



PoolPro

KENDRICK
CONTENT

2026

MEDIA KIT

The heartbeat of the swimming
pool industry

POOLPRO

is for the pros in the trenches — the ones who service, repair, build and maintain residential and commercial pools every day.

PoolPro is the go-to trade publication for the swimming pool industry, trusted by technicians, builders and service companies alike. Each issue delivers real-world insights, smart business advice and the industry news that matters most to working professionals. Whether it's practical how-tos, product guidance or profiles of the people moving the industry forward, **PoolPro** is built to support the day-to-day success of pool professionals.





“

I love advertising with **Kendrick Content** not only because of the return on investment, but simply because I truly enjoy working with them. Their team creates an environment that feels more like a family than the typical publisher-advertiser relationship that can be a bit cold and transactional. No matter what your budget is, they make sure that you feel important and your voice matters. This operational style is not exclusive to the advertiser either — their genuine effort to provide readership with what they want to read trickles down to their content, creating publications that people actually want to read. When it comes down to choosing who I want to spend my advertising dollars with every year, Kendrick Content is always at the top of my list. They are savvy to modern day marketing practices, have a highly readable magazine that is compiled of attractive and relevant content and offer advertisers benefits that many others do not. I really appreciate the reminders they send out when I have an ad due, and their website makes it easy and simple to upload materials.”



MARLEY CUNNINGHAM
Director of Marketing, Aqua Creek Products

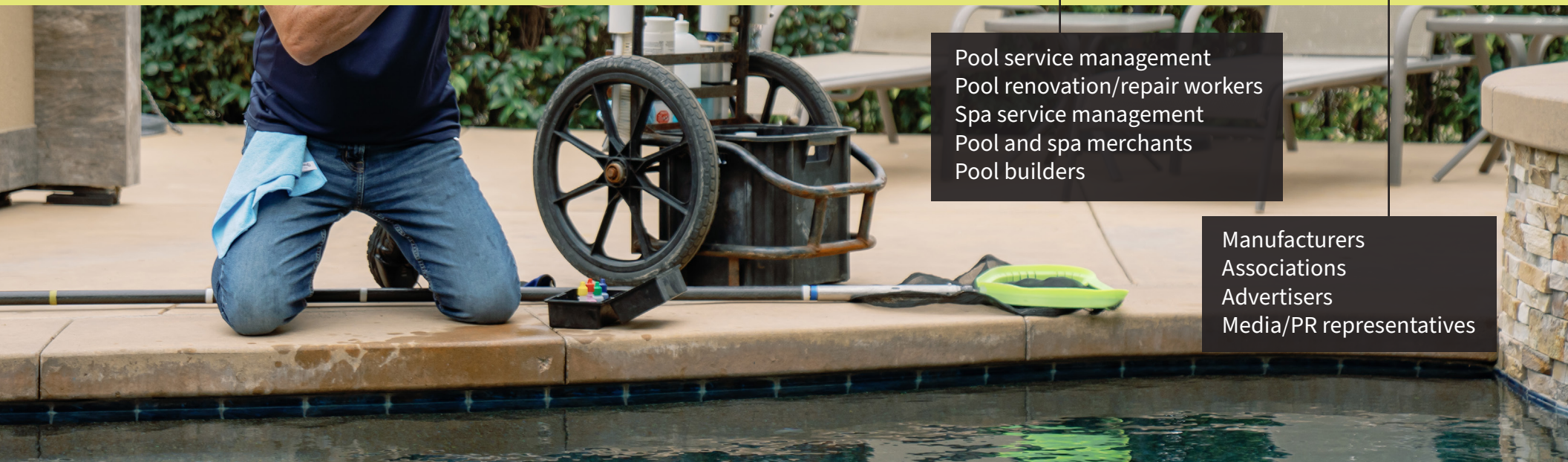
Online Readers

PoolPro reaches a highly engaged, trade-focused audience of more than 7,400 LinkedIn followers, 4,000+ combined Instagram and Facebook followers, and a growing base of return website visitors. Our followers are primarily U.S.-based service, repair, builder and installation professionals, with 72% male and a core age range of 35-54 — the decision-makers and influencers who purchase tools, equipment and services daily. Website visitors average over a minute per session, gravitating toward how-to articles, product demos and success stories — delivering advertisers a direct line to professionals actively seeking solutions.

