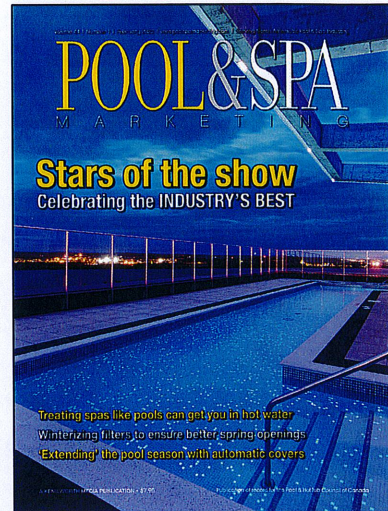


POOL & SPA M A R K E T I N G

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MARKET SERVED

Pool & Spa Marketing is dedicated to providing swimming pool, spa/hot tub and landscape professionals with the latest news, products, services and techniques designed to boost productivity, maximize resources and improve the bottom line.

DEFINITION OF RECIPIENT

Pool & Spa Marketing recipients include Pool, Spa, Hot Tub and Sauna Retailers, Pool and Pool Enclosure Construction Professionals, Pool and Spa after services, Public Pool and Spa areas, Poolscape / Hardscape / Waterscape Professionals, Landscape Architects, Designers and Contractors, Sauna Builders and Suppliers, Hot Tub Builders/ Manufacturers / Installers / Service and Repair Professionals, Pool, Spa and Pool Product Manufacturers and Distributors, HVAC Contractors and others allied to the Pool and Spa industry.

CIRCULATION FOR FEBRUARY 2020 ISSUE

	Print	Electronic
TOTAL CIRCULATION	6,918	14,068
CIRCULATION BUSINESS BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2020		
	Print	Electronic
A - Pool, Spa/Hot Tub, Sauna & Product Retailer	1,809	1,903
B - Pools & Pool Enclosure Construction	980	3,480
C - Pool/Spa/Hot Tub Service Maintenance	815	1,873
D - Public Pool/Spa Facilities	1,957	676
E - Pool / Hard/ Water - scape Designers & Contractors	1,123	1,831
F - Landscape, Designers & Architectural Services & Contractors	-	564
G - Pool/Spa/Hot Tub Pool Products Manufacturer	114	478
H - Pool/Spa/Hot Tub Products Distributor/Wholesaler	79	788
I - Sauna builder/Manufacturer	-	-
J - Spa/Hot tub builders/manufacturers/installers	14	22
K - Pool sub-contractors & construction services (incl HVAC)	-	5
L - Others allied to the field	27	2,448
TOTAL QUALIFIED	6,918	14,068

GEOGRAPHIC BREAKDOWN FOR POOL & SPA MARKETING ISSUE OF FEBRUARY 2020

	Print	Electronic
Alberta	698	315
British Columbia	870	607
Manitoba	190	110
New Brunswick	172	91
Newfoundland and Labrador	44	32
Northwest Territories	6	2
Nova Scotia	172	101
Nunavut	1	1
Ontario	3,375	3,613
Prince Edward Island	20	13
Quebec	1,180	710
Saskatchewan	175	63
Yukon	9	2
Total Canada	6,912	5,660
USA	6	8,208
International	0	200
Total	6,918	14,068

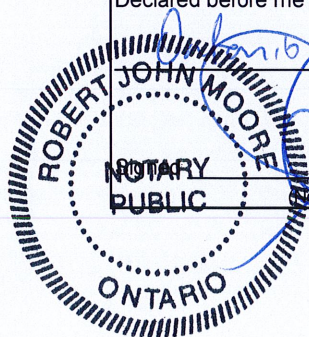
ELECTRONIC CIRCULATION BREAKDOWN FOR THE POOL & SPA MARKETING ISSUE OF FEBRUARY 2020

Country	Electronic
Canada	5,660
USA	8,208
International	200
Total	14,068

PUBLISHER'S SWORN STATEMENT OF CIRCULATION

I hereby make oath and say that the above statement is true, and on request by any bona fide advertisers, or by an advertising agency having recognition, we hereby agree to submit records from which the figures were prepared to an independent audit, the cost to be borne by the party making the request.

Declared before me at the Town of Richmond Hill in the province of _____
 this 12th day of March 2020



(Notary public or Commissioner of Oaths)

Signed

(Publisher)