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# MEDIA AND SPONSORSHIP KIT

DESTINATION | MEDIA | RETAIL | COMMUNITY



INTERNATIONAL  
**SWIMMING**  
HALL OF FAME

**SW** **SWIMMING**  
**WORLD**



# WHO WE ARE

- The International Swimming Hall of Fame (ISHOF), Inc. is a 501(c)(3) nonprofit organization established in 1965. Its museum is the “Official Repository for Aquatic History” as deemed by Fédération Internationale de Natation (FINA) - the governing body for Olympic aquatic sports.
- **Swimming World Magazine**, established in 1960, merged its multi-media platforms with ISHOF in 2018 to expand its reach and impact.
- **Mission** - To collaborate with aquatic organizations worldwide to preserve, educate and celebrate history, showcase events, share cultures, and increase participation in aquatic sports.
- **Vision** - To be the global focal point for recording and sharing the history of aquatics, promoting swimming as an essential life-skill, and developing educational programs and events related to water sports.

## OUR 4 CORNERSTONES

### DESTINATION

As a destination, International Swimming Hall of Fame Aquatic Center in Ft. Lauderdale, FL is unique. Thousands of visitors come each month to compete and train in its world-class aquatic center and view the world's largest collection of historical artifacts in our museum.

### MEDIA

The media experience of Swimming World's digital, social, and print platforms allows nearly 9 million visitors and followers to access the world's largest collection of aquatics content and images both in print and virtually.

### RETAIL

The Swimming World Swim and Gift Shop offers ISHOF's one of a kind signature apparel, collector items, and aquatic gear.

### COMMUNITY

The ISHOF worldwide membership community (including members, followers, honorees, coaches, athletes, etc.) that brings people together to advocate for, celebrate, and preserve aquatic sports.



- A partnership with ISHOF and its Swimming World media properties provides access to all 4 cornerstones to give your organization worldwide exposure and reach.
- Within these cornerstones exist multiple opportunities to partner with us to market your brand, engage customers, educate the community, and expand your audience.

**ISHOF COVERS ALL CORNERS OF THE AQUATIC MARKET**



# YOUR SUCCESS IS OUR RESPONSIBILITY

**When you partner  
with us, you receive:**

- Custom marketing solutions to meet your organization's needs
- Extensive, in-depth marketing experience and insight
- Out of the box thinking to position your brand in fresh, new ways
- Top notch customer service
- Feedback from our marketing experts on your campaigns
- Insight on what is going on in the industry

*"SW's customer service is class leading. There were times that we really needed some help and they were there [for us]. They are amazing partners in that regard."*  
-Advertiser

## Your Marketing Team



**Brent Rutemiller**  
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**Molly Griswold**  
Social Media Coordinator  
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Plus our worldwide network of writers on all continents, our expert content contributors, and young interns.

# TAKE YOUR BRAND EVERYWHERE WE GO!


## INTERNATIONAL SWIMMING HALL OF FAME

### EVENT AND MEDIA PARTNERSHIPS

#### ISHOF Partnerships include:

- Company recognition and exposure at the ISHOF museum and events
- Exclusive sponsor benefits
- ISHOF membership benefits
- Swimming World Media benefits – including 5 multi-media platforms
- Attend the annual ISHOF Induction Ceremony for free

*Click here to see sponsorship packages.  
Custom packages also available.*



**ISHOF PLATINUM SPONSOR**  
Reach Over 1 Million Every Month

**\$75,000 per year!**  
- 12M-150-200+ Content  
During International Press  
- Digital Content  
- First Year Open

**Company Recognition and Exposure at ISHOF Museum and Events**

- Corporate exhibit at International Swimming Hall of Fame for life of sponsoring
- Exclusive Platinum sponsor signage at ISHOF museum entrance and all ISHOF events
- Permanent placement of Platinum sponsor logo and logo on ISHOF and Swimming World content, press releases, and media platforms
- Recognition as Platinum sponsor during the Induction ceremony and on all Induction commemorative materials
- VIP tables for 10 at Annual Induction Ceremony and Weekend VIP package plus 50 VIP tickets to all other ISHOF events

**Exclusive Sponsor Benefits**

- Opportunity to provide one premium insight along with marketing materials at ISHOF events
- NEW Line of ISHOF logo with tagline "Endorsed by the International Swimming Hall of Fame"
- Access to Hall of Fame facilities for company meetings, photo opportunities, press conferences, and banquet facilities


