

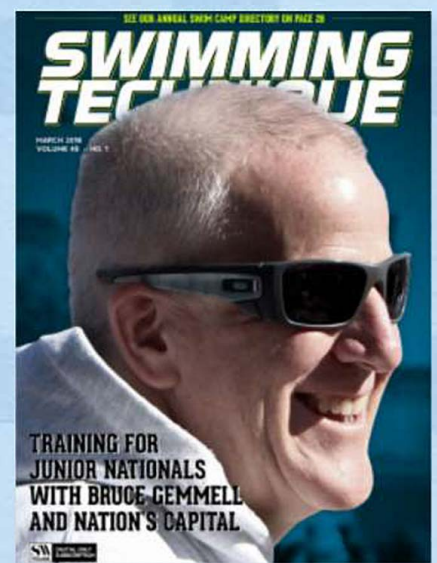
# SW

SWIMMING WORLD



## *It all starts here!*

The World's Leading Independent Resource for Swimming



# Swimming World Magazine and the International Swimming Hall of Fame Merge Operations

In a dramatic move to assist the world of aquatics in *keeping our history alive*, the International Swimming Hall of Fame (ISHOF) merged its operations with *Swimming World Magazine*. The combination will provide the International Swimming Hall of Fame with a much needed outreach arm to the athletes, coaches and volunteers around the world in aquatics.

## ISHOF and Swimming World Areas of Synergy

- Swimming World Magazine (SWM) reports the news, and the International Swimming Hall of Fame (ISHOF) archives the news.
- Swimming World owns the copyrights to one of the largest reserves of aquatic images and content in the world. ISHOF is the repository for historical items.
- SWM reports and ISHOF honors swimming, water polo, synchro, diving, open water, masters and Paralympic athletes on a worldwide level.
- ISHOF honors athletes, coaches, etc. with multimedia elements. SWM produces multimedia news segments and documentaries about athletes, coaches, etc.
- SWM covers major events around the United States and the globe. ISHOF honors athletes and coaches during major events around the globe.
- SWM exhibits at major clinics and conventions. ISHOF exhibits at major clinics and conventions.
- ISHOF has a wealth of historical information for marketing. SWM can be the marketing arm for ISHOF.
- ISHOF has members and SWM has subscribers. Subscribers will become members of ISHOF with additional benefits.
- SWM has an advertising sales force and over 1200 advertising relationships in the industry. ISHOF reaches out to the same industry clients. These relationships will move from advertisers to sponsors, bringing more value to everyone.

**Advertisements when included as part of an ISHOF sponsorship, may be tax deductible.**

International Swimming Hall of Fame, Inc. is registered as a 501(c)(3) nonprofit organization, incorporated in the State of Florida. Contributions and sponsorships to ISHOF are tax deductible to the fullest extent of the law. ISHOF's tax identification number is 59-1087179. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR FROM THE WEBSITE, [www.800helpfla.com](http://www.800helpfla.com). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION

BY THE STATE. You can find out more about us on [guidestar.org](http://guidestar.org) under International Swimming Hall of Fame, Inc.



## 2019 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](mailto:Advertising@swimmingworld.com)



Visit us on  
Facebook

# Swimming World Magazine

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





# 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 \$85,000  
15.9% ave annual income \$125,000

## 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 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.*

## Swimming World Circulates Monthly in 147 Countries

### **TOP COUNTRIES**

- United States
- The United Kingdom
- Australia
- Canada
- Germany
- France
- Italy

See Next Page for SW.com Countries



## 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 Unique Visitors on SW.com: **681,000**  
Avg. Monthly Social Media Reach: **1.5 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 SW.com Traffic Patterns

- Direct Links To 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. Visits From Facebook Per Mo.: **300,000**
- Avg. Visits From Twitter Per Mo.: **90,000**
- Avg. Secure Search: **341,000**

