

Swimming World Demographics

Age

8—12	2.5%	35—44	30%
13—17	10%	45—59	10%
18—24	30%	60+	2.5%
25—34	15%		

Gender

52% Female 48% Male

Income

Medium HHI \$85,000
15.9%ave annual income \$125,000

Adult Education Level

88% College Degree
46% Post-Graduate Degree
18% PHD or other professional degrees

Commitment to Swimming

88% Swim 3 or more times per week
46% in the sport for 11+ years
29% in sport for less than 10 yrs

Other Sports Readers Participate In

48% Weight Training
42% Bicycling
36% Running
21% Skiing
20% Triathlons
14% Scuba/Skin Diving
13% Aerobics

The following information was compiled from a subscriber survey.

Swimming World Circulates Monthly in 147 Countries

TOP COUNTRIES

- United States
- The United Kingdom
- Australia
- Canada
- Germany
- France
- Italy

See Next Page for SW.com Countries



Circulation Overview

All advertising circulation statistics are now combined into three numbers: Views, Visitors and Social Media Reach. We will no longer separate print distribution from digital distribution, nor paid from free distribution. Our goal is to get your ad in front of as many eyes as possible.

Avg. Monthly views on all Platforms—**1.6 Million**
Avg. Monthly Unique Visitors on SW.com: **681,000**
Avg. Monthly Social Media Reach: **1.5 Million**

Swimming World Magazine Print, Digital Download and Online Viewing is up to 54,000 per month

Swimming World Biweekly is 30,000 per month

Swimming World Magazine ads that receive bonus online ads are guaranteed 250,000 Views Per Month

Most Popular SW.com Traffic Patterns

- Direct Links To Stories: **731,000 Mo. Views**
- Home Page: **293,000 Mo. Views**
- Time Conversion Tool: **44,500 Mo. Views**
- Results Landing Pages: **16,000 Mo Views**
- Avg. Visits From Facebook Per Mo.: **300,000**
- Avg. Visits From Twitter Per Mo.: **90,000**
- Avg. Secure Search: **341,000**

SwimmingWorld.com Traffic Snapshot

July '17 Traffic Unique Visitors



JULY 2017-884,809 UNIQUE VISITORS

Source: Clicky.com