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spa&home



Media
Media

2018
2018

spa & home – the next 10 years

Dear Readers,

A short time ago and looking for the first edition of **spa & home** we realised, that a jubilee is coming up: in octobre 2017 spa & home is exactly ten years on the market. In octobre 2007 we published the first edition of **spa & home** on the aquanale-show in cologne, which will open their doors in the next days once again. Expectably the spread of reactions was very big, but at the end of the day the acceptance prevails.

All two months a new edition was published on schedule, and **spa & home** grows up continuously and with rising quality. This development was confirmed of all objective participants of the market. That shows: the concept of **spa & home** is right. We comprehend **spa & home** as an informative and on customer interests orientated magazine, which has also a high demand in professional quality. We offer the mixture of special interest-magazine and professional journal, of good reportages and profound informations in every issue.

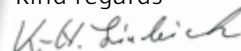


Ten years are gone in a flash. But the motivation is so big as on the first day. We are now looking forward for the next ten years.

You are now holding our new **spa & home** media-kit 2018 in your hands. In 2018 we will again publish reportages about nice private-pools, hotel-pools, spa-facilities and editorials about the news and trends in the pool & spa-branche. spa & home-readers are owners of swimmingpools and spas and interested parties. We deliver also **spa & home** to the pool- and spa-branche, pool- and spa-dealers and installers, planning offices and architects, hotels and operators of spa-facilities. With this wide spectrum **spa & home** has a comprehensive attendance in the market. In addition

on our website **www.spa-and-home.com** we offer a lot of informations and contacts. If you have questions, suggestions, reviews and ideas – they are all welcome. I will be glad for the dialog with you.

Kind regards



Karl-Heinz Linderich

spa & home presents in every issue a broad spectrum of editorials and informative reportages – from a small garden-pool to exclusive high-end indoorpools, exciting hotelpools and spa-facilities.

You will find in every issue of spa & home:

pool & spa-reportages: Many examples of nice private pools & spas, which show all the options for private customers to build a pool or spa.

pool & spa-technique: We explain how pools and spas work, we gave helpful tips to equipment and materials and explain the basics of watertechniques and -treatments. In market-overviews we present the actual products and procure knowledge to all themes of pool & spa.

pool & spa in hotels: Exclusive spa-hotels always set the main points in spa-architecture and -facilities. We present the trends and show actual developments in the hotel-scene.

spa at home: For private customers there are also a lot of possibilities to create an attractive spa at home. We show the newest trends in the section of whirlpools and whirl-bathtubs, sauna and steambath and the accessoires of wellbeing. And we show a lot of products to beautify your home.

pool & spa-profi: This column is for the professional readers. What are the new products and trends on the pool & spa-fairs? What is going on behind the scenes? We participate in all pool & spa-fairs in europe and many events in the branche. We present brands and manager and show the trends.

Please assure: spa & home is worthful for you.



spa & home targets exclusive customers – owners of swimmingpools and private spas as well as interested parties. We deliver also spa & home to professional readers like pool & spa-dealers, wholesalers, hoteliers, architects and planning offices.

spa & home is printed and distributed in a circulation of 25.000 issues. Round about 10.000 issues are distributed to kiosk and selling points. Another 3.000 issues are distributed to special reader-groups like doctors, lawyers and other persons with higher income.

Additional we deliver a circulation of 5.000 issues of a careful selected data-base to special reader-groups like industry and wholesaler, pool- and sauna-dealer as well as architects and planning offices. About 1.000 addresses of professional readers in austria and switzerland are included. Furthermore we distribute spa & home to spa-hotels in the german speaking countries, that means germany, austria and switzerland. Round about 3.000 copies will always delivered. And last but not least the magazine is present on all important pool- and spa-fairs in europe.



Appointments

The new magazine for Wellness, Pools and Spas.
Successful from the first time!

