



## 2019 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### January 2019 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

- Feature Profile: TBA (13 and Over)
- Top 5 stories from 2018 (14-18, Parent, Coach)
- Diving, Water Polo, Synchro, Disabled Swimmers of the Year (14-18, Parent, Coach)
- Training Strategy: Inspiring Swimmers: Testing Limits in Training (14-18, Parent, Coach)
- Q&A: Todd DeSorbo, University of Virginia; How They Train: (16-22, Coach)
- Dolphin - Lessons from the Legends: Hobie Billingsley (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Record Progressions (22 and Up)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Wayne Goldsmith: Losing Lessons: Learning from Defeat and Using It to Fire Victory
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### February 2019 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Insert: Camp Directory

- Feature Profile: TBA
- Water Polo Feature
- NCAA Diving Feature
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Dolphin - Lessons from the Legends: Don LaMont (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: What a Coach Can Learn from Athletes (Part 1) (14-18, Parent, Coach)
- Q&A: Adam Epstein, Keiser, 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)

### March 2019 – 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: What a Coach Can Learn from Athletes (Part 2) (14-18, Parent, Coach)
- Q&A: Jean-Paul Gowdy, Pomona-Pitzer, How They Train (16-22, Coaches)
- Dolphin - Lessons from the Legends: Gus Stager (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)



## 2019 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### April 2019 – 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)
- Dolfin - Lessons from the Legends: Tamas Szekely (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Plan B: The College Club Team Option (14-18, Parent, Coach)
- Q&A: Josh Christensen, Fresno Pacific/Indiana State, How They Train: (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Never say Never.....When Success Doesn't Come Easily or Early (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### May 2019 – 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)
- Dolfin - Lessons from the Legends: Frank Keefe (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: The Consequences of Poor Performance (14-18, Parent, Coach)
- Q&A: Dan Mascolo, YMCA Spartaquatics, How They Train (16-22, Coaches)
- Dolfin - Lessons from the Legends: Frank Keefe (Parents, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: Confidence - Why Believing in Yourself is the Most Important Thing You Can Do (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### June 2019 – Swimming World Magazine (Broad Market 14-Over, Parents, Coaches)

- Feature Profile: TBD
- Preview of World Championships in Gwangju, KOR (All Disciplines)
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Lessons from the Legends: Jerry Holtrey (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Critical Foundations for Beg. Swimmers (What Parents Needs to Know) (14-18, Parent, Coach)
- Q&A: Kevin Zacher, Scottsdale Aquatic Club, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: The Power of Parenting - Why Getting it right as a Parent counts more than you can imagine
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



## 2019 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### July 2019 – 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)
- Preview World Junior Swimming Championship in Budapest
- Dolphin - Lessons from the Legends: Ratko Rudic (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Aerobic Alternative: The Role of Open Water Training (14-18, Parent, Coach)
- Q&A: Anthony Nesty, University of Florida, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Wayne Goldsmith: How Great Swimmers Think Differently and Think Different Things (14- 22, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### August 2019 – 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: Phil Moriarity (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: Event Specializations: Beginning When? (14-18, Parent, Coach)
- Q&A: Rick Roland, Cal Baptist, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (12-16, Parents)
- Wayne Goldsmith: Mind and Body: The Mental Side of everything Physical Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)

### September 2019 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: NISCA

- Feature Profile: TBA
- Diving Feature
- 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: Karen Moe Humphreys (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: The Value of High School Swimming (14-18, Parent, Coach)
- Q&A: Teresa Fish, Illinois Wesleyan, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: When a Training Week is not a Training Week - New Ideas on Training Programs (14- 24, Coach, Parents)
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)



## 2019 SWIMMING WORLD MAGAZINE EDITORIAL CALENDAR

### October 2019 – Swimming World Magazine (Target: 14-22, Parents and Coaches)

#### Special Inserts: Holiday Gift Guide

- Personality Feature: TBA
- Artistic Swimming Feature
- Hall of Fame: Did You Know (14- 22, Coach, Parents)
- Dolfin - Lessons from the Legends: Dick Kimball (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: How Alumni Support Affects a Team (14-18, Parent, Coach)
- Q&A: Lindsey Wilson, Alicia Kemnitz, 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 2019 – 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)
- Dolfin - Lessons from the Legends: Xu Yuming (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: Coaching Your Best Athlete – for the Good of the Team (14-18, Parent, Coach)
- Q&A: Terry Jones, Magnolia Aquatic Club, 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 2019 – 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)
- Dolfin - Lessons from the Legends: Ray Daughters (Parents, Coaches)
- Around the Table Nutritional Series (14-18, Parent, Coach)
- Training Strategy: The Art of the Challenge: Motivating Swimmers to New Heights (14-18, Parent, Coach)
- Q&A: Scott Armstrong, Johns Hopkins, How They Train (16-22, Coaches)
- Up-and-Comers: Showcase of Young Talent (14-16, Parents)
- Hasty High Pointers (14-16, Parents)
- Wayne Goldsmith: Great Coaching - What Do the Best Coaches Do that Make them so Great?
- Dryland Training: JR Rosania, Rod Havriluk: Misconceptions (Masters, Coach)