

It all starts here!

The World's Leading Independent Resource for Swimming



2016-2017 Media Kit

Inside Sports Publications International



Sports Publications International first published *Swimming World Magazine* - The Most Trusted Source for News, Training, Technique and Lifestyle - over a half a century ago. Sports Publishing International is now a multi-media business that includes print, online, TV and social media. Our staff takes pride in being the world's leading independent resource for aquatic news.

***Swimming World Magazine* is endorsed by:**

American Swim Coaches Association (ASCA)

Australian Swim Coaches and Teachers Association (ASCTA)

***Swimming World Magazine* is the official publication for:**

College Swimming Coaches Association of America (CSCAA)

National Interscholastic Swimming Coaches Association of America (NISCA)

For More Information Call 1-800-511-3029

E-Mail: Advertising@swimmingworld.com



Visit us on
Facebook

Swimming World Magazine

The Leading Independent Aquatics
Publication In The World [\(CLICK TO VIEW\)](#)



CHAMPIONSHIP AND CAMP ISSUE

SWIMMING WORLD

MARCH 2015 • VOLUME 56 • NO. 03
\$3.95

SIMONE MANUEL

*Stanford Sprint Star
Ready to Make Her Mark*

S

COLLEGIATE CHAMPIONSHIPS

Team Predictions

THE PERFECT

Practice Environment

DO'S AND DON'TS

of Fast Swimming

+ SWIM CAMP DIRECTORY

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

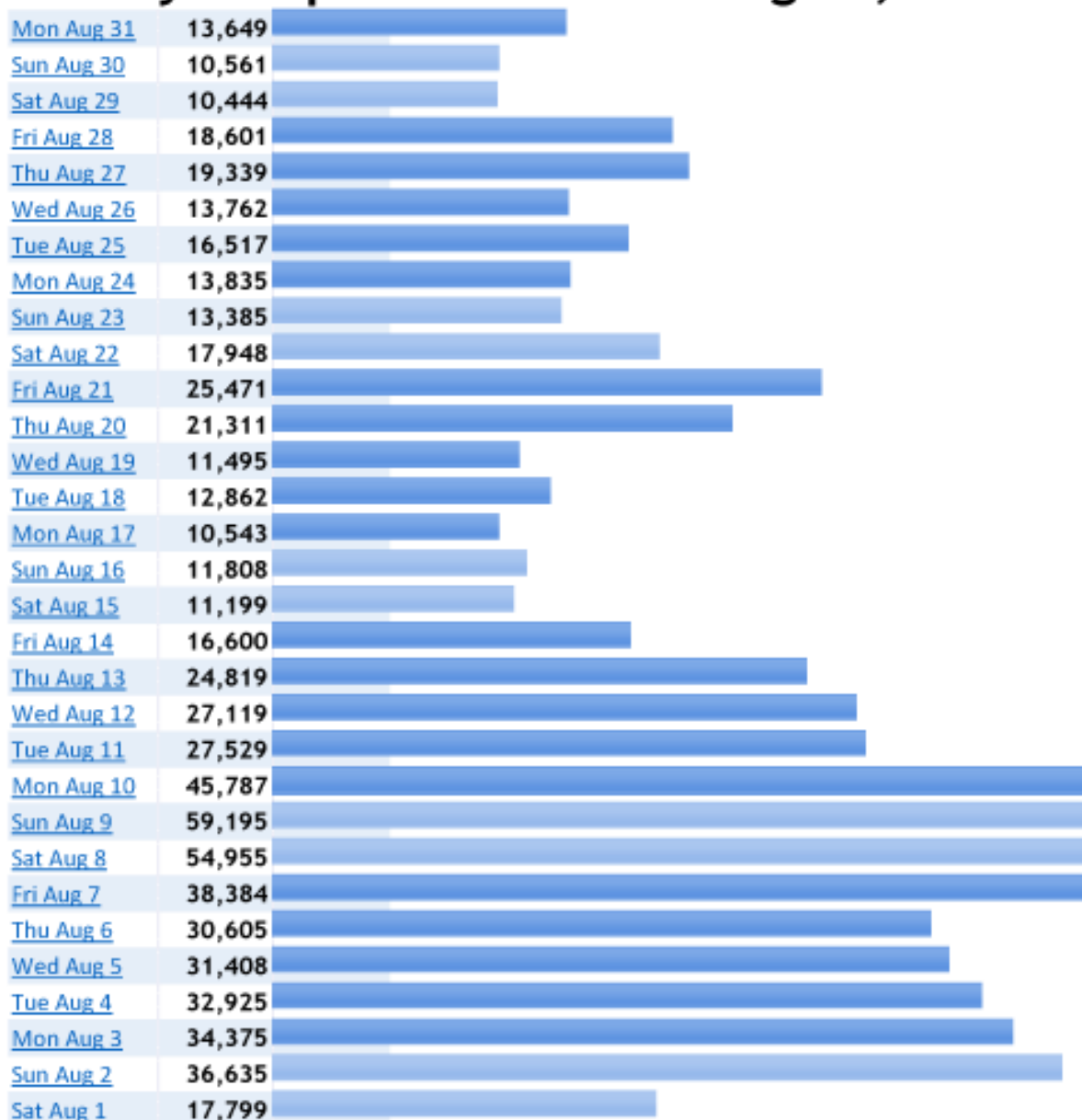
Avg. Twitter Visits Per Mo.: 90,000

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

UP & COMERS
AGE GROUP SWIMMER OF THE MONTH

SwimmingWorld.com Traffic Snapshot

Daily Unique Visitors For August, 2015