# 2018 SwimmingWorld.com Traffic Snapshot

The Basics		Summary	<a href="#">Visitors</a>	<a href="#">Actions</a>	<a href="#">Uniques</a>
 Visitors <a href="#">Expand</a>			5,177,704		
 Actions <a href="#">Expand</a>			8,119,876		
 Average actions			1.6		
 Total time			9261d 22h		
 Average time per visit			2m 34s		
 Bounce rate			27%		
 Goals			1,624		
<a href="#">[secure search]</a>			2,534,137		

Links		Incoming	<a href="#">Domains</a>	<a href="#">Recent</a>	<a href="#">Unique</a>	<a href="#">Out</a>
<a href="https://facebook.com/">facebook.com/</a>		1,134,009				

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

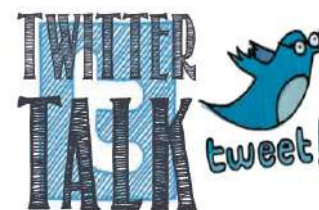
Keep an eye on the young talent in the country who are already making a big impact.

## 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





# Swimming World Biweekly

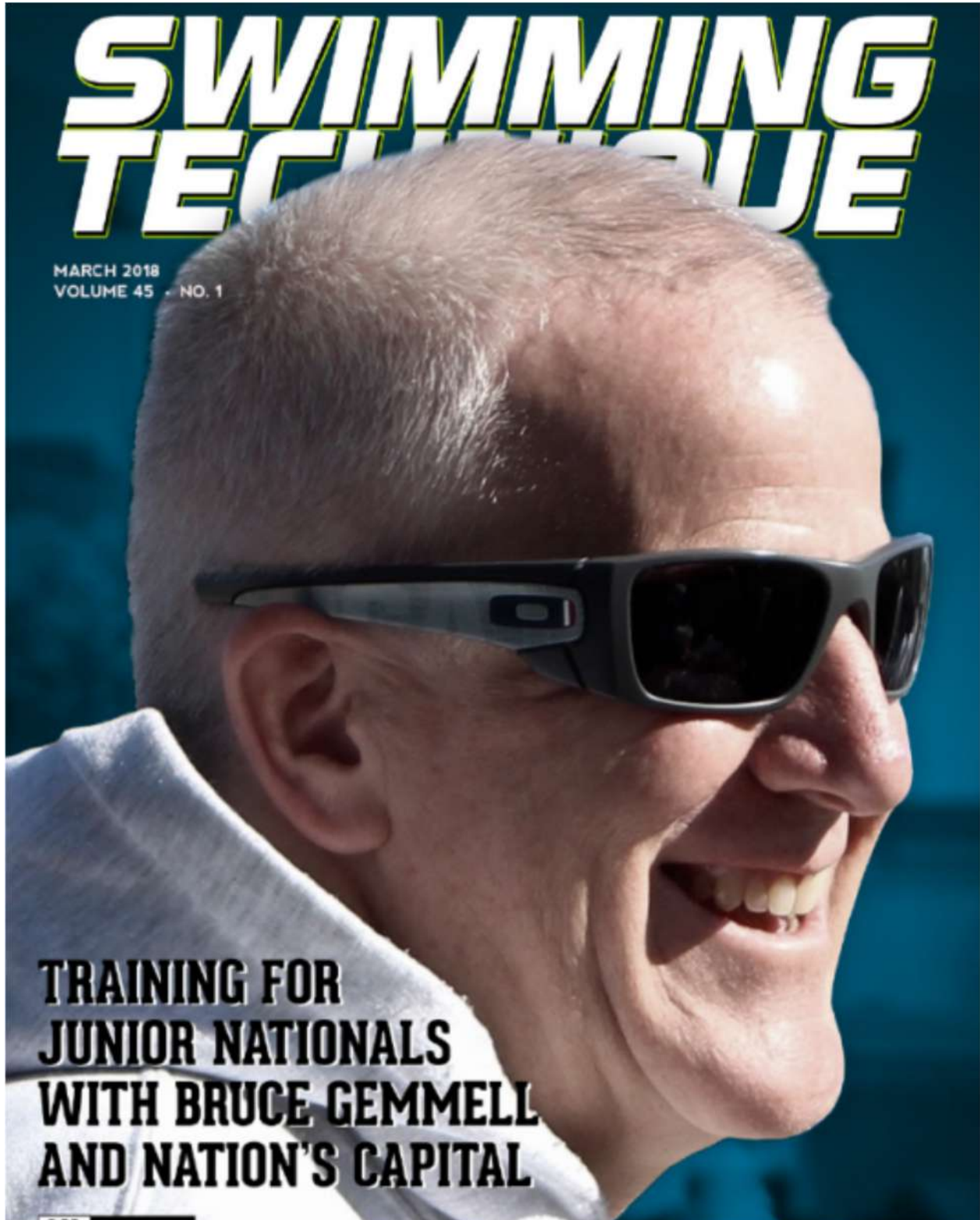
A digital magazine that aggregates Internet content and carries bonus ads for premium advertisers every two weeks. ([Click To View](#))