**Corporate ISHOF Membership**

- ISHOF logo package (ISHOF pin and vintage ISHOF patch (limited edition), ISHOF apparel
- Swimming World Content Access, 12-month subscription to the Swimming World Youth back to 1990 and ISHOF annual yearbook
- For corporate in your organization 10% off at the museum store and online Swim Shop, monthly member ISHOF newsletter

**Swimming World Media Benefits - 40 Digital Platforms and 5 Multi-Media Platforms**

- Best premium global digital advertising position on SwimmingWorld.com and ISHOF.org
- Highly visible digital sponsor of a Swimming World "News Channel"
- Monthly dedicated email blast
- First choice of editorial content opportunities on SwimmingWorld.com
- Customized social media campaigns on Facebook, Twitter, and Instagram
- Unlimited press releases posted on ISHOF/ISHOF multimedia platforms
- All company press releases and news published by SwimmingWorld.com will be aggregated on dedicated brand digital landing page on SwimmingWorld.com with fully customizable messaging, graphics, and links
- Exclusive Swimming World Magazine - Inside front (2-page spread) position on all print and digital versions with link to company website or product - 12 issues
- NEW Exclusive Swimming World Magazine - Inside front (2-page spread) position on all digital issues with link to company website or product - 4 quarterly issues
- Exclusive Swimming World Magazine - Inside front (2-page spread) position in digital issues with link to company website or product - 4 quarterly issues
- Full page ad and listing in Swimming World annual Aquatic Directory (A&D)
- Full page ads in Swimming World print and digital Holiday Gift Guide (October, November, and December) plus 5-month marketing package
- Best premium full page ad in ISHOF Annual Yearbook and Induction program

\*Photography services may require proof of insurance and some city fees if all else



### BE A PART OF THE HALL OF FAME EXPERIENCE!

*Click here to get more info.  
Watch the new museum video.*







INTERNATIONAL  
**SWIMMING**  
HALL OF FAME

# AQUATIC CENTER AND MUSEUM



## ISHOF PAST

Ft. Lauderdale's swimming heritage dates back to the Civitan raft off Las Olas Beach and the Olympic-sized Casino Pool which opened in 1928. In the early 1960's, the city created the Swimming Hall of Fame non-profit organization. In 1965, a 50M pool and a 25V diving well, as well as the original Hall of Fame museum were completed. Soon after, the City and the ISHOF organization joined together to build the West ISHOF museum building that opened in December of 1968. That same year, the Fédération Internationale de Natation (FINA) - the governing body for Olympic aquatic sports - designated the ISHOF museum as the "Official Repository for Aquatic History". By 1985, it was estimated that the ISHOF brought \$20M annual economic impact to the City which encouraged an expansion of the museum. This coupled with the prestige of the aquatic facilities brought world class swim events and athletes to compete at the aquatic complex whereby increasing ISHOF's worldwide visibility.

## ISHOF PRESENT

In 2020, the City committed \$46 Million to the renovation of the Fort Lauderdale Aquatic Center. The City also approved the replacement of the south administration building and locker rooms, along with the construction of a 27-meter high dive tower. This will be the only tower of its kind in the western hemisphere. This renovation of the aquatic center will undoubtedly bring the facility back to its world class competition status and reestablish Fort Lauderdale as the premier location for competitive aquatic sports, not just in the United States but around the world.

## ISHOF FUTURE

Our vision includes: an architecturally stunning building that will house a fully updated and modern display of aquatics sports history; two event spaces with 360° views of the intracoastal, aquatic center and Atlantic Ocean; a café; a restaurant; a library; teaching pool; welcome center; meeting rooms and office space; and on-site parking. In addition, ISHOF's vision is to launch a brand-new website that will include a virtual museum that will showcase the hundreds of thousands of artifacts to viewers worldwide.