12,000 TOTAL PRINTED COPIES
PER ISSUE

11,705
PRIMARY AUDIENCE

295
SECONDARY AUDIENCE

A photograph of a pool service technician kneeling on a pool deck, working on a pump filter. The technician is wearing a dark blue shirt and jeans. A pool pump with a large black wheel is visible next to them. A green pool float and a pool brush are also on the deck.

Pool service management
Pool renovation/repair workers
Spa service management
Pool and spa merchants
Pool builders

Manufacturers
Associations
Advertisers
Media/PR representatives

PARTNERSHIPS

PoolPro is proud to partner with these organizations:



PoolPro is proud to be the official magazine of the Independent Pool and Spa Service Association Inc. All IPSSA members receive a complimentary subscription to **PoolPro**.



“

Kendrick Content knows how to create content that speaks to our audience and showcases the incredible work of pool pros. Their willingness to collaborate and partner on initiatives that uplift the entire pool industry is truly commendable. Additionally, they bring a new perspective by highlighting diverse issues and introducing topics that help move our industry forward.

The audience is dedicated, knowledgeable and genuinely passionate about our industry. They're the pros who use our products every day and appreciate quality and innovation. And just like us, those pros are eager to learn and stay on top of industry trends, which aligns with our desire to support and empower pool professionals. It's a solid partnership that really works for everyone. Plus, **PoolPro** magazine's multi-faceted approach ensures we're reaching professionals where they prefer, making our efforts even more impactful.

PoolPro always delivers high-quality, relevant content that really resonates with pool professionals. The magazine's strong reputation and focused reach mean our message gets to the people who matter most. Plus, we love the shared commitment to education and highlighting the amazing work done by pool pros.”

MICHAEL CUELLAR
Director of Marketing,
Fluidra North America



2026 MEDIA KIT

PoolPro

KENDRICK
CONTENT



PoolPro is the only
trade magazine
available at SCP.

Pool professionals who visit a SCP® or Superior Pool Products® sales center can pick up the newest copy of **PoolPro**, free of charge. **PoolPro** is available at more than 190 locations around the country.

More than 87% of **PoolPro** readers do business with SCP® or Superior Pool Products® and visit its sales centers more than twice a week.

SCP® Distributors LLC and Superior Pool Products® LLC are wholly owned subsidiaries of Pool Corporation. Pool Corporation is the world's largest wholesale distributor of swimming pool and related backyard products.

Currently, POOLCORP operates 330 sales centers in North America, Europe, South America and Australia, through which it distributes more than 160,000 national brand and private label products to roughly 100,000 wholesale customers.

For more information about POOLCORP, please visit poolcorp.com.

