

# 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 \$75,000  
15.9% ave annual income \$100,000

## 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 Our 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.*



## 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 visitors on SW.com: 681,000**  
**Avg. Monthly Social Media Reach—1.2 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 Pages Visited Online

Lane 9 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. Facebook Visits Per Mo.: 350,000

Avg. Twitter Visits Per Mo.: 90,000

Avg. Search/Other Visits Per Mo.: 241,000

**UP & COMERS**  
AGE GROUP SWIMMER OF THE MONTH