# DESTINATION FORT LAUDERDALE

## Thriving Tourist & Business Destination

- One of the 10 largest cities in Florida
- World-class international business center
- Fort Lauderdale-Hollywood International Airport is ranked the 18th in the U.S. in total passenger traffic and 10th in international traffic
- More than 13 million visitors visit each year and spend in excess of \$10.6 billion
- Third largest cruise port in the world
- Year-round tourist destination



## Sun, Sea, Sports and More!

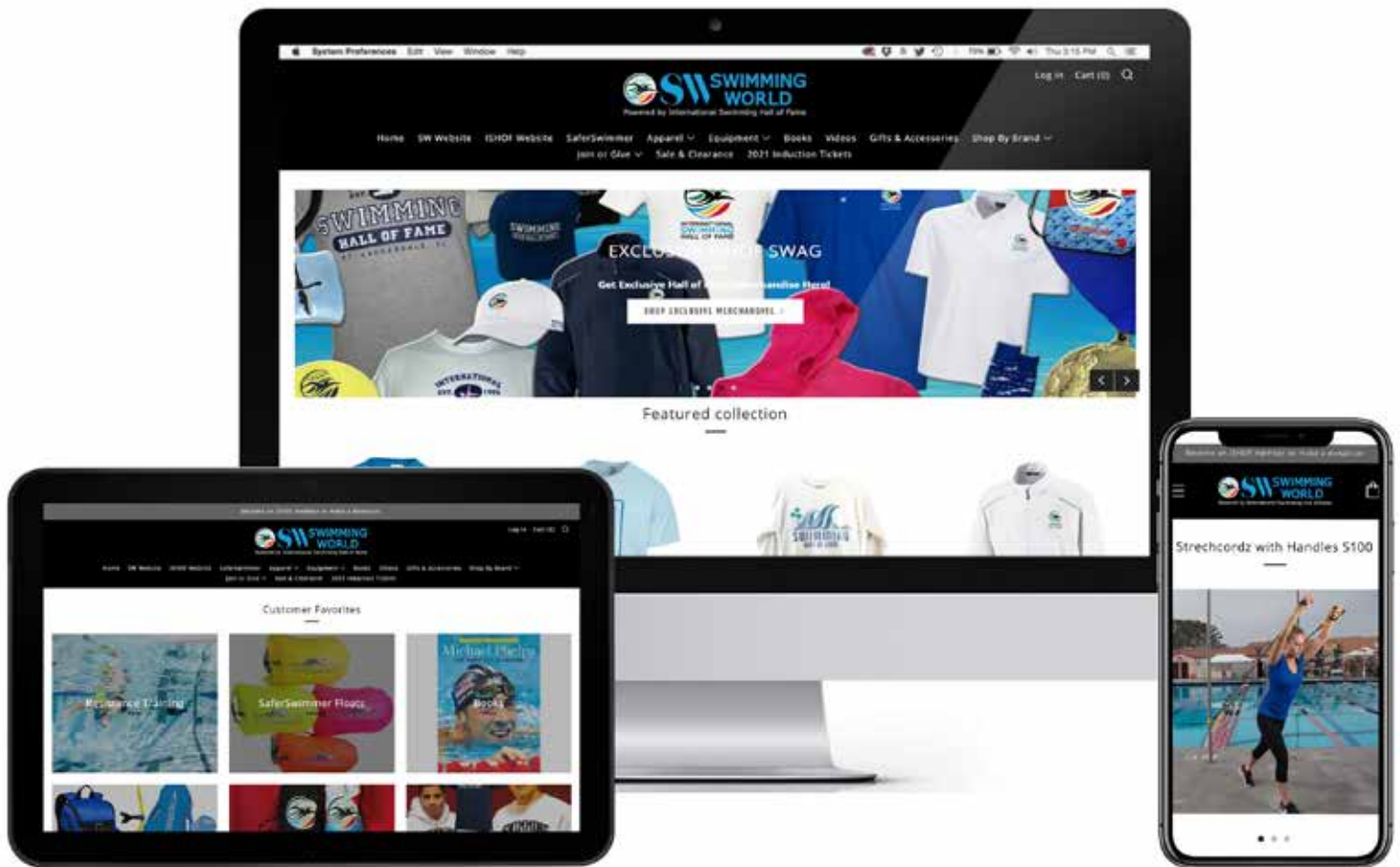
- 23-mile span of golden Atlantic Ocean
- 300+ sunshine days a year
- A thriving arts and culture scene
- A sports mecca with franchises from every major professional sports league
- Anything and everything related to the ocean – boating, swimming, snorkeling, paddle boarding, jet skiing, and fishing!
- Luxury hotels, museums, nightlife, shopping, casinos, 5-star restaurants, and relaxing day spas.