August, 2015 730,865 **Unique Visitors**

Source: Clicky.com

Swimming World Print Content

Swimming World Magazine is not only written for the competitive and fitness swimmer but also coaches, parents and swimming enthusiasts. Our international coverage reaches all aquatic disciplines including open water, water polo, diving and synchro. Our regular content keeps the reader returning!

01. Voice for the Sport

Leading authorities and experts from around the world contribute personal commentaries to keep the swimming community updated on current swimming issues. The topics are sure to spark interest and debate.

02. Annual Features

Every year our readers look forward to issues that include Year in Review (January), Masters Swimmer of the Year (April), NCAA Preview & Review (March/May), High School Swimmer of the Year (July), High School Team of the Year (September) and Athletes of the Year (December). USA and YMCA Nationals appear twice a year (spring and fall).

03. Tips on Technique

"Tips on Technique" provides pictorial reference tips on specific stages in the water or exercises on land.

04. How They Train

Elite coaches from around the world share their coaching philosophy and sample workouts with our readers.

05. Up and Comers

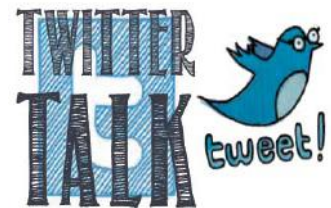
Keep an eye on the young talent in the country who are already making a big impact.

06. Nutrition and Health

Section includes healthy diet choices and recipes from Olympian Garret Weber-Gale; Mental, physical and emotional health related issues are discussed each month.

07. Personality Features

Intriguing columns that provide insight into the life and training of elite or well-known athletes.