Issues	No.	Date of publication	Deadline adverts	Fairs
Januar/Februar 2018	01/02-18	15.12.2017	17.11.2017	Report aquanale
März/April 2018	03/04-18	02.03.2018	19.01.2018	Aqua Salon, Moskau 01. – 04.03.2018 Bäderkongress, Hall i. Tirol 07. – 08.03.2018 Pool & Garden, Tulln 22. – 25.3.2018
Mai/Juni 2018	05/06-18	27.04.2018	16.03.2018	
Juli/August 2018	07/08-18	29.06.2018	18.05.2018	
September/Oktober 2018	09/10-18	31.08.2018	20.07.2018	
November/Dezember 2018	11/12-18	19.10.2018	14.09.2018	Interbad, Stuttgart 23. – 26.10.2018 Piscine Global, Lyon 13. – 16.11.2018



Beside the classic editorials as reportages, poolbuilding and reports about Hotel-Spas we plan these technical reports:

1/2-18	3/4-18	5/6-18	7/8-18	9/10-18	11/12-18
pool-renovation	pre-fabricated pools	pools for fitness-freaks	special solutions for pre-fabricated pools	exciting indoorpools	pools from architects
counter currents	pool-management-systems	watertreatment: unchlorine	watertreatment: combined methods	pool linings	pre-fabricated pools with mosaic
energy-saving techniques	pool-covers	wateranalysis: new proceedings	desinfektionsystems	measurement & control	special situations: pools on hillside & others
electrolysis-systems	watertreatment: chlorine	attractions: water curtain systems	channel systems	heat exchanger	poollights
whirlpools	dehumidification	filtersystems	water proofing systems	heat recovery	dehumidification
combi-cabins	heat pumps	pumps	waterattractions: nozzles	hydromassage	waterattractions
Infrared	waterattractions: massagenozzles & waterbeds	solarheatings	energymanagement-systems	biosauna	design-saunacabins
sauna-equipment	saunacabins: designvariations	light-enclosures	outdoor-saunas	sauna-equipment: relaxation with light & stones	sauna-stoves & heatings
fragrance-dosing	saunacabins: hidden heatsystems	stairs & ladders	heat radiation	whirlpooltechnique	whirlpools with channel
exhibition-report aquanale	experience showers	valves, fittings & installations	wellness-attraction: ice-cabins	new steambaths	fair-issue: interbad Stuttgart, Piscine Global, Lyon
	country-special Switzerland	solid wood cabins		spa-lounges	
		country-special Austria		exciting hotel-pools	

Rates and Sizes

The new magazine for Wellness, Pools and Techniques

Price-list No. 8 – 2018

sizes	format	colour	print space	cutting format	prizes
2/1		4c	396 x 276	420 x 297	4.650,- EUR
1/1		4c	184 x 276	210 x 297	3.675,- EUR
1/2	hoch	4c	90 x 276	102 x 297	1.868,- EUR
1/2	quer	4c	184 x 136	210 x 147	1.868,- EUR
1/3	hoch	4c	58 x 276	70 x 297	1.237,- EUR
1/3	quer	4c	184 x 89	210 x 100	1.237,- EUR
1/4	hoch	4c	90 x 136	- -	937,- EUR
1/4	quer	4c	184 x 66	- -	937,- EUR
1/8	hoch	4c	90 x 66	- -	480,- EUR
1/8	quer	4c	184 x 31	- -	480,- EUR
1/16	hoch	4c	43 x 66		263,- EUR
1/16	quer	4c	90 x 31		263,- EUR

Supplements Inclosures	rates
Supplements 2-sides	2.325,- EUR
Supplements 4-sides	2.512,- EUR
Supplements 8-sides	2.925,- EUR
Inclosures under 30 g	1.950,- EUR
Inclosures more than 30 g	On request
inclosures in a part of the circulation (Professional circulation)	1.670,- EUR

The booking of a part of the circulation is possible (Professional circulation).
 The delivery of Pull-out supplements and Inclosures to the printers shop is free.
 The rates are plus the VAT-tax. We give the normal discount by booking of an agency.

The address

spa&home

The new magazine for Wellness, Pools and Techniques



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