# SWIM SHOP

**Put your product in our Swim Shop! We carry apparel, training gear, books, and more!  
Get your product in front of aquatic sports athletes, parents, coaches, and enthusiasts.**

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**We have opportunities to sell your products:**

**In our online Swim Shop at**  
**[Shop.SwimmingWorld.com](http://Shop.SwimmingWorld.com)**

**On-site at the**  
**Hall of Fame retail store in Ft. Lauderdale**  
**At the Hall of Fame Aquatic Center and ISHOF events**

# SWIMMING WORLD IS **THE MOST INFLUENTIAL** MEDIA OUTLET IN AQUATIC SPORTS



## THE GO-TO GUIDE

FOR EVERYONE WHO LOVES TO SWIM AND THE SMELL OF CHLORINE!

**SWIMMINGWORLD.COM** is a multi-media news outlet that mirrors all news over to social media and includes weekly digital magazine downloads. We take pride in being the world's leading independent resource for aquatic news.

**SWIMMING WORLD** is endorsed by:

- American Swim Coaches Association (ASCA)
- Australian Swim Coaches and Teachers Association (ASCTA)

**SWIMMING WORLD MAGAZINE** debuted in 1960. **SWIMMING TECHNIQUE MAGAZINE** first published in 1966 and **SWIMMING WORLD BIWEEKLY** in 2015. They are still the most trusted source for news, training, technique, and lifestyle.

**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 info:  800-511-3029  Advertising@SwimmingWorld.com  [www.SwimmingWorld.com](http://www.SwimmingWorld.com)



# REACH + TRUST = INFLUENCE

## SWIMMING WORLD'S ROI FORMULA

**SWIMMING WORLD'S** media platforms and their reach:  
SwimmingWorld.com | Print and Digital Publications | Newsletter  
Facebook | Instagram | Twitter | Linked In | Pinterest | Yelp  
Tik Tok | YouTube

### 6 AQUATIC SPORTS COVERED



Competitive Swimming  
Water Polo  
Open Water Swimming  
Artistic Swimming  
Diving  
Paralympics



### ALL TYPES OF PEOPLE

Athletes, Coaches, Parents,  
Officials, Facility Directors,  
Volunteers

### ALL LEVELS OF ABILITY

Learn to Swim, Age Group, Club,  
High School, College, Elite,  
Masters, Fitness

### ACTIVE & PASSIONATE AUDIENCE



Life-long followers of their sport  
High household income  
Active lifestyle  
Influencers to their friends  
Educated



### ALL OVER THE WORLD

147 Countries

# WE CAN TAKE YOU EVERYWHERE SOCIAL!

**760,000**

**Social Media Followers**

**8 Platforms**

Facebook, Instagram, Twitter, YouTube  
LinkedIn, Pinterest, TikTok, Yelp



Wide, actively engaged audience.

A strong marketing vehicle for women and swim moms!



Highly visual photo & video driven content

Ideal place to promote new products that appeal to teens and adults under 45.



Timely news stories and trending content

Breaking news; tie into what's hot in social media



Video sharing

Promote new products and sponsorships, place branding or ads on videos



Business networking

Reach career and business minded professionals



A virtual pinboard to organize things found on the web

A great way to discover new things and get inspiration from other people



Young generation, music-based videos



Location-based audience



OMEGA

OMEGA





# CUSTOMIZE YOUR MESSAGE ON OUR FACEBOOK, INSTAGRAM AND TWITTER



**495,000**  
Followers

Of those actively engaged with  
SW content - 70% are women

People reached with SW content  
**62% women (majority are moms)**  
37% men

User engagements: 10,182 avg. per day  
Total reach: 64,198 avg. per day  
Total impressions: 185,486 avg. per day



**139,000**  
Followers

**Reach a young, active, and  
influential audience.**

**73% of followers say they are more  
interested in a brand after seeing it  
on an Instagram story**

63% check IG at least once a day  
58% under the age of 34



**96,000**  
Followers

**Tie in to breaking news, reach social influencers, engage  
with elite athletes and coaches, get discovered by a new  
audience.**

111,000 tweet impressions per day  
1,200 link clicks per day  
300 likes/retweets/replies a day

*Source: Facebook Analytics; Instagram Analytics, Twitter Analytics*

# KEEPING THE PULSE ON THE YOUNGER GENERATION



## Swimming World's Journalism and Social Media Intern Programs

Motivated and curious, young interns from around the world are a part of Swimming World's engaging and inspiring intern program. Through the program they learn valuable, real-world skills while covering the biggest aquatics events and creating fresh content for our social media and website.

