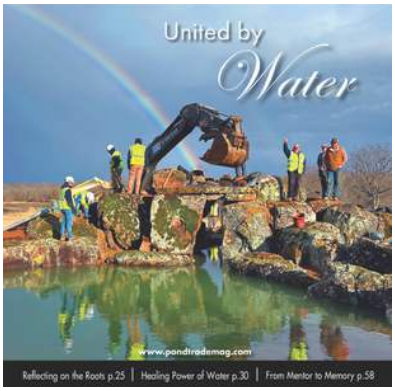
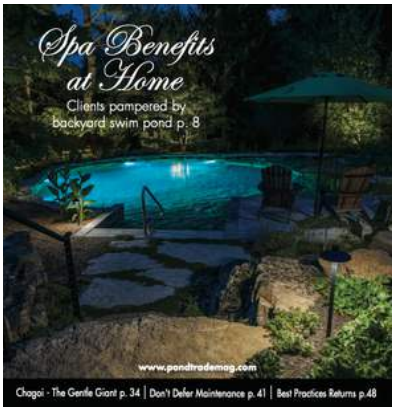
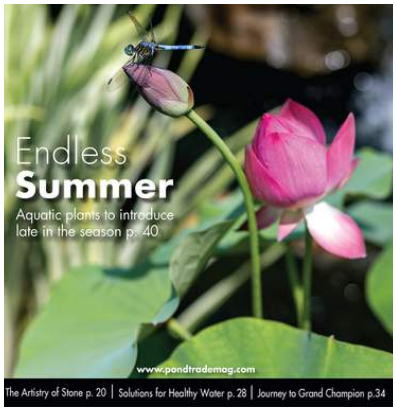
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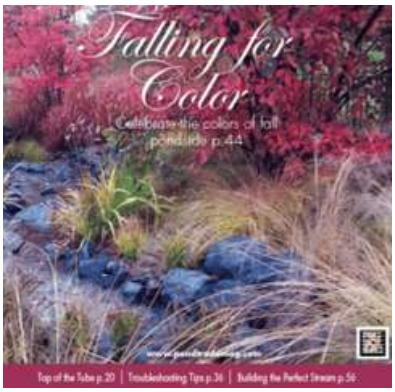


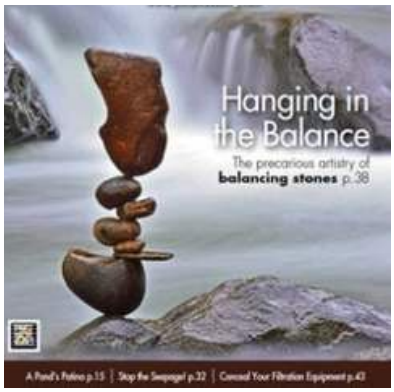


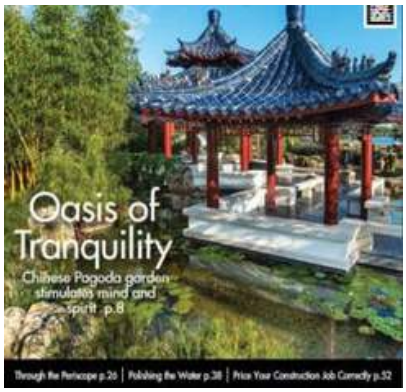












2027 CONTENT GUIDE

FOR CONTRIBUTERS

POND TRADE
HOW TO GET INVOLVED

2027

HOW TO CONTRIBUTE TO POND TRADE MAGAZINE



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CONTRACTOR'S CORNER

Submit a 1,000 to 1,200 word article on a recent pond installation or technology application, along with three photos, and enter to win a spot in Contractor's Corner spotlight on pondtrademag.com. The Contractor's Corner allows pond contractors to feature their work in the spotlight of their peers. One project will be selected as a winner each quarter and receive a prize sponsored by Pondliner.



FULL LENGTH ARTICLES PRINTED IN MAGAZINE

Articles that are considered for publication in our print magazine must be educational, informational and/or have an impact for the industry at large.

- Articles are subject to editing to comply with AP Style.
- Article length1500-2000 words.
- At least 5 photos must be sent that support your article.
- Photos must be hi-res (300 dpi).

Have an idea, but want assistance in with composition? Inquire about our collaborative writing opportunities.



SEO ARTICLE

SEO articles include embedded backlinks to your website or product pages, improving your site's search ranking and authority. Published on pondtrademag.com and shared through our digital channels, SEO articles provide long-term value by driving qualified traffic and positioning your company as an industry expert. *$500.*



CONTENT IDEAS

- **Cover Story**: In-depth features exploring big ideas, timely topics, and industry leaders.
- **Pond Construction:** Practical advice, methods, and product insights to improve every build.
- **Aquatic Plants**: Expert recommendations for plant selection, care, and design applications.
- **Language of Koi:** Articles focused on koi appreciation, health, and husbandry.
- **Entrepreneur's Angle:** Guidance for smarter operations, management, and growth.
- **Sales & Marketing**: Strategies and tools to attract, retain, and engage more customers.
- **Seasonal Focus:** Timely content that aligns with current challenges and opportunities.
- **Pond Retail:** Strategies and advice on how to successfully operate a pond brick & mortar shop.

POND TRADE
HOW TO GET INVOLVED

2027

NEW AUTHORS

All new authors are encouraged to submit a short professional bio and headshot with their first article. This helps us introduce you to the POND Trade audience and highlight your experience within the pond and water feature industry. Your bio and a link to your business will be featured on our website.

TRADE NEWS

The Trade News section connects businesses with the pond and water garden community by featuring new products, partnerships, and company updates. It's the ideal place for brands to gain visibility and stay top of mind with industry decision-makers.

EVENTS CALENDAR

Promote your event to a highly targeted audience of pond and water feature professionals. From expos and training sessions to regional meetups, our Events section gives your company the visibility it deserves and drives attendance from industry leaders and enthusiasts alike. Email lnolan@pondtrademag.com

PHOTOGRAPHY

We love ending each issue with a moment that makes readers smile — and that's where you come in! Whether it's a frog on a lily pad, a curious puppy by the pond, a breathtaking water feature, or a peaceful garden visitor, we want to see it. Send your photo (along with a short caption and credit) to lnolan@pondtrademag.com for a chance to be featured in the Final Thought section of POND Trade Magazine!

WATER ARTISAN OF THE YEAR AWARDS

WATER ARTISANS OF THE YEAR

Each year, POND Trade Magazine honors the industry's best with the Water Artisans of the Year awards. This highly anticipated contest showcases outstanding pond and water feature designs from professionals nationwide—giving builders, designers, and suppliers valuable recognition and exposure within the trade. Participate by submitting a project for an award or inquire about becoming a judge!

CONTENT DEADLINES

Please Note: Deadlines for the March/April 2027 issue have been moved up to accommodate an early release at the Water Garden Expo, Feb. 10–12, where the 2027 Water Artisans of the Year will be announced.

ISSUE	JAN/FEB	MAR/APR	MAY/JUNE	JUL/AUG	SEP/OCT	NOV/DEC
ARTICLE	Nov 15	Dec 15	Mar 15	May 15	Jul 15	Sep 15
TRADE NEWS	Nov 25	Dec 23	Mar 25	May 25	Jul 25	Sep 25

(for print, digital can run at any time)

OTHER IDEAS ON HOW TO PARTNER WITH **POND**TRADE? | **EMAIL LNOLAN@PONDTRADEMAG.COM**