# Swimming Technique Digital Edition

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



# 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](http://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](http://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.

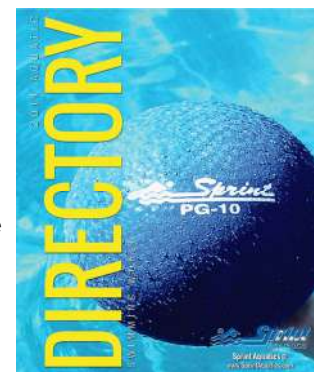


## Prep School Guide October Issue

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 July 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.

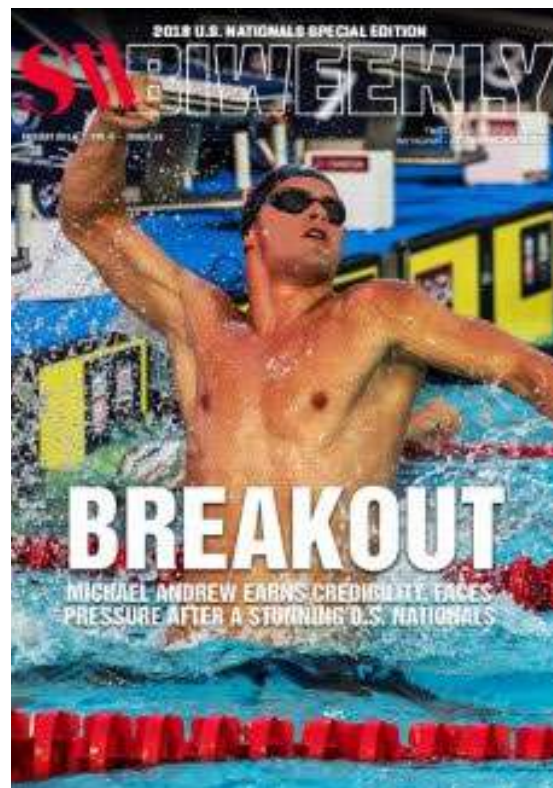
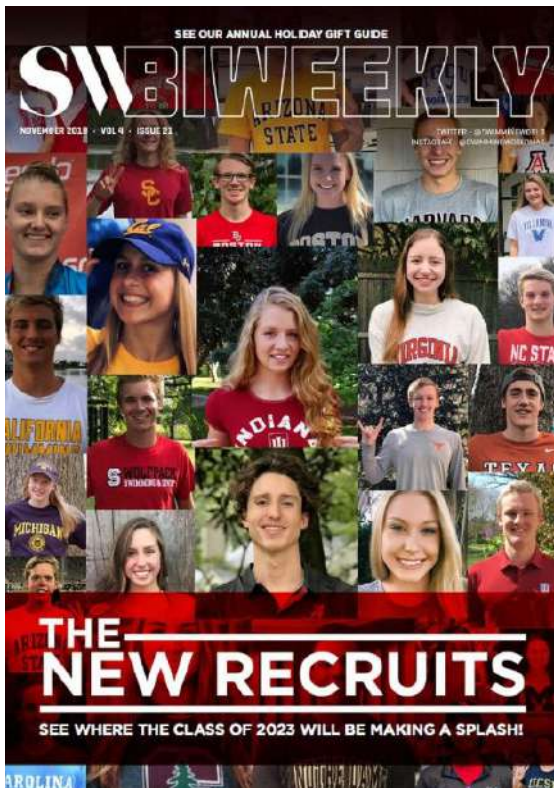
Expanded pages include additional photos, extended interviews, meet results, workouts and tips. Content can also include advertisements that enrich the print component and allow advertisers to further their message.