Our interns are student athletes who have diverse backgrounds but share a common passion for aquatic sports. They bring fresh ideas and new perspectives to the table that appeals to and engages the younger generation.



## About this year's intern class:

**Athletes:** DI, DII, DIII, Paralympic and high school athletes from around the U.S. and world

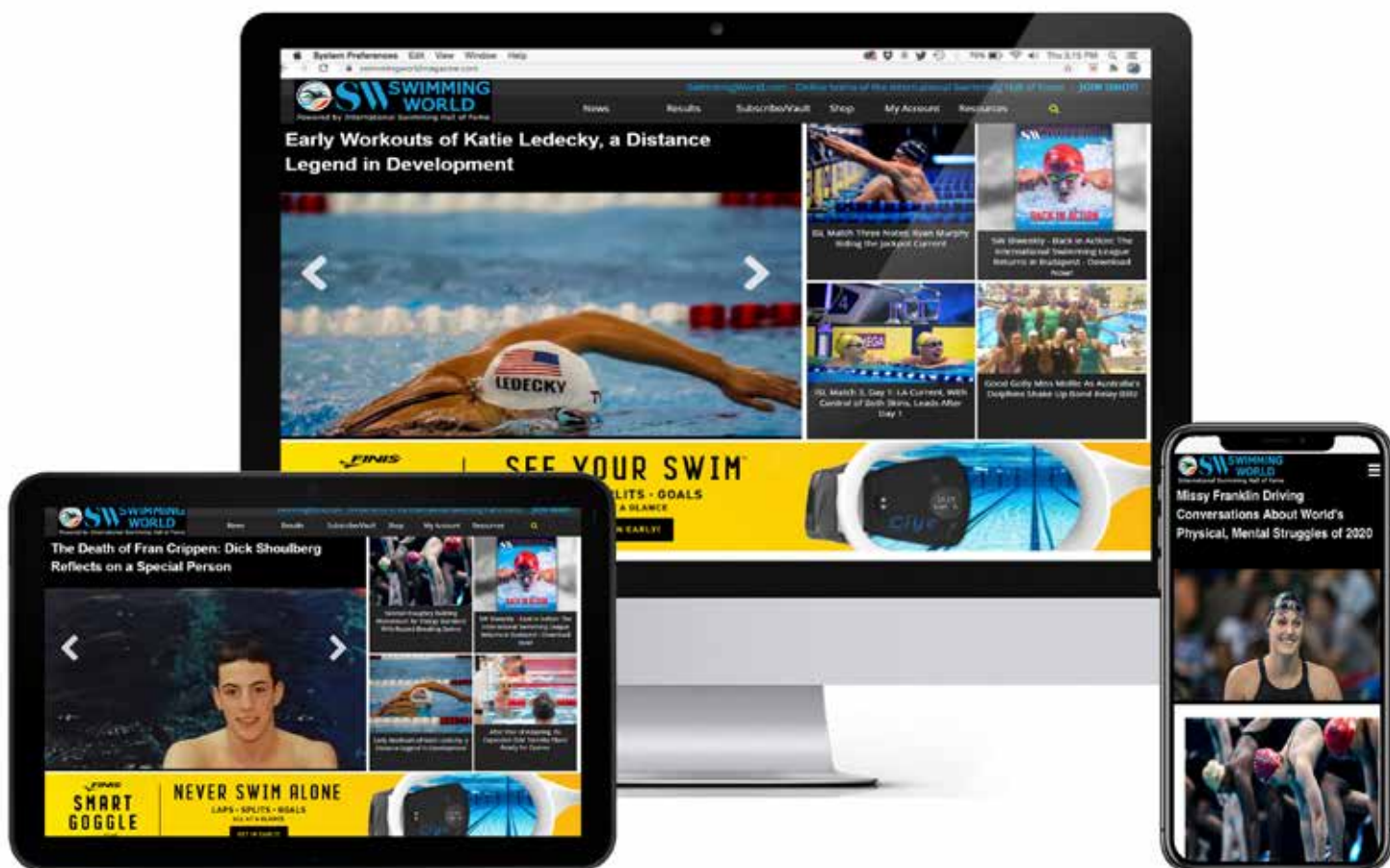
**Skills:** Writing, photography, social media, video editing, graphic design, yearbook/newspaper editor, website management, coaching, media planning, blog writing, SEO and branding

