

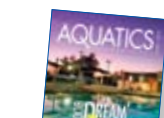





2009 Editorial Calendar



EXPANDED COVERAGE
AQUATICSINTL.COM
Expanded Coverage on Aquatics International Online



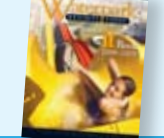

Issue Features Product Focus Bonus Distribution Online Issue Features Product Focus Bonus Distribution Online



<p>January</p> <ul style="list-style-type: none"> close: 11/17/08 materials: 11/24/08 	<p>• New Products 2009 An entire issue exclusively focused on the latest products, equipment and services for all types of aquatics facilities.</p>	<ul style="list-style-type: none"> All manufacturers of commercial pool products considered for special press coverage. ADVERTISERS ELIGIBLE FOR ENHANCED PRESS OPPORTUNITY 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA Aquatic Conference WWA Show NRPA National Congress IAAPA Int'l Pool & Spa Expo <p>WATERPARK RESORTS TODAY—Winter Edition</p>	<p>Manufacturers offer a sneak peek at new products on the horizon.</p> <p>AI Extra Close: 1/15/09</p> 	<p>July/August</p> <ul style="list-style-type: none"> close: 5/18/09 materials: 5/26/09 	<p>• DREAM DESIGNS SHOWCASE The only design showcase exclusively for the aquatics industry! Featuring associated firms and product spec lists.</p> 	<ul style="list-style-type: none"> Pool Covers and Maintenance Equipment—including custom covers, automatic pool cleaners, vacuums, brushes, cleaning equipment and more. The Locker Room—including lockers, saunas & steamrooms, therapy & swim spas, towels, laundry equipment/extractors, tanning beds, changing stations and personal hygiene products. 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> WWA Show NRPA National Congress IAAPA 	<p>Online Dream Design Showcase—Expanded coverage of even more award-winning projects!</p> <p>AI Extra July Close: 7/19/09 August Close: 8/13/09</p> 
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WATERPARK RESORTS TODAY—Winter Edition
close: 11/10/08 • materials: 11/17/08





The only publication devoted exclusively to the management, design and development of waterpark resorts.

WRT e-newsletter
premier issue.
Close: 1/22/09

<p>February</p> <ul style="list-style-type: none"> close: 12/15/08 materials: 12/22/08 	<p>• The Power Issue A new generation of aquatic professionals are ready to lead the industry. Find out who they are in our 5th Annual Power Issue.</p>	<ul style="list-style-type: none"> Competition Equipment—including starting blocks, lane lines, backstroke flags, timing devices, swimsuits, scoreboards, goggles and training aids. Disability & Access Equipment—including lifts, ladders, rails, ramps, stairs, wheelchairs, flotation devices and more. 		<p>Top aquatic professionals put our new crop of Power 25 honorees in the hot seat.</p> <p>AI Extra Close: 2/12/09</p> 	 <p>WATERPARK RESORTS TODAY it BOOK 2009-2010</p> <ul style="list-style-type: none"> close: 6/15/09 materials: 6/22/09 	 <p>Waterpark Resorts Today presents its third annual yearbook featuring the top waterpark resorts, ultimate attractions and most popular products. Also included is a directory of manufacturers, suppliers and service providers...the definitive guide to waterpark resort resources, contacts and connections!</p>	<ul style="list-style-type: none"> WWA Exhibitor Focus Renovation & Repair—including package pools, coatings, paints, plaster aggregate, vinyl liners, tile, coping, gutter systems, decks and more. 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> WWA Show 	<p>WRT e-newsletter Close: 8/20/09</p>
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<p>March</p> <ul style="list-style-type: none"> close: 1/20/09 materials: 1/27/09 	<p>• Leisure Pool Issue Best practices; favorite products; most popular amenities; renovation: Our fifth annual Leisure Pool Issue and survey covers all these key topics.</p>	<ul style="list-style-type: none"> NRPA Aquatic Conference Exhibitor Focus Parkscapes—including spraygrounds, playground equipment, skateparks, climbing walls, go-karts, site 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA Aquatic Conference 	<p>Manufacturers tell us what the leisure pool of the future will look like.</p> <p>AI Extra Close: 3/12/09</p> 	<p>September</p> <ul style="list-style-type: none"> close: 7/13/09 materials: 7/20/09 	<p>• Waterparks Issue Top 25 Waterparks: A profile of the most popular waterparks in America. We pick leaders of the class from the group. Plus: Best Waterpark practices. We survey the industry to find out the best practices and policies.</p>	<ul style="list-style-type: none"> WWA Exhibitor Focus Renovation & Repair—including package pools, coatings, paints, plaster aggregate, vinyl liners, tile, coping, gutter systems, decks and more. 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> WWA Show 	<p>AI Extra Close: 9/10/09</p> 
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<p>March Action Pack</p> <ul style="list-style-type: none"> close: 1/26/09 materials: 2/2/09 		<p>Delivers qualified low-cost leads directly to you. A great way to generate new business, increase awareness of your product, develop your database, or test-market new products or services in print and on the Web!</p> <ul style="list-style-type: none"> Digital Action Pack Bonus!
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<p>April</p> <ul style="list-style-type: none"> close: 2/17/09 materials: 2/24/09 	<p>• Aquatics Industry Salary Survey What are you worth? Our fourth annual salary survey has the answers—making this an issue readers turn to again and again.</p>	<ul style="list-style-type: none"> Chemicals and Sanitizing Equipment—including test kits, ORP/ph meters, chlorine analyzers chemical feeders, ozone & UV systems and winterizing. Site Concessions, Furnishings and Shade Structures—including vending machines, benches, furniture, waste receptacles, water fountains, shelters, umbrellas, canopies and awnings 	<p>WATERPARK RESORTS TODAY—Spring Edition</p>	<p>How to get a raise: success stories from industry pros.</p> <p>AI Extra Close: 4/16/09</p> 	<p>October</p> <ul style="list-style-type: none"> close: 8/10/09 materials: 8/17/09 	<p>• Aquatics Family Roadmap This issue is for everyone who is thinking about building, expanding or renovating. Includes planning, budgeting, fundraising and programming. Also, how to craft RFPs. Plus: AI exclusive case studies.</p>	<ul style="list-style-type: none"> NRPA Exhibitor Focus THE EQUIPMENT ROOM—including heaters (gas, electric, heat pumps, exchangers, solar & accessories), pumps, motors and filters. 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA National Congress International Pool Spa Patio Expo <p>WATERPARK RESORTS TODAY—Fall Edition</p>	<p>AI Extra Close: 10/15/09</p> 
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WATERPARK RESORTS TODAY—Spring Edition
close: 2/9/09 • materials: 2/17/09