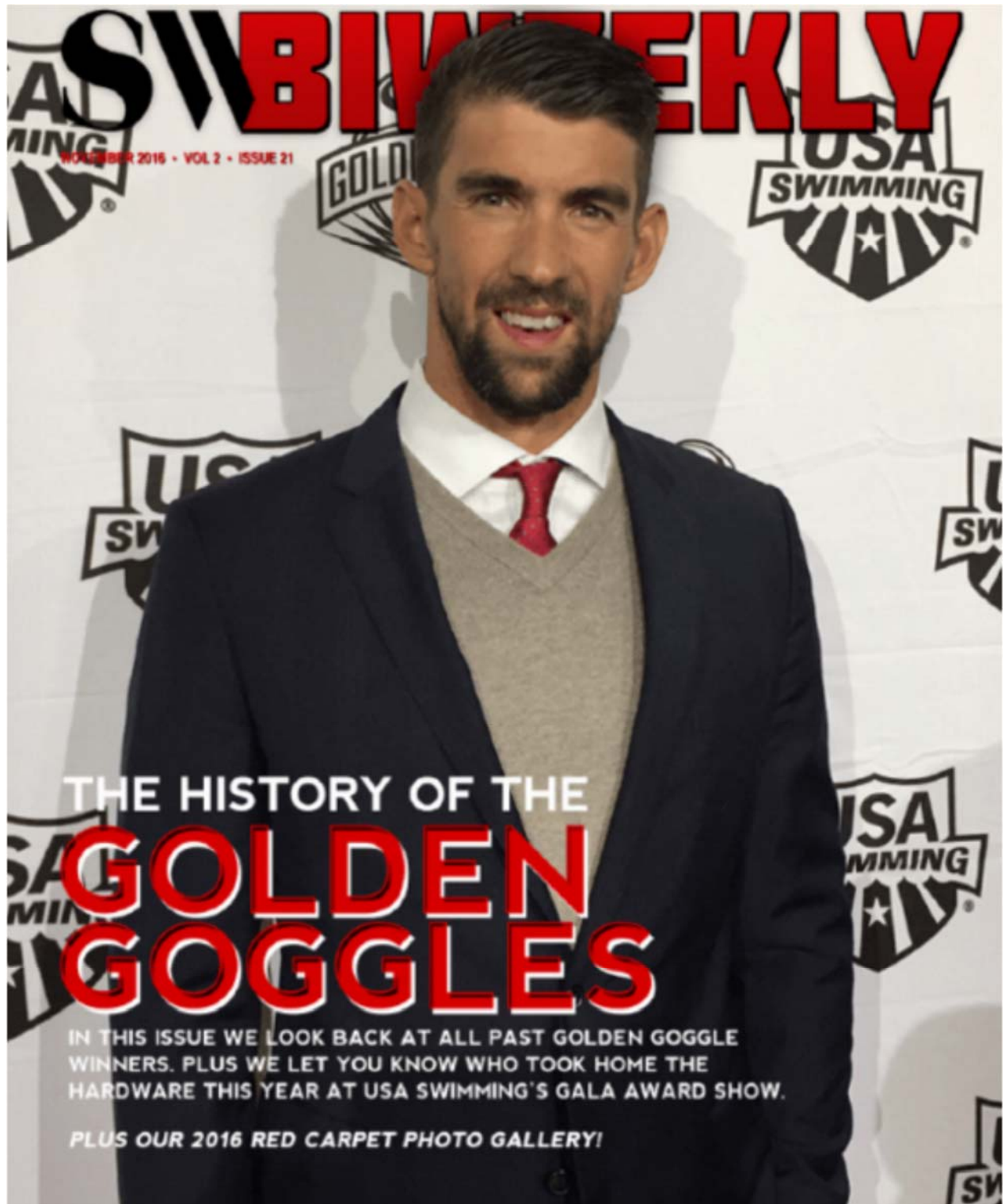
"Every swimmer on COPS receives Swimming World Magazine. Swimming World is a wonderful way to keep the membership educated and inspired."

Steve Mateer, Head Coach City of Plano Swimmers, Plano, Texas



Introducing Swimming World Biweekly

A digital magazine that aggregates Internet content and carries bonus ads for premium advertisers every two weeks. (Click To View)



Swimming Technique Digital Edition

A quarterly publication that carries bonus ads
For Premium Advertisers (Click To View)

THE TRUTH ABOUT USRPT | BACKSTROKE SPIN DRILL | CATCH-UP FREESTYLE

SWIMMING TECHNIQUE

FEBRUARY 2015 • VOLUME 1 • NO 1

IN THIS ISSUE:

- > BETTER STARTS
- > IMPROVE POWERPULLS
- > MASTER THE IM



**WE HEARD YOU MISSED US
WE'RE BACK!**

About the Website An APP

Swimming World offers a Total Access Subscription online giving visitors unlimited access to SwimmingWorld.com and Swimming World Mobile news, plus digital access to the current and past years of *Swimming World Magazine* issues. News content is produced 24/7 by professionals around the world.