Contact us to sponsor unique opportunities!

Ask about sponsoring our digital only Special Editions!

2018 High School  
Special Edition Showcase

2018 USA Nationals  
Special Edition





## 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)
- Dolfin - 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)
- Dolfin - 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)
- Dolfin - 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)
- Dolphin - 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)
- Dolphin - 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)
- Dolphin - 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)
- Dolphin - 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)
- Dolphin - 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)
- Dolphin - 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)



# International Swimming Hall of Fame

## LEGACY SPONSOR



### ISHOF Legacy Sponsor — \$100,000 per year — 4 year Commitment (2019-2022)

- Corporate exhibit at International Swimming Hall of Fame for life of sponsorship
- Only 1 Legacy Sponsorship Available—Exclusive Offer (Back Cover on all Print Publications; Inside Front on all Digital Publications)
- **BEST** premium global advertising position on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Access to Hall of Fame facilities for photo opportunities, press conferences, and banquet facilities
- Monthly dedicated email blasts per year to ISHOF and Swimming World email database
- **Exclusive** Legacy Sponsor signage at ISHOF museum entrance
- **Exclusive** Legacy Sponsor title and logo on all ISHOF and Swimming World front matter material, press releases, covers, and media platforms
- ISHOF table for 10 at annual induction ceremony
- 10 VIP tickets to all ISHOF events
- Use of ISHOF logo with tag “Endorsed by the International Swimming Hall of Fame”
- **BEST** premium full-page advertisements in ISHOF Yearbook and Induction programs
- **BEST** premium full-page monthly ad in *Swimming World Magazine*
- **BEST** premium full-page ad position in *Swimming World Biweekly*
- **BEST** premium full-page ad in quarterly *Swimming Technique Magazine*
- Listing in Swimming World Aquatic Directory
- 1/4-page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector’s Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- First Right of Refusal to renew as Legacy Sponsor; Option to Cancel Sponsorship Anytime with 6 months’ notice

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 and ISHOF we be offering more value to its advertisers. Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.6 Million; Monthly visitors on SW.com: 600,000; Monthly Social Media Reach—1.2 Million

International Swimming Hall of Fame, Inc. is registered as a 501(c)(3) nonprofit organization, incorporated in the State of Florida. Contributions and sponsorships to ISHOF are tax deductible to the fullest extent of the law. ISHOF's tax identification number is 59-1087179. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR FROM THE WEBSITE, [www.800helpfla.com](http://www.800helpfla.com). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. You can find out more about us on [guidestar.org](http://guidestar.org) under International Swimming Hall of Fame, Inc.