**Majors:** Journalism, Marketing, Sports Management, Communications, English, Creative Writing, Media, Kinesiology, Advertising, Data Analytics, Television and Digital Media, Political Science, Business, Public Relations, Pre-Law, Psychology, Exercise and Sports Studies



# YOUR BRAND ON ALL DEVICES

## SWIMMINGWORLD.COM



# 1.6 M

AVG. MONTHLY  
VIEWS ON ALL  
PLATFORMS

# 695 K

AVG. MONTHLY  
UNIQUE WEBSITE  
VISITORS

# 1.2 M

AVG. MONTHLY  
SOCIAL  
MEDIA REACH

## WEBSITE TRAFFIC STATS

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.: **310,000**

Avg. Visits From Twitter Per Mo.: **120,000**

Avg. Secure Search: **341,000**

# WE CAN TARGET YOUR MESSAGE



USA Senior, Elite & Nationals



College / NCAA



Club & Age Group



High School



International Elite



Masters



Open Water



Water Polo



Artistic Swimming



Paralympic



Diving



YMCA

## NEWS CHANNELS

Target your message to a particular audience, age group, or geographic location.

## NEWS CHANNELS AVAILABLE

### By Locations

USA  
World  
Americas  
Europe  
Oceania

### By Level

High School  
College  
Masters

### By Sport

Water Polo  
Diving  
Artistic Swimming  
Open Water  
Paralympic

**Swim Time Conversion**

Time to Convert: 1:01:49

Distance: 100

Stroke: BACK

Gender: MALE

Your Time: 1:01:49 - 100 Backstroke - LCM (M)

Converts To:

0:52.57 - SCY

0:59.99 - SCM

**Swimming World's Record Book**

POWERSKIN 2020 COLLECTION

World Records

Long Course Meters

Short Course Meters

Olympic Records

American Records

World Junior Records

College Swimming Records

## SWIM TIME CONVERTER

One of our most popular pages!  
Athletes and parents frequent this page.

## RECORD BOOK

This is a destination page in an Olympic year! It holds world, Olympic, American, junior, and college records.



# PROMOTE YOUR BRAND DURING MAJOR COMPETITIONS

## EVENT EDITORIAL COVERAGE SPONSORSHIP



### Sponsorships Include

- Prominent brand recognition on event landing page
- Logo at the top of every competition story
- Link to company website at the top of every competition story
- Company tag on every Tweet and Instagram post related to the event
- Fully-customizable company branding on event landing page including logo, graphics, content, and links

### Events Available for Sponsorship



Olympic Trials (U.S.  
and non-U.S. events)



Olympic Games



World Championships



NCAA Conference and Championship  
Meets for Men and Women



U.S. Masters  
Nationals



U.S. Senior  
and U.S. Junior  
Nationals



\* Other events available upon request



# REACH PARENTS, ATHLETES, COACHES AND DECISION MAKERS

## 40 DIGITAL MAGAZINES PER YEAR

**SWIMMING WORLD MAGAZINE**  
Monthly Print and Digital

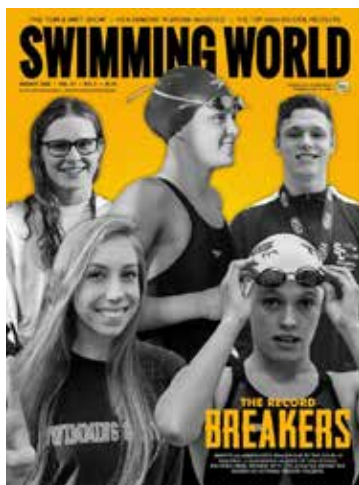
SWIMMING WORLD - 12 ISSUES

**SWIMMING WORLD BIWEEKLY**  
Digital only every two weeks

SWIMMING WORLD BIWEEKLY - 24 ISSUES

**SWIMMING TECHNIQUE MAGAZINE**  
Digital - coaches parents and athletes

SWIMMING TECHNIQUE - 4 ISSUES



## ABOUT . . .

*What They Are Saying: "SW is a good magazine and I like that the in-depth articles take you deeper." - Organization*