News Channels: We offer 12 exclusive content areas for those that want to access High School, USA News, College, Masters, World, Syncro, Diving, Water Polo, Open Water, Pentathlon, Coaches Education, Wayne's Water World, Commentary or Industry News.

Results: Meet Directors upload results directly to our database. The ability to search meet results makes this a favorite for visitors.

Records: Readers can access records from every level of swimming including High School, College, Olympic and World Records.

Rankings: Current rankings, including All-Time Rankings, National & International, College, High School and Age Group Rankings

Tools Tech Tips: Our time conversion tool is one of the most popular features on the site!

Directories: This area contains information about the swimming market. We publish 4 annual directories that highlight products in the market place, prep schools, camps and holiday gifts.

TV Shows and Events: Thousands come to our site each day to watch our Morning Swim Show, The Week that Was, Speedo Performance of the Week, and our weekly poll. Our Event Race Videos have no industry equal.



Swimming World is available on smart phones by simply going to the App Store or Google Play and searching for the Swimming World. App. The platform features breaking news, video and alert notifications



Swimming World.TV In Studio



The **Morning Swim Show** is a regular production featuring the sports most current and elite athletes and coaches. Our hosts capture the best of the best who are chosen to appear on to the Morning Swim Show.



Tune in every week to Swimming World's **The Week that Was**. This news segments highlights the top 5 headlines from the previous week on the domestic and international scene.



Main Set Of The Week and **Drill of The Week** are two popular weekly shows that educated swimmers and coaches on training ideas and concepts



Vote online at SwimmingWorld.com to give your opinion on the **Poll of the Week** question featuring relevant and controversial subject matter. Tune in every Friday for the results!



Delivered every Tuesday, find out who had the ultimate **Performance of the Week!** Top performances range from local to international competitions. Be inspired by the greatest!



Jump into the discussion about the latest news with **Off Deck**. This discussion platform features timely topics about today's news and controversies.

Find out how you can be a title or presenting sponsor of a SwimmingWorld.TV series. Submit your 15-30 second preroll to play before a show!

SwimmingWorld.TV is on location & you can be too!



Swimming World is on the pool deck at all the major events! We capture highlights of prelim and finals races, session recaps, athlete interviews and more on our SwimmingWorld.TV event landing pages.

Swimming World can incorporate editorial sponsors, event sponsors, coverage sponsors, digital ads on event landing pages, lower third sponsorships and much more.

All coverage content is forever archived on SwimmingWorld.TV along with the advertising signage around the event.

EVENT COVERAGE AND VIDEO STREAMING

Upcoming & Past Events (203)

1 of 51



2014 Pan Pacific Championships
August 21, 2014



2014 USA Swimming Long Course Nationals
August 6, 2014



2014 Bulldog Grand Slam
July 10, 2014



2014 Arena Grand Prix - Santa Clara
June 19, 2014

Swimming World publishes a Biweekly digital magazine that includes ads that appear in the magazine's print edition. These issues aggregate online coverage including analysis, commentaries, interviews, photos and much more.



Swimming World's Event landing pages include many advertising signage opportunities. Contact us now for information on how you can sponsor future events or have signage around our coverage!

Seasonal Directories and Guides

Seasonal directories and guides have allowed advertisers of consumer goods, camps and prep schools to highlight their products, services and institutions to the swimming community. These additions are offered during key promotional times within the marketing and advertising cycle for each client. All directories and guides are available as FREE PDF downloads all year at SwimmingWorld.com. *Swimming World Magazine* has been a key player in advertisers' annual communication strategies and plans.



Swim Camp Guide February and March Issues

The Swim Camp Guide displays the most comprehensive listing of swim camps offered throughout the nation; swimmers, parents and coaches often use this guide to research which camps are offered throughout the country.

Holiday Gift Guide October, November and December Issues

The Holiday Gift Guide features great gift ideas for swimmers, coaches, parents and officials.