# International Swimming Hall of Fame

## PLATINUM SPONSOR



### ISHOF Platinum Sponsor— \$75,000 per year — 4 year Commitment (2019-2022)

- Only Two Platinum Sponsorship Available (Inside Back on all Print Publications)
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- ISHOF table for 10 at annual induction ceremony
- 5 VIP tickets to all ISHOF events
- Corporate display at International Swimming Hall of Fame for life of sponsorship
- Access to Hall of Fame facilities for photo opportunities, press conferences, and banquet facilities
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- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Monthly full page premium position ad in *Swimming World Magazine*
- Biweekly full page premium position ad in *Swimming World Biweekly*
- Quarterly full premium position page ad in *Swimming Technique Magazine*
- Listing in Swimming World Aquatic Directory
- 1/4 page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

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 and ISHOF 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



# International Swimming Hall of Fame

## GOLD SPONSOR



### ISHOF Gold Sponsor — \$60,000 per year — 4 year Commitment (2019-2022)

- Inside Back Cover next to popular Parting Shot in *Swimming World Magazine*
- Sponsorship of Monthly Beyond the Yards article in *Swimming World Magazine*
- Biweekly full-page premium position ad in *Swimming World Biweekly*
- Full Page product ad and listing in *Swimming World's July Aquatic Directory*
- 1/4-page ads in *Swimming World Holiday Gift Guide* (October, November, December)
- Product display at International Swimming Hall of Fame for life of sponsorship
- Retail Placement of Arena Swimwear in ISHOF Swim Shop
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and *Swimming World* footer material
- ISHOF table for 10 at annual induction ceremony
- 5 VIP tickets to all ISHOF events
- Access to Hall of Fame facilities for photo opportunities and press conferences\*
- Full page advertisement in ISHOF Yearbook and Induction programs
- Global advertising position on [SwimmingWorld.com](http://SwimmingWorld.com) and [ISHOF.com](http://ISHOF.com)
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the *Swimming World Vault* back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

\*Photos access may require proof of insurance and some city fees if off site

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* and ISHOF 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](http://SW.com): 600,000; Monthly Social Media Reach—1.2 Million

*International Swimming Hall of Fame, Inc. is registered as a 501(c)(3) nonprofit organization, incorporated in the State of Florida. Contributions and sponsorships to ISHOF are tax deductible to the fullest extent of the law. ISHOF's tax identification number is 59-1087179. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR FROM THE WEBSITE, [www.800helpfla.com](http://www.800helpfla.com). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. You can find out more about us on [guidestar.org](http://guidestar.org) under International Swimming Hall of Fame, Inc.*





# International Swimming Hall of Fame

## SILVER SPONSOR



### ISHOF Silver Sponsor— \$45,000 per year — 4 year Commitment (2019-2022)

- Monthly Full-page ad on page 9 in *Swimming World Magazine* print and digital publications
- Sponsor of Lessons from the Legends articles in *Swimming World Magazine*
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.com
- Rotating block ad on every article published on SwimmingWorld.com
- Biweekly full-page position ad in *Swimming World Biweekly*
- Quarterly full-page position ad in *Swimming Technique Magazine*
- Full Page Product ad and listing in Swimming World's July Aquatic Directory
- Retail Placement of Dolfin Swimwear in ISHOF Swim Shop
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 4 VIP tickets to all ISHOF events
- Full page advertisement in ISHOF Yearbook and Induction programs
- Access to Hall of Fame facilities for photo opportunities\*
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- ¼-page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

\*Photos access may require proof of insurance and some city fees if off site

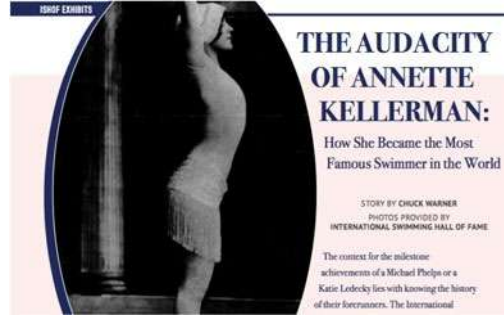
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# International Swimming Hall of Fame