LOCAL DISTRIBUTION

2026 EDITORIAL CALENDAR

ISSUE

1

January/February**The Plaster Issue**

All in the mix — details to make plaster perfect

Top Products

Pumps, Filter Equipment & Filter Cartridges

Dates

Material due: Dec 3
In-house: Jan 7
Online: Jan 7

ISSUE

2

March/April**Pool Power Women**

Celebrating female industry powerhouses

Top Products

Automation & Controllers, Water Treatment

Dates

Material due: Jan 28
In-house: Mar 4
Online: Mar 4

ISSUE

3

May/June**Beginner Builders**

How to move from service-only into construction

Top Products

Lights, Accessories, Safety Products & Commercial

Dates

Material due: Apr 1
In-house: May 6
Online: May 6

ISSUE

4

July/August**Early Buys**

A service company's guide to smart buying

Top Products

Tools, Above-Ground Pools, Fiberglass Pools, Liners

Dates

Material due: May 29
In-house: Jul 1
Online: Jul 1

ISSUE

5

September/October**Culture Checkup**

The keys to keeping employees happy

Top Products

Covers & Cleaners, Heaters/Heat Pumps and Commercial

Dates

Material due: Jul 29
In-house: Sep 2
Online: Sep 2

ISSUE

6

November/December**30 Under 40**

Eight years of highlighting top young pros

Top Products

Business Services & New Products

Dates

Material due: Sep 30
In-house: Nov 4
Online: Nov 4

THE POOL & SPA SHOW
WESTERN POOL & SPA SHOW
NPC ANNUAL CONVENTION

THE INTERNATIONAL
POOL | SPA | PATIO EXPO

PROGRAM SPONSORSHIPS

Visibility, Impact, Industry Credibility

When you sponsor a **PoolPro** program, you don't just get exposure — you align your brand with the most-viewed, most-shared content we produce. From our high-profile features to awards and recognitions, these programs celebrate the people who power the industry — and give your brand a front-row seat in honoring them.

PRO TIPS



POWER WOMEN



30 UNDER 40



2026 MEDIA KIT

COVERS

Back Cover	\$4,580
Inside Front Cover	\$4,230
Inside Back Cover	\$4,230
French Door Cover	\$6,930
Bellyband	\$5,950

FULL PAGES

Spread	\$6,530
Page One	\$4,110
Full Page	\$3,870
2-Page Insert	\$6,590
4-Page Insert	\$8,320

FRACTIONALS

2/3 Page Island	\$2,450
1/2 Page Vertical	\$2,150
1/2 Page Horizontal	\$2,150
1/4 Page Vertical	\$1,570

PoolPro®

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2026
PRINT RATES



DIGITAL OPPORTUNITIES



DIGITAL SPONSORSHIP

See your brand featured in every **PoolPro** newsletter and across high-traffic pages on **PoolProMag.com**. This exclusive program delivers consistent visibility and category leadership through ongoing placements — perfect for staying top-of-mind with pool professionals all year long.



POOLPROMAG.COM

Our newly redesigned **PoolPro** site, launched May 2025, delivers a cleaner user experience and upgraded ad placements. With high-impact formats like wallpapers and prestitials and 300K+ projected views, **PoolProMag.com** is now fully optimized — and future-proof — for advertiser success.



EMAIL NEWSLETTER/E-BLASTS

With 41% average open rates and click-to-open rates near 10%, **PoolPro** emails deliver reliable engagement. Options include ad placements in every newsletter and custom e-blasts to targeted pros — reaching inboxes with content they trust and act on.



SPONSORED CONTENT

Sponsored content in **PoolPro** delivers real results: 2.5x more views, 59% longer engagement, 38% open rates and 209% growth in social interactions. Reach industry pros through web, email and social — where your brand is seen, trusted and acted on.



SOCIAL MEDIA

Reach pool pros where they scroll, share and engage. With impressions up 19% and engagement up 209%, **PoolPro's** social media drives awareness and action — especially on Instagram and LinkedIn, where your brand gets visibility and real-time credibility with decision-makers.



WEBINARS

Position your brand as an industry expert through custom webinars. **PoolPro** handles promotion, hosting and lead generation — you bring the insight. Webinars offer high-value visibility and meaningful engagement with pool professionals looking to learn, grow and connect with trusted partners

DIGITAL OUTREACH AND PERFORMANCE

Proven Performance Across Channels

PoolPro delivers high-impact sponsorships through email, web and social — trusted by decision-makers in the pool industry.

Why Partner with **PoolPro**?
Engaged audience. Multi-channel visibility.
Proven results.

EMAIL MARKETING

288,000+

emails projected in 2025

41.1%

open rate (industry avg: ~20%)

9.9%

click-to-open rate

TARGETED LISTS

of verified pool & spa pros

WEBSITE TRAFFIC

319,000

projected page views in 2025

237,000+

unique users

1M+

user interactions expected

ENGAGEMENT TIME

per user doubled YoY

SOCIAL MEDIA

13,300+

followers (+17% in 2025 YTD)

342,000+

impressions so far in 2025

7.3%

engagement rate on top posts

ACTIVE ON

LinkedIn, Instagram, Facebook,
TikTok*, BlueSky*
*new in 2025

WEBSITE ADVERTISING

2.05M

ad impressions (2024-25 YTD)

6,400+

ad clicks

0.67% AVG CTR

outperforming standard
B2B trade media norms

5.9% CTR

on top campaigns (10x the average)