Prep School Guide October Issue

This insert highlights the top prep schools in the country that excel in both academics and athletics, ultimately influencing parents and children's decisions in choosing a high school preparatory program.

Aquatic Directory June Issue

Considered the "yellow pages" of the aquatic community, the aquatic directory insert includes the most up-to-date information on where to purchase swimming products.



Expanded Online Content



Each month Swimming World will provide an expanded version of the print magazine for online readers.

Expanded pages include additional photos, extended interviews, meet results, workouts and tips. Content can also include advertisements that enrich the print component and allow advertisers to further their message.

Contact us to sponsor unique opportunities!

Ask about sponsoring our digital *only* Special Editions!

2016 High School
Special Edition Showcase

2016 USA Junior National
Special Edition



SWIMMING WORLD MAGAZINE ADVERTISING RATE CARD

12-time Print Publication; 36-time Digital Publication



**THE MOST TRUSTED SOURCE FOR
NEWS, TRAINING, TECHNIQUE
AND LIFESTYLE**

BUNDLED RATES INCLUDE 52 FULL PAGE ADS OVER 12 MONTHS AND DIGITAL ADS ON ALL PLATFORMS

<u>PREMIUM POSITION</u>	<u>SW PRINT</u>	<u>SW BIWEEKLY</u>	<u>SWIMMING TECHNIQUE</u>	<u>SW.COM</u>
Back Cover \$4,850 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
Inside Fr Cover \$4250 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
Inside Ba Cover \$4250 per mo. Includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
TOC Page \$3930 per mo. Includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]
3 rd Page \$3930 per mo. includes:	[12 Print Issues]	[36 Biweekly Issues]	[4 Swimming Technique Issues]	[Monthly Block]

NON-PREMIUM POSITION

<u>1X / 12X RATES</u>	<u>SW PRINT</u>	<u>SW BIWEEKLY</u>	<u>SW.COM</u>
Full Page \$3150/\$2550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
2/3 Page \$2,775/\$2,245 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/2 Island \$2,615/\$2,120 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/2 Page \$2,300/\$1,675 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/3 Page \$2,150/\$1,490 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/4 Page \$1,720/\$1,130 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
1/6 Page \$605/\$510 includes:	[Monthly Print Issues]		[Global Button AD]
1/9 Page \$465/405 includes:	[Monthly Print Issues]		[Global Button AD]
1/12 Page \$345/\$290 includes:	[Monthly Print Issues]		[Global Button AD]

MAGAZINE SPREAD

Center Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]
2-Page Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Digital Ad per Mo.]

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. As a result, Swimming World we be offering more value to its advertisers. Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.2 Million; Monthly visitors on SW.com: 600,000; Monthly Social Media Reach—1.2 Million



Swimming WORLD

Rate Card For Ads on .COM

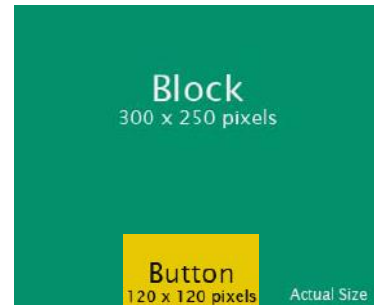
Effective Feb 1, 2017

All rates listed are monthly



Banners Rotate Every 12-24 Seconds

	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad
<i>Premium Positions Come as Added Value With Print Advertising Contracts</i>				
<i>All rates listed are monthly</i>				
Global AD On All Stories	\$2,500	\$2,500	\$1,250	\$300
Home Page	\$1,500	\$1,500	-	-



	Standard Banner Ad	Standard Block Ad	Standard Sky Scraper	Global Button Ad
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-
Competition Calendar (Coming Soon)	\$1,000	\$1,000	\$800	-
Conversion Tool Page	\$800	\$800	\$600	-
E-Newsletter (Price based per mailing)	\$300	\$300		-
Results Pages	\$200	\$200	\$200	-
Workouts Page	\$175	\$175	\$175	-
College News Channel Page	\$100	\$100	\$100	-
World News Channel Page	\$100	\$100	\$100	-
USA News Channel Page	\$100	\$100	\$100	-
High School News Channel Page	\$75	\$75	\$75	-
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	-
Global Button				\$300
Dedicated E-mail Blast \$800	-	-	-	-

Editorial Sponsorship Opportunities are Priced Separately

Note: Sponsorship of tools, programs, shows, lists, awards, polls, specialty pages and events are available upon request.