The only publication devoted exclusively to the management, design and development of waterpark resorts.


WRT e-newsletter
Close: 4/23/09

WATERPARK RESORTS TODAY—Fall Edition
close: 8/3/09 • materials: 8/10/09

The only publication devoted exclusively to the management, design and development of waterpark resorts.

WRT e-newsletter
Close: 10/22/09

<p>May</p> <ul style="list-style-type: none"> close: 3/16/09 materials: 3/23/09 	<p>• Annual Aquatics Facility Handbook A primer for professionals new to the industry and a refresher for veterans, this issue gets passed around to the entire staff.</p>	<ul style="list-style-type: none"> Safety & Rescue Equipment—including guard chairs, guard uniforms, rescue tubes & poles, signage, defibrillators, training, spineboards, communication devices and more. Leisure Pool Amenities—including water slides, interactive play systems, water toys, playground equipment, dumping buckets, furniture, shade structures, concession equipment and vending machines. 		<p>Ready for the new season? Take our online quiz.</p> <p>AI Extra Close: 5/14/09</p> 	<p>November/December</p> <ul style="list-style-type: none"> close: 9/14/09 materials: 9/21/09 <p>BEST OF AQUATICS</p> <ul style="list-style-type: none"> close: 9/8/09 materials: 9/15/09 	<p>• The Future of Aquatics Future shock: What will the pool of the future look like? Technology, design, chemistry—it's coming sooner than you think.</p> 	<ul style="list-style-type: none"> Enclosures—including domes, glass, retractables, shade structures, dehumidifiers and fences. Design and Facility Operations—including architects, designers, landscaping, lighting, fountains, software, finance, insurance, monitoring and security systems. 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> IAAPA International Pool Spa Patio Expo  <p>BEST OF AQUATICS 2010 INDUSTRY OF EVENTS CALENDAR</p>	<p>Tomorrow's Pool Today: An online profile.</p> <p>AI Extra Nov. Close: 11/12/09 Dec. Close: 12/17/09</p> 
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<p>June</p> <ul style="list-style-type: none"> close: 4/13/09 materials: 4/20/09 <p>E-MEDIA TECH GUIDE</p> <ul style="list-style-type: none"> close: 4/6/09 materials: 4/13/09 	<p>• 2009 MVPs A readers choice review of the most requested products for 2009</p>	<ul style="list-style-type: none"> Exercise & Training Equipment—including ankle and wrist weights, flotation devices, belts, kickboards, programs & services and sound systems. Controls & Switches 	<p>E-MEDIA AND TECH GUIDE</p> 	<p>2009 E-Media Packages</p> <p>AI Extra Close: 6/11/09</p> 	<p>2010 Directory</p> <ul style="list-style-type: none"> close: 10/19/09 materials: 10/26/09 	<p>The ONLY directory devoted exclusively to the commercial and recreational pool market. Includes manufacturer listings, brand names, "Who's Who" in the industry, Web site listings and much more.</p>	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA Aquatic Conference WWA Show NRPA National Congress IAAPA 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA Aquatic Conference WWA Show NRPA National Congress IAAPA 	<p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> NRPA Aquatic Conference WWA Show NRPA National Congress IAAPA
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AQUATICS INTERNATIONAL reserves the right to modify its 2009 editorial calendar without notice.