



## 2018 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### January 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: TBA (13 and Over)
- The Past and Future of ISHOF (Parents, Coaches, Athletes)
- Top 5 stories from 2017 (14-18, Parent, Coach)
- Diving, Water Polo, Synchro, Disabled Swimmers of the Year (14-18, Parent, Coach)
- Training Strategy: Social Media/Early Commitments (14-18, Parent, Coach)
- Q&A: Lars Jorgenson - Ky; How They Train: (16-22, Coach)
- Dolfin - Lessons from the Legends: Jack Roach (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Wayne Goldsmith: Change A Life - Become A Coach: Change The Nation...Coach Thee Coaches
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### February 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Insert: Camp Directory

- Feature Profile: TBA
- Synchro in Santa Clara
- The Importance and Business of Swim Schools
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Dolfin - Lessons from the Legends: Jay Fitzgerald (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Coaches Obligation When Recruiting (14-18, Parent, Coach)
- Q&A: Brendan Hansen, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: How Coaches and Parents can Form an Unbeatable Team (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### March 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Camp Directory

- Feature Profile: TBA
- 2017 NCAA Division I Men's And Women's Preview (Coach, Parent, 16 and Over)
- 2017 NCAA Division II, III, NAIA, NJCAA Previews (Coach, Parent, 16 and Over)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Training Strategy: Being Your Best (14-18, Parent, Coach)
- Q&A: Bill Piczuk/SCAD, How They Train (16-22, Coaches)
- Dolfin - Lessons from the Legends: Ron Ballatore (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Swimming: Being Selfish: Being Selfless (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



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### April 2018 – Swimming World Magazine – (Split Market 14-22, 22 and Up)

- Feature Profile: TBA
- Press Time Results Links To NCAA (Need First Day Photo) (16 and Up, Coach, Parent)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- World Masters of the Year (28 and Up, Masters)
- Dolphin - Lessons from the Legends: Walt Schlueter (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Swim Bench Training/Stroke Technique (14-18, Parent, Coach)
- Q&A: K. Beierle-Missoula, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Goal Setting: Right Here - Right Now (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### May 2018 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches)

- Feature Profile: TBA
- 2014 NCAA Men's and Women's Division I Recap (Coach, Parent, 16 and Over)
- 2014 NCAA Division II, III, NAIA, NJCAA Recaps (Coach, Parent, 16 and Over)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Dolphin - Lessons from the Legends: Talbot (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Sleep & Recovery/ New Data (14-18, Parent, Coach)
- Q&A: Andy Boyce – Grand Valley State, How They Train (16-22, Coaches)
- Dolphin - Lessons from the Legends: Ron O'Brien (Parents, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Everyone Can Lead: The Art of Subtle Influence. (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### June 2018 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches)

- Feature Profile: TBD
- Inside USA Water Polo – Christopher Ramsey
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Top Water Polo Clubs in the USA/World
- Lessons from the Legends: Jack Simon (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Swim Bench Training/Pro Trainers (14-18, Parent, Coach)
- Q&A: Tom Himes - NBAC, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: 50 Things Parents Can Do To Ensure Success of their Child's Team
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



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### July 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Aquatic Directory

- Personality Feature: TBA
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- The Selection Process for International Competition
- Athletes on the Rise
- Dolphin - Lessons from the Legends: Ed Soltar (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Do It Right or Do It Over (14-18, Parent, Coach)
- Q&A: Ken Heis – Mason Rays, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Persistence, Passion, Perseverance: The Power of Performance (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### August 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: TBA
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Male High School Swimmer of the Year (14 – 18, Parents, Coaches)
- Female High School Swimmer of the Year (14 – 18, Parents, Coaches)
- Dolphin - Lessons from the Legends: Matt Mann (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Mini-features on High School Top 2016 Recruits (14 – 18, Parents, Coaches)
- Training Strategy: Elements of a Race Plan (14-18, Parent, Coach)
- Q&A: Kelly Kramer - Minn, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (12-16, Parents)
- Wayne Goldsmith: Growing a Winning Culture: Are You A Seed, The Rain, The Wind or the Sun?
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### September 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: NISCA

- Feature Profile: TBA
- Pan Pac Highlights
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- National High School Championships (14 – 18, Parents, Coaches)
- NISCA All Americans (14 – 18, Parents, Coaches)
- Dolphin - Lessons from the Legends: John Collins (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Swim Bench Use: Prehab/Rehab (14-18, Parent, Coach)
- Q&A: M. Novell-Fort Collins, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Losing Lessons: Learning from Defeat and Using It to Fire Victory (14- 24, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)
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### October 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Holiday Gift Guide

- Personality Feature: TBA
- Competition Round-up Highlights???
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Dolphin - Lessons from the Legends: Don Watson (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Multisport Athletes Make Good Swimmers (14-18, Parent, Coach)
- Q&A: K. Gardner – W & L, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Swimming Parents Groups: Building a Team of Great Swimming Parents (Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### November 2018 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Prep School Directory, Holiday Gift Guide

- Feature Profile: TBA
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Open Water Swimmers of the Year (22 and Up, Masters)
- Top Open Water Moments of Year (16-22, Coaches)
- Dolphin - Lessons from the Legends: Ray Bussard (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Sixth Stroke – Vertical Kicking (14-18, Parent, Coach)
- Q&A: Scott Teeters - Olivet, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Swimming Parents - A Training Manual for Every Swimming Parent. (Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### December 2018 – Swimming World Magazine (Broad Market 14-22, 22-Up, Coaches, Parents)

#### Special Inserts: Holiday Gift Guide

- Feature Profile: TBA
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- World Swimmers of the Year (22 and Up)
- Voice: 10 Most Impactful People of 2018 (22 and Up)
- American, Pacific Rim, European, African (22 and Up)
- Water Polo, Synchro and Diving Swimmers of the Year (22 and Up)
- Top 10 – Swims of the Year (22 and Up)
- Dolphin - Lessons from the Legends: Soichi Sakamoto (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Record Progressions (22 and Up)
- Training Strategy: How to Swim the 200 free (14-18, Parent, Coach)
- Q&A: B. Schrader –Denver, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Coaching: Ideas, Information, Innovations - All you need to know is in the palm of your hand
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)