



## 2016 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### January 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: USA Breaststroke Hopefuls (22 and Over)
- Chuck Warner Series: Greatest Olympic Upsets # 7 (14-18, Parent, Coach)
- State of American Swimming (Facilities, Membership, Funding) (Parents, Coaches)
- Top 5 stories from 2015 (14-18, Parent, Coach)
- Diving, Water Polo, Synchro, Disabled Swimmers of the Year (14-18, Parent, Coach)
- 2016 Olympic Preview: Asia (14-18, Parent, Coach)
- Training Strategy: The Sweet Spot in Distance Training (14-18, Parent, Coach)
- Q&A: Susan Teeter, How They Train: (16-22, Coach)
- Dolphin - Lessons from the Legends: Bob Bowman (Parents, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### February 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Insert: Camp Directory

- Feature Profile: TBA
- 2016 Olympic Preview: Africa (14-18, Parent, Coach)
- Chuck Warner Series: Greatest Olympic Upsets # 6 (14-18, Parent, Coach)
- Dolphin - Lessons from the Legends: Daland (Parents, Coaches)
- Training Strategy: Swimming Fast All the Time (14-18, Parent, Coach)
- Q&A: Pursley, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### March 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Camp Directory

- Feature Profile: TBA
- 2014 NCAA Division I Men's And Women's Preview (Coach, Parent, 16 and Over)
- 2014 NCAA Division II, III, NAIA, NJCAA Previews (Coach, Parent, 16 and Over)
- Chuck Warner Series: Greatest Olympic Upsets # 5 (14-18, Parent, Coach)
- 2016 Olympic Preview: South America (14-18, Parent, Coach)
- Hasty - Greatest USA Swimming Trial Surprises (14-18, Parent, Coach)
- Training Strategy: Who, What: Strategy of Relays (14-18, Parent, Coach)
- Q&A: Mike Bottom, How They Train (16-22, Coaches)
- Dolphin - Lessons from the Legends: Eddie Reese (Parents, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



## 2016 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### April 2016 – 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)
- Chuck Warner Series: Greatest Olympic Upsets # 4 (14-18, Parent, Coach)
- World Masters of the Year (28 and Up, Masters)
- 2012 Olympic Preview: Europe (14-18, Parent, Coach)
- Hasty - Greatest USA Swimming Trial Surprises (14-18, Parent, Coach)
- Dolfin - Lessons from the Legends: Skip Kenney (Parents, Coaches)
- Training Strategy: Distance: Balancing Volume/Intensity (14-18, Parent, Coach)
- Q&A: Brad Shively, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### May 2016 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches)

- Feature Profile: TBA
- 2014 NCAA Men's Division I Recap (Coach, Parent, 16 and Over)
- 2014 NCAA Women's Division I Recap (Coach, Parent, 16 and Over)
- 2014 NCAA Division II, III, NAIA, NJCAA Recaps (Coach, Parent, 16 and Over)
- Chuck Warner Series: Greatest Olympic Upsets # 3 (14-18, Parent, Coach)
- 2012 Olympic Preview: Oceania (14-18, Parent, Coach)
- Hasty - Greatest USA Swimming Trial Surprises (14-18, Parent, Coach)
- Rio Synchro Feature (14-18, Parent)
- Dolfin - Lessons from the Legends: Forbes Carlisle (Parents, Coaches)
- Training Strategy: Inspiring Swimmers: Testing Limits in Training (14-18, Parent, Coach)
- Q&A: Matthew Sprang, How They Train (16-22, Coaches)
- Dolfin - Lessons from the Legends: (Parents, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### June 2016 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches)

#### Special Inserts: Aquatic Directory

- Feature Profile: TBA
- Chuck Warner Series: Greatest Olympic Upsets # 2 (14-18, Parent, Coach)
- 2012 Olympic Preview: North America (14-18, Parent, Coach)
- Hasty - Greatest USA Swimming Trial Surprises (14-18, Parent, Coach)
- Preview USA Olympic Trials (Games 18 and Over)
- Rio Water Polo Feature (14-18, Parent)
- Dolfin - Lessons from the Legends: Mike Troy (Parents, Coaches)
- Training Strategy: Unusual Training Ideas (14-18, Parent, Coach)
- Q&A: Mike DeBoor, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22 Demographics, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



## 2016 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### July 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Personality Feature: TBA Focus on Olympics
- RIO Olympic Games Preview: (Coach, Parent, 18 and Over)
- Chuck Warner Series: Greatest Olympic Upsets # 1 (14-18, Parent, Coach)
- Rio Diving Feature (14-18, Parent)
- Press Time Results Links To WUGs And PanAms (Need First Day Photo) (Coach, 16 and Over)
- Dolfin - Lessons from the Legends: George Haines (Parents, Coaches)
- Training Strategy: When Parents Go Off The Deep (14-18, Parent, Coach)
- Q&A: Bill Schalz, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### August 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: TBA
- USA Swimming Olympic Trials Photo Flashback (14-18, Parent, Coach)
- Male High School Swimmer of the Year (14 – 18, Parents, Coaches)
- Female High School Swimmer of the Year (14 – 18, Parents, Coaches)
- Dolfin - Lessons from the Legends: Doc Counsilman (Parents, Coaches)
- Mini-features on High School Top 2016 Recruits (14 – 18, Parents, Coaches)
- Training Strategy: End When A Swimmer Peaks: What Then, What Now? (14-18, Parent, Coach)
- Q&A: Brian Pajer, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (12-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### September 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: NISCA

- Feature Profile: TBA
- 2016 Rio Olympic Results and Coverage (14-18, Parent, Coach)
- National High School Championships (14 – 18, Parents, Coaches)
- NISCA All Americans (14 – 18, Parents, Coaches)
- Dolfin - Lessons from the Legends: Denis Cottrell (Parents, Coaches)
- Training Strategy: How to Swim 100/200 Breaststroke (14-18, Parent, Coach)
- Q&A: Hollie Bonwit-Cron, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: (14- 24 Demographics, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



## 2016 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### October 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Holiday Gift Guide

- Personality Feature: TBA
- More Olympic Coverage Recap Synchro, Diving, Water Polo (14-18, Parent, Coach)
- Dolphin - Lessons from the Legends: Sherm Chavoor (Parents, Coaches)
- Training Strategy: How to Swim 100/200 Back (14-18, Parent, Coach)
- Q&A: Trevor Miele, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### November 2016 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

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

- Feature Profile: TBA
- Open Water Swimmers of the Year (22 and Up, Masters)
- Top Open Water Moments of Year (16-22, Coaches)
- Dolphin - Lessons from the Legends: Dave Robertson (Parents, Coaches)
- Training Strategy: Fixing a Broken Swimmer (14-18, Parent, Coach)
- Q&A: Randy Erlenbach, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: (14- 24, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### December 2016 – Swimming World Magazine (Broad Market 14-22, 22-Up, Coaches, Parents)

#### Special Inserts: Holiday Gift Guide

- Feature Profile: TBA
- World Swimmers of the Year (22 and Up)
- Voice: 10 Most Impactful People of 2016 (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: Bill Sweetenham (Parents, Coaches)
- Record Progressions (22 and Up)
- Training Strategy: The Value of Monofins (14-18, Parent, Coach)
- Q&A: Jack Bauerle, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)