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2017 SPACE & MATERIAL DEADLINES

Issue	Best Space	Last Chance Space	Art Due	Issue Focus	Special Inserts
January	11/07/16	11/30/16	12/05/16		
February	12/12/16	12/30/16	1/08/17		<i>Summer Swim Camps</i>
March	1/9/17	1/27/17	2/06/17		<i>Summer Swim Camps</i>
April	2/13/17	2/27/17	3/07/17	<i>World Masters Swimmer of the Year</i>	
May	3/13/17	3/31/17	4/07/17		
June	4/07/17	4/28/17	5/05/17		<i>Aquatic Directory</i>
July	5/15/16	5/26/17	6/06/17		
August	6/12/17	6/26/17	7/07/17	<i>HS Swimmer's of the Year</i>	
September	7/10/17	8/01/17	8/08/17	<i>HS Team Titles</i>	<i>NISCA Insert</i>
October	8/14/17	8/29/17	9/08/17		<i>Prep School Guide Holiday Gift Guide</i>
November	9/11/17	9/29/17	10/06/17	<i>Open Water Issue</i>	<i>Holiday Gift Guide</i>
December	10/16/17	10/27/17	11/06/17	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

BILLING:

1.888.461.1314

Advertising@SwimmingWorld.com

DISPLAY, CLASSIFIED, DIRECTORY INQUIRIES:

602.522-0778

Advertising@swimmingworldMagazine.com

Mechanical Requirements For Print and Web Ads

Effective Dec 1, 2016

Ad Display Size	Width	Depth	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100x2906	8" x 10-3/4	7" x 9-11/16
2/3 page	4-9/16"	9-11/16"	1369x2906		
1/2 page (island)	4-9/16"	7-5/16"	1396x2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994x2906		
1/2 page (horizontal)	7"	4-3/4"	2100x1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656x2906		
1/3 page (horizontal)	7"	3-1/8"	2100x938		
1/3 page (square)	4-9/16"	4-3/4"	1369x1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994x1425		
1/4 page (horizontal)	7"	2-5/16"	2100x694		
1/4 page (square)	4-9/16"	3-3/4"	1369x1125		
1/6 page (vertical)	2-3/16"	4-3/4"	656x1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369x675		
1/9 page	2-3/16"	3-1/4"	656x938		
1/12 page	2-3/16"	2-1/8"	656x638		

NOTE: We support all files including .jpg, .pdf, .psd, eps, .tif, Tiff, etc. Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)

Footer: 728 x 90 Pixels for web, 7" x 1" for Print

Classified Ads: 50 Words in column inch

Electronic Specifications for Website Advertising

Banners are available on a first-come first-serve basis and the first right of refusal will be given to those clients who have current banners on the website.

Top Banner Dimensions	900 pixels wide by 125 pixels high
Skyscraper Banner Dimensions	160 pixels wide by 600 pixels high
Block Banner Ad Dimensions	300 pixels wide by 250 pixels high
Button Ad Dimensions	120 pixels wide by 120 pixels high

File Format GIF (.gif), JPG (.jpg), PNG (.png)

All Internet graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

File Size The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file.

MPG Files MPG (.mpg) video files are available as infomercials on *SwimmingWorld.TV*. Files should be no more than :30 seconds in length. Pricing and availability varies.

Hyperlink Please indicate the connecting URL/http address upon sending banner

2 Ways to Send Us Art:

1. Mail It To: Sports Publications International

Attn: Advertising, 2744 E Glenrosa Ave. Phoenix, AZ 85014 Phone: 602-522-0778 Fax: 602-522-0744

2. E-mail It To: Advertising@SwimmingWorld.com