



2017 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

January 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: Lilly King (13 and Over)
- State of American Swimming (Parents, Coaches)
- Top 5 stories from 2016 (14-18, Parent, Coach)
- Diving, Water Polo, Synchro, Disabled Swimmers of the Year (14-18, Parent, Coach)
- Training Strategy: Resistance Swim Training (14-18, Parent, Coach)
- Q&A: Ray Looze, How They Train: (16-22, Coach)
- Dolphin - Lessons from the Legends: Penny Taylor (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: 101 Things You Can Do that Will Make You a Better Swimmer I (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

February 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

Special Insert: Camp Directory

- Feature Profile: Margaret Guo; Barrier Breakers
- ISHOF: Future of Our Sports History (14-18, Parent, Coach)
- First Time USA National Team Members and NCAA Swimmers
- Chuck Warner Series: American Swimming Launch of Pro (14-18, Parent, Coach)
- Dolphin - Lessons from the Legends: Flip Dar (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: The Role of Power Towers in Resistance Training (14-18, Parent, Coach)
- Q&A: J. Owen - Lindenwood, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: 101 Things You Can Do that Will Make You a Better Swimmer II (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

March 2017 – 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)
- Chuck Warner Series: (14-18, Parent, Coach)
- Training Strategy: Other Resistance+Assisted Training (14-18, Parent, Coach)
- Q&A: Bill Wadley, How They Train (16-22, Coaches)
- Dolphin - Lessons from the Legends: Peppe (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: Neuropsychology and swimming (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



2017 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

April 2017 – 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: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- World Masters of the Year (28 and Up, Masters)
- Dolfin - Lessons from the Legends: Nagy (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Role of Sleep Revisited (14-18, Parent, Coach)
- Q&A: J. Book - Kenyon, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Visualization - see the swimmer you want to be (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

May 2017 – 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)
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- Dolfin - Lessons from the Legends: Talbot (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Trained Behavior/Starts (14-18, Parent, Coach)
- Q&A: Sakovich - Bolles, 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: Being nervous - and liking it. (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

June 2017 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches) Special Inserts: Aquatic Directory

- Feature Profile: TBA
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- Dolfin - Lessons from the Legends: Hannula (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Trained Behavior/Turns (14-18, Parent, Coach)
- Q&A: Aitken– Sandpipers, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: How to develop a winning mindset (14- 22 Demographics, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



2017 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

July 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Personality Feature: TBA
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- Press Time Results Links To WUGs And PanAms (Need First Day Photo) (Coach, 16 and Over)
- Dolfin - Lessons from the Legends: Freas (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Trained Behavior/Kicking (14-18, Parent, Coach)
- Q&A: J. Morse - NAC, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: How to relax before, during and after racing (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

August 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: TBA
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (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: Salo (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: Trained Behavior/Breathing Patterns (14-18, Parent, Coach)
- Q&A: Silver - MOR, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (12-16, Parents)
- Wayne Goldsmith: Using positive thinking to change your team (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

September 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

Special Inserts: NISCA

- Feature Profile: TBA
- World Championships Highlights
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- National High School Championships (14 – 18, Parents, Coaches)
- NISCA All Americans (14 – 18, Parents, Coaches)
- Dolfin - Lessons from the Legends: Maglischo (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Trained Behavior/Tempo (14-18, Parent, Coach)
- Q&A: Carlson - Gustavus, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Turning around negative thinking after a bad day (14- 24 Demographics, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



2017 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

October 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

Special Inserts: Holiday Gift Guide

- Personality Feature: TBA
- World University Games Highlights
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- Dolphin - Lessons from the Legends: Stephens (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: (14-18, Parent, Coach)
- Q&A: Moody – S. Carolina, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Self-confidence = Self-belief x Evidence (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

November 2017 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

Special Inserts: Prep School Directory, Holiday Gift Guide

- Feature Profile: TBA
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- Open Water Swimmers of the Year (22 and Up, Masters)
- Top Open Water Moments of Year (16-22, Coaches)
- Dolphin - Lessons from the Legends: Kiphuth (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: (14-18, Parent, Coach)
- Q&A: J. Jolley – Hickory Y, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Mental Toughness - what is it, where to find it and how to get some (14- 24, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

December 2017 – Swimming World Magazine (Broad Market 14-22, 22-Up, Coaches, Parents)

Special Inserts: Holiday Gift Guide

- Feature Profile: TBA
- Chuck Warner Series: Top 10 Hall of Fame Exhibits (14-18, Parent, Coach)
- World Swimmers of the Year (22 and Up)
- Voice: 10 Most Impactful People of 2017 (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: F. Busch (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Record Progressions (22 and Up)
- Training Strategy: (14-18, Parent, Coach)
- Q&A: P. Casares - Bates, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Understanding Motivation (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)