Manufacturers' Representatives; Subcontractors
- 6.6%** Importers/Exporters; Architects/Engineers/Consultants; Government Officials; Operators of Clubs/Resorts; Parks and Recreation Personnel; Universities and Schools; Others Allied to the Field and Other Paid Circulation

Source: Audit Bureau of Circulations, Pool & Spa News, December 2010



Magazine

POOL & SPA NEWS is filled with informative and innovative coverage in every issue, including industry news, management tips, product information, and design and marketing ideas to give 16,000 leading industry professionals the tools they need to further their business.



Website

PoolSpaNews.com is an interactive learning and research tool that features both articles from the magazine and exclusive online content, including blogs and industry directories.



e-Newsletter

POOL & SPA NEWS INSIDER is a bi-weekly e-newsletter that delivers the most up-to-date news and market statistics, the hottest product information and the latest job postings to 15,000 leading decision makers in the pool and spa industry.

Source: Guaranteed Minimum Distribution, 2011



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