

# POOL & SPA NEWS

## 2009 editorial calendar

POOL & SPA NEWS publishes 22 times a year, helping advertisers achieve results in half the time it would take with a monthly publication.

| Issue Date  | Marketplace & Close Up  | Special Sections  | Shows & Supplements  | Online  |
|---|---|---|--|---|
| <b>January 15</b><br>Close: 12/10/08<br>Materials: 12/12/08 | <ul style="list-style-type: none"> <li>Automatic Pool Cleaners</li> <li>Close Up: Safety Equipment</li> </ul>                         | <ul style="list-style-type: none"> <li>Atlantic City Show Planner</li> <li>Exhibitor Locator Map</li> <li>Product Spotlight</li> </ul>  |  | <ul style="list-style-type: none"> <li>AC Show Product Review</li> </ul>              |
| <b>January 30</b><br>Close: 12/31/08<br>Materials: 1/2/09   | <ul style="list-style-type: none"> <li>Atlantic City Show Exhibitor Marketplace</li> </ul>  |   | <ul style="list-style-type: none"> <li>Atlantic City Show: Jan 27-29</li> </ul>              |   |
| <b>February 13</b><br>Close: 1/14/09<br>Materials: 1/16/09  | <ul style="list-style-type: none"> <li>Package Pool &amp; Vinyl Liners</li> <li>Construction Equipment &amp; Supplies</li> </ul>      | <ul style="list-style-type: none"> <li>Florida Show Planner</li> <li>Annual Plasterer's Issue</li> </ul>  | <ul style="list-style-type: none"> <li>National Plasterer's Conference: Feb 11-14</li> </ul> |   |
| <b>February 27</b><br>Close: 1/28/09<br>Materials: 1/30/09  | <ul style="list-style-type: none"> <li>Portable Spas</li> <li>Sanitizing Equipment</li> </ul>   | <ul style="list-style-type: none"> <li>Western Pool &amp; Spa Show Planner</li> <li>Survey: Fiberglass Pools</li> </ul>                 | <ul style="list-style-type: none"> <li>Florida Pool &amp; Spa Show: Feb 20-21</li> </ul>     | <ul style="list-style-type: none"> <li>Western Pre-Show</li> </ul>                    |
| <b>March 13</b><br>Close: 2/11/09<br>Materials: 2/13/09     | <ul style="list-style-type: none"> <li>Western Pool &amp; Spa Show Exhibitor Marketplace</li> </ul>                                   | <ul style="list-style-type: none"> <li>Product Spotlight</li> </ul>    | <ul style="list-style-type: none"> <li>Western Pool &amp; Spa Show: Mar 12-14</li> </ul>     |   |
| <b>March 27</b><br>Close: 2/25/09<br>Materials: 2/27/09     | <ul style="list-style-type: none"> <li>Pool Finishing Materials &amp; Decorative Concrete</li> <li>Close Up: Package Pools</li> </ul> | <ul style="list-style-type: none"> <li>Quarterly Market Report: Automation Products</li> </ul>                                        | <b>CUSTOM HOME OUTDOORS</b><br>Close 2/1/09<br>Materials 2/8/09                              |  |
| <b>April 15</b><br>Close: 3/11/09<br>Materials: 3/13/09     | <ul style="list-style-type: none"> <li>Spa Accessories</li> <li>Safety and Disability Access</li> </ul>                               | <ul style="list-style-type: none"> <li>Annual Distributor Issue</li> </ul>  | <ul style="list-style-type: none"> <li>Brand Report: Fiberglass Pools</li> </ul>             | <ul style="list-style-type: none"> <li>Automation Products</li> </ul>                 |
| <b>April 30</b><br>Close: 3/25/09<br>Materials: 3/27/09     | <ul style="list-style-type: none"> <li>Pumps, Motors, Filters</li> <li>Close Up: Automatic Pool Cleaners</li> </ul>                   |   |  |   |
| <b>May 15</b><br>Close: 4/15/09<br>Materials: 4/17/09       | <ul style="list-style-type: none"> <li>Pool &amp; Spa Covers</li> <li>Close Up: Chemicals</li> </ul>                                  | <ul style="list-style-type: none"> <li>Top 50 Products</li> </ul>   | <b>Interactive Technology Report</b>   |  |
| <b>May 29</b><br>Close: 4/29/09<br>Materials: 5/1/09        | <ul style="list-style-type: none"> <li>Fittings, Jets &amp; Blowers</li> <li>Enclosures</li> </ul>                                    | <ul style="list-style-type: none"> <li>Product Spotlight</li> </ul>   | <b>Backyard Style: Ultimate Guide to Pools, Spas &amp; Exterior Design</b>                   |  |
| <b>June 12</b><br>Close: 5/13/09<br>Materials: 5/15/09      | <ul style="list-style-type: none"> <li>Chemicals</li> <li>Green Products</li> </ul>   |   |  |   |