## Bronze Sponsor



### ISHOF **Bronze Sponsor**— \$30,000 per year — 4 year Commitment (2019-2022)

- Exclusive Sponsor of ISHOF Paragon Awards
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 2 VIP tickets to all ISHOF events
- 1/2-page advertisement in ISHOF Yearbook and Induction programs
- Access to Hall of Fame facilities for photo opportunities
- Rotating banner ad on every article published on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Monthly 1/2-page position ad in *Swimming World Magazine*
- Biweekly 1/2-page position ad in *Swimming World Biweekly*
- Listing in Swimming World Aquatic Directory
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

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 and ISHOF 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

### \$25,000—ISHOF Medallion Sponsor, Membership Benefits, Advertising Package—4 Year Agreement (2019-2022)



- 4 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events
- Sponsorship signage on ISHOF and Swimming World footer
- 1/2-page ad in ISHOF annual yearbook
- Access to Hall of Fame facilities for photo opportunities
- Digital ad on every article on SwimmingWorld.com
- Monthly 1/2 page or 2 x 1/4 ads in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Seasonal Ads for 8 months with 1/6 Swim Mart Ads
- Aquatic Directory ads to include 1/2, 2 x 1/4, or 4 x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter
- Option to Cancel Sponsorship Anytime with 6 months notice

### \$20,000—ISHOF Poseidon Sponsor, Membership Benefits, Includes Advertising Package - 12 Months



- 4 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events
- Sponsorship signage on ISHOF and Swimming World footer
- 1/2 page ad in ISHOF annual yearbook
- Digital ad on home page and global 120x120 button on all articles
- 6 dedicated E-mail blasts per year promoting your product
- Monthly 1/4 page or 2 x 1/6 ads in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Aquatic Directory ads to include 1/4, 2 x 1/8, or 3x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter

### \$15,000—ISHOF Honoree Sponsor, Membership Benefits, Includes Advertising Package- 12 Months



- 2 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events and signage on ISHOF and Swimming World footer
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 1/4 page ad in ISHOF annual yearbook
- Digital ad on home page of SwimmingWorld.com
- 4 dedicated E-mail blasts per year promoting your product
- Monthly 1/4 page Ad in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Aquatic Directory ads to include 3 x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter

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# ISHOF—SWIMMING WORLD MAGAZINE

## Stand Alone Advertising Positions

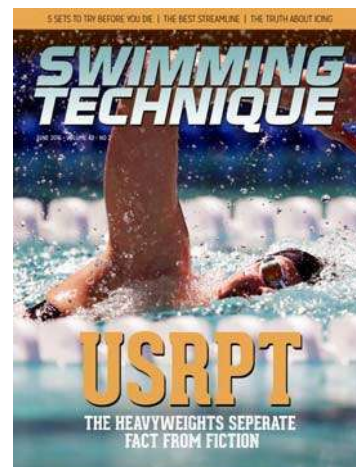
**For Advertising Packages that are \$14,999 and Below**

### NON-PREMIUM ADVERTISING POSITIONS

<u>RATES PER INSERTION</u>	<u>SW PRINT &amp; Digital</u>	<u>SW BIWEEKLY</u>	<u>SW.COM</u>
Full Page \$3150 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 2/3
Page \$2,775 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/2
Island \$2,615 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/2
Page \$2,300 includes	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/3
Page \$2,150 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/4
Page \$1,720 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/6
Page \$605 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/9 Page \$465 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/12 Page \$345 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]

### MAGAZINE SPREAD

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



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## Rate Card For Ads on .COM

Effective December 1, 2018

All rates listed are monthly

# Banner

## 900 x 125 Pixels

Banners Rotate Every 24 Seconds

<i>Premium Positions Come as Added Value With Print Advertising Contracts</i>	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad	Minimum Mo. Visitors per Rotation
	3 Slots per page * 2 Rotating per slot	1 Slot per page 4 Rotating per slot	1 Slot per page 4 Rotating per slot	6 Slots per page 2 Rotating per slot	
Global AD On All Stories	\$2,500	\$2,500	\$1,250	\$300	450,000
Home Page And Secondary Pages	\$1,500	\$1,500	-	-	125,000

