PoolPro



2026 EDITORIAL CALENDAR

ISSUE

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

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

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 serviceonly 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**

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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

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