| Issue Date   | Marketplace & Close Up  | Special Sections   | Shows & Supplements   | Online   |
|--|---|--|---|--|
| <b>June 26</b><br>Close: 5/27/09<br>Materials: 5/29/09       | <ul style="list-style-type: none"> <li>• Renovations and Repairs</li> <li>• Close Up: Pool &amp; Spa Covers</li> </ul>  | <ul style="list-style-type: none"> <li>• Quarterly Market Report: Safety Products</li> </ul>   | <b>CUSTOM HOME OUTDOORS</b><br>Close 4/1/09<br>Materials 4/8/09<br>  |  |
| <b>July 15</b><br>Close: 6/17/09<br>Materials: 6/19/09       | <h1>MASTERS OF DESIGN®</h1>   |  | <ul style="list-style-type: none"> <li>• Awards Breakfast at International Pool   Spa   Patio Expo</li> </ul>   | <ul style="list-style-type: none"> <li>• Safety Products</li> </ul>      |
| <b>August 14</b><br>Close: 7/1/09<br>Materials: 7/3/09       | <ul style="list-style-type: none"> <li>• Lighting, Waterfalls, Fountains &amp; Ponds</li> <li>• Close Up: Specialty Decking</li> </ul>  | <ul style="list-style-type: none"> <li>• Survey: Sanitizing Equipment</li> <li>• Product Spotlight</li> </ul>        | <b>Tech Tips</b>  |  |
| <b>August 28</b><br>Close: 7/22/09<br>Materials: 7/24/09     | <ul style="list-style-type: none"> <li>• Specialty Spas, Swim Spas &amp; Saunas</li> <li>• Maintenance &amp; Cleaning Equipment</li> </ul>  | <ul style="list-style-type: none"> <li>• Top 50 Builders</li> </ul>   |   |  |
| <b>September 15</b><br>Close: 8/5/09<br>Materials: 8/7/09    | <ul style="list-style-type: none"> <li>• Commercial Equipment</li> <li>• Close Up: Automation Products</li> </ul>   | <ul style="list-style-type: none"> <li>• Quarterly Market Report: Chemicals</li> </ul>    | <b>CUSTOM HOME OUTDOORS</b><br>Close 8/1/09<br>Materials 8/8/09<br> |  |
| <b>September 30</b><br>Close: 8/19/09<br>Materials: 8/21/09  | <ul style="list-style-type: none"> <li>• Heaters, Floats, Games, Pool Toys</li> <li>• Close Up: Aboveground Pools</li> </ul>  |  | <ul style="list-style-type: none"> <li>• PIE Show: Sept 30-Oct 3</li> <li>• Brand Report: Sanitizing Equipment</li> </ul>                               | <ul style="list-style-type: none"> <li>• Chemicals</li> </ul>            |
| <b>October 15</b><br>Close: 9/2/09<br>Materials: 9/4/09      | <ul style="list-style-type: none"> <li>• Above Ground Pools</li> <li>• Controls</li> </ul>  | <ul style="list-style-type: none"> <li>• Product Spotlight</li> </ul>    | <b>Ultimate Tech Manual</b><br>                                    |  |
| <b>October 30</b><br>Close: 9/23/09<br>Materials: 9/25/09    | <ul style="list-style-type: none"> <li>• International Pool   Spa   Patio Expo Planner Issue</li> <li>• Business Tools &amp; Software</li> <li>• Patio Furniture &amp; Accessories</li> </ul> | <ul style="list-style-type: none"> <li>• Las Vegas Planner Supplement</li> </ul>   |    | <ul style="list-style-type: none"> <li>• Show Product Preview</li> </ul> |
| <b>November 13</b><br>Close: 10/7/09<br>Materials: 10/9/09   | <ul style="list-style-type: none"> <li>• International Pool   Spa   Patio Expo Pre-Show Issue</li> <li>• Fiberglass Pools &amp; Coatings</li> <li>• Close Up: Portable Spas</li> </ul>        | <ul style="list-style-type: none"> <li>• Exhibitor Locator Map</li> </ul>  | <b>2010 Directory Close</b><br>                                    | <ul style="list-style-type: none"> <li>• Show Product Preview</li> </ul> |
| <b>November 30</b><br>Close: 10/21/09<br>Materials: 10/23/09 | <ul style="list-style-type: none"> <li>• International Pool   Spa   Patio Expo Marketplace</li> </ul>   | <ul style="list-style-type: none"> <li>• International Pool   Spa   Patio Expo Issue</li> </ul>  | <ul style="list-style-type: none"> <li>• International Pool   Spa   Patio Expo: Nov 16-18</li> </ul>  |  |
| <b>December 15</b><br>Close: 11/11/09<br>Materials: 11/13/09 | <ul style="list-style-type: none"> <li>• Sanitizing Equipment</li> <li>• Close Up: Business Tools &amp; Software</li> </ul>   | <ul style="list-style-type: none"> <li>• Quarterly Market Report: Spas</li> <li>• Product Spotlight</li> </ul>   | <b>2010 Events Calendar</b><br><b>New Products Supplement</b>   |  |