2026 MEDIA KIT

DIGITAL RATES

Dedicated Trade E-blast	\$2,000
Newsletter Banner	\$1,000
Wallpaper	\$2,500
Welcome Prestitial (2 rotating positions available / month)	\$2,500
Co-branded Social Media	\$800
Sponsored Content	\$6,600 for 3
Lead Gen / Nurturing Programs	\$3,500
Programmatic Audience Extension	contact for pricing
Webinar	\$3,500
Top Products	\$750
— Featured print listing	
— Top Products newsletter placement	
— Online company directory	
Exclusive Digital Partnerships (6 positions available / month)	\$2,500
— Rotating logo/web ads	
— Newsletter sponsorship	
— Digital edition	
— Print appearance	

PoolPro®

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CONTENT

2026
DIGITAL RATES



OUR PARTNERS

These and other industry companies trust **PoolPro** to spread their message and communicate with prospective and existing customers.



PRINT SPECIFICATIONS

SPREAD

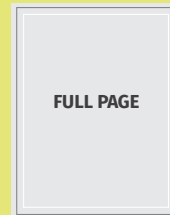


Live Matter
17.5" x 10.375"

Trim Size
18" x 10.875"

Ad (Bleed) Size
18.25" x 11.125"

FULL PAGE

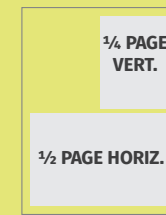


Live Matter
8.5" x 10.375"

Trim Size
9" x 10.875"

Ad (Bleed) Size
9.25" x 11.125"

FRACTIONALS



2/3 Page Island
Ad Size (no bleed)
4.625" x 7.125"

1/2 Page Vertical
Ad Size (no bleed)
3.75" x 9.625"

1/2 Page Horizontal
Ad Size (no bleed)
7.75" x 4.75"

1/4 Page Vertical
Ad Size (no bleed)
3.75" x 4.75"

MECHANICAL REQUIREMENTS

Printing process: Web Offset

Binding method: Perfect Bound

Trim size: 9" x 10.875"

FILE SUBMISSION RULES

- Send electronic files via Box upload or your client portal. Contact production@kendrickcontent.com for a link.
- All files need to be provided as a press-ready PDF without color bars or print marks.
- Images should be at 300 dpi.
- Create and submit ad in CMYK.

- Place all elements at 100%.
- Do not apply style attributes to fonts.

COLOR PROOF

Provide an accurate color proof for color guidance on press.

Kendrick Content will not be held responsible for the reproduction quality of ads that are not accompanied by an accurate color proof.

ADDITIONAL INFORMATION

Artwork, including design and layout, typesetting, illustration, film output, stats, retouching or outlining will be billed extra. Advertisers will be billed at actual cost for any additional production charges.

DIGITAL SPECIFICATIONS

DIGITAL AD SIZES WIDTH X HEIGHT MAX SIZE MORE INFO


Digital Sponsorship

Logo	140 x 60 pixels	50kb	 bit.ly/45vmPkr
Rectangle	300 x 250 pixels	80kb	
Billboard	970 x 250 pixels	80kb	

Trade Newsletter

Option 1 rectangle	300 x 250 pixels	50kb	 bit.ly/45rgwOz
Option 2 billboard	970 x 250 pixels	50kb	

e-Blast

Exclusive e-blast	600 x 1000 pixels	125kb	 bit.ly/3YBoQJw
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PoolProMag.com

			Prestitial	Wallpaper
Welcome prestitial	800 x 600 pixels	125kb	 bit.ly/45VEEq4	 bit.ly/4m3BM5F
Wallpaper	1900 x 1020 pixels	125kb		
	728 x 90 pixels	125kb		
	300 x 50 pixels	125kb		

To streamline the process to send in digital advertising assets, we've created easy-to-use forms for each product. You will receive automatic notifications 15, 10 and 5 days before your ad is due with a link to the appropriate form. The link to each form is also listed below.



SPONSORED CONTENT

bit.ly/3YxTLqa



SOCIAL MEDIA

bit.ly/47l8qTU



QUESTIONS?

Contact us at
production@kendrickcontent.com