

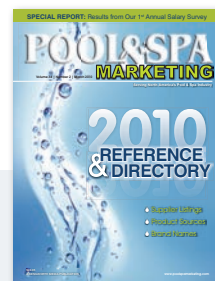


# 2011 EDITORIAL CALENDAR

## FEBRUARY

**Space closing:** December 14, 2010  
**Material closing:** December 21, 2010  
**Publishing date:** January 17, 2011  
**Bonus Distribution:** Atlantic City 2011

- Maintenance Products (Non-chemical)
- Accessories
- Covers
- Pool Construction



## ANNUAL REFERENCE & DIRECTORY

**Space closing:** January 20  
**Material closing:** January 27  
**Publishing date:** March 2

- Enclosures
- Illumination
- Spas/Swim Spas
- Water Features

## PISCINES & SPAS SPRING ISSUE QUEBEC MARKET DIRECTORY

**Space closing:** January 20  
**Material closing:** January 27  
**Publishing date:** March 2

- Maintenance Products (Non-chemical)
- Pumps, Valves & Filters
- Water Features
- Safety Products



## APRIL POOL REPORT/SALARY SURVEY

**Space closing:** February 18  
**Material closing:** February 28  
**Publishing date:** March 22

- Heaters
- Chemicals
- Accessories
- Pumps, Valves & Filters

## JUNE SPA ISSUE

**Space closing:** May 13  
**Material closing:** May 20  
**Publishing date:** June 14

- Maintenance Products (Non-chemical)
- Covers
- Illumination
- Safety Products

## AUGUST PROFILES ISSUE

**Space closing:** July 21  
**Material closing:** July 28  
**Publishing date:** August 19

- Chemicals
- Enclosures
- Pumps, Valves & Filters
- Spas/Swim Spas



## PISCINES & SPAS FALL ISSUE 'SALON SPLASH' SHOW GUIDE

**Space closing:** September 7  
**Material closing:** September 14  
**Publishing date:** October 7

- Covers
- Pool Construction
- Spas/Swim Spas
- Chemicals

## OCTOBER THE GREEN ISSUE

**Space closing:** September 15  
**Material closing:** September 22  
**Publishing date:** October 14

- Maintenance Products (Non-chemical)
- Accessories
- Pool Construction
- Heaters

## DECEMBER CANADIAN INTERNATIONAL POOL & SPA EXPO & CONFERENCE SHOW ISSUE

**Space closing:** October 20  
**Material closing:** October 27  
**Publishing date:** November 18

- Chemical
- Safety Products
- Spas/Swim Spas
- Saunas

### IN EVERY ISSUE

- Pool & Hot Tub Council of Canada Update
- Landscaping Techniques
- Landscape Profile
- Expert Advice
- Education/ Training
- **NEW:** AQUATIC FACILITIES NOW IN EACH ISSUE!
- Last Drop