## Block

300 x 250 pixels

### Button

120 x 120 pixels

Actual Size

	Standard Banner Ad	Standard Block Ad	Standard Sky Scraper	Global Button Ad	Minimum Mo. Visitors per Rotation Update 4/16
	3 slots per page * 2 Rotating per slot	1 slot per page 4 Rotating per slot	1 slot per page 4 Rotating per slot	6 slots per page 2 Rotating per slot	
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-	450,000
Competition Calendar (Coming Soon)	\$1,000	\$1,000	\$800	-	N/A
Conversion Tool Page	\$800	\$800	\$600	-	50,000
E-Newsletter (Price based per mailing)	\$300	\$300	-	-	30,000
Results Pages	\$200	\$200	\$200	-	12,000
Workouts Page	\$175	\$175	\$175	-	10,000
College News Channel Page	\$100	\$100	\$100	-	3,500
World News Channel Page	\$100	\$100	\$100	-	3,000
USA News Channel Page	\$100	\$100	\$100	-	3,000
High School News Channel Page	\$75	\$75	\$75	-	2,000
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	-	1,500
Global Button				\$300	75,000
Dedicated E-mail Blast \$800	-	-	-	-	30,000

## Vertical Skyscraper

160 x 600 pixels

Actual Size

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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# Mechanical Requirements For Print and Web Ads

Effective Sep 1, 2018

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"	1369x1130		
1/4 page (holiday gift guide)	3-7/8"	3-3/4"	1165x1130		
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.

<b>Top Banner Dimensions</b>	900 pixels wide by 125 pixels high
<b>Skyscraper Banner Dimensions</b>	160 pixels wide by 600 pixels high
<b>Super Skyscraper Banner</b>	300 pixels wide by 600 pixels high
<b>Block Banner Ad Dimensions</b>	300 pixels wide by 250 pixels high
<b>Button Ad Dimensions</b>	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: ISHOF—Swimming World

Attn: Advertising, One Hall of Fame Drive. Ft. Lauderdale, FL 33316 Phone: 602-522-0778 Fax: 602-522-0744

2. E-mail It To: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)





# 2019 SPACE & MATERIAL DEADLINES

<b>Issue</b>	<b>Best Space</b>	<b>Last Chance Space</b>	<b>Art Due</b>	<b>Issue Focus</b>	<b>Special Inserts</b>
<b>January</b>	11/07/18	12/04/18	12/05/18		
<b>February</b>	12/12/18	12/28/18	1/08/19		<i>Summer Swim Camps</i>
<b>March</b>	1/9/19	1/25/19	2/06/19	NCAA Preview	<i>Summer Swim Camps</i>
<b>April</b>	2/13/19	2/27/19	3/07/19	<i>World Masters Swimmer of the Year</i>	
<b>May</b>	3/13/19	3/29/19	4/05/19		
<b>June</b>	4/05/19	4/26/19	5/06/19		
<b>July</b>	5/15/19	5/24/19	6/06/19		<i>Aquatic Directory</i>
<b>August</b>	6/12/19	6/26/19	7/05/19	<i>HS Swimmer's of the Year</i>	
<b>September</b>	7/10/19	8/01/19	8/08/19	<i>HS Team Titles</i>	<i>NISCA Insert</i>
<b>October</b>	8/14/19	8/28/19	9/05/19		<i>Prep School Guide</i> <i>Holiday Gift Guide</i>
<b>November</b>	9/11/19	9/27/19	10/07/19	<i>Open Water Issue</i>	<i>Holiday Gift Guide</i>
<b>December</b>	10/16/19	10/25/19	11/06/19	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

**BILLING:**

1.800.511-3029

Advertising@SwimmingWorld.com

**DISPLAY, CLASSIFIED, DIRECTORY INQUIRIES:**

602.522-0778

Advertising@swimmingworldMagazine.com

Updated 09/13/18