## SWIMMING WORLD MAGAZINE

- The leading independent aquatics publication in the world.
- Complete national and international coverage of competitive aquatic sports including open water swimming, diving, artistic swimming, swimming and water polo...comprising all levels of age group, club, high school, college, masters, paralympics and olympic competitions.
- Published monthly
- Print and digital distribution



## SWIMMING WORLD BIWEEKLY

- Aggregates popular trending content published on [www.SwimmingWorld.com](http://www.SwimmingWorld.com) every two weeks that readers may have missed. Each issue recaps top stories and unique content not previously published.
- Published twice a month
- Digital distribution
- Advertising feature: includes bonus ad space for premium advertisers



## SWIMMING TECHNIQUE MAGAZINE

- In-depth resource on training and technique. The content is geared for coaches and swimmers who want to learn more about the science and technical aspects of competitive swimming. Also includes additional features on dryland, health and mental training.
- Published quarterly
- Digital distribution
- Advertising feature: includes bonus ad space for premium advertisers



# BRAND OUR MONTHLY EDITORIAL FEATURES

All editorial features are available for sponsorship

Connect  
Your  
Brand  
To Our  
Content



1. Beyond the Yards
2. Coaches Q&A
3. Dryside Training
4. How They Train
5. Hall of Fame Look at History
6. Moms at Meets / Dads on Deck
7. Parting Shot
8. Special Sets
9. Technique Concepts

**Not Shown:**

Around the Table Nutritional  
Coaching Strategies | Guttertalk  
Lessons with Legends | Goldminds  
Performance of the Week  
Personality Features | Before the Beep  
Up & Comers | Voice for the Sport





# BE A TITLE SPONSOR OF OUR ANNUAL AWARDS

All editorial features are available for sponsorship

1. Aquatic Athletes of the Year (January)
  2. NCAA Award Preview and Review (March/May)
  3. World Masters Swimmer of the Year (April)
  4. High School Swimmer of the Year (August)
  5. High School Team of the Year (September)
  6. Open Water Swimmers of the Year (November)
  7. Swimmers of the Year (December)
  8. Top 10 Performances of the Year (December)
- (Not pictured) USA and YMCA Nationals (spring and fall)





# SEASONAL DIRECTORIES AND BUYER GUIDES

Seasonal directories and buyer guides offer advertisers the ability to highlight their products, services, and institutions to the swimming community. These editions are offered during key promotional periods at the peak decision making/buying season to maximize ROI. All directories and guides are emailed out and available as a FREE .pdf download reference all year on [SwimmingWorld.com](http://SwimmingWorld.com). All directories and guides include links to the advertisers' website, social media sites, or other digital platforms.



## Swim Camp Guide February and March Issues

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

## 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.



## Holiday Gift Guide October, November and December Issues

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

## Aquatic Directory July Issue

A dedicated listing of products/services specific to the aquatics industry. Included in the Aquatic Directory is a dedicated online company page detailing an advertiser's products, services, and other important brand information.



# IN 147 COUNTRIES

## SWIMMING WORLD MAGAZINE FAMILY DEMOGRAPHICS

### MAGAZINE AGE

8–12	2.5 %	35–44	30 %
13–17	10 %	45–59	10 %
18–24	30 %	60 +	2.5 %
25–34	15 %		

### MAGAZINE GENDER

52% Female 48% Male

### MAGAZINE INCOME

Avg. 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

*Information compiled from a subscriber survey.*

### SWIMMING WORLD CIRCULATES MONTHLY IN 147 COUNTRIES

#### Top Countries

United States	Phillipines
United Kingdom	Ireland
Australia	South Africa
Canada	France
Germany	





# 2021 EDITORIAL HIGHLIGHTS

<b>JANUARY</b> <b>FOCUS: Year in Review</b> <ul style="list-style-type: none"> <li>-Top 5 Stories from 2020</li> <li>-Takeoff to Tokyo: Competitive Swimming</li> <li>-Training Strategy: Old School Coach: Selling Process vs. Results</li> <li>-Q&amp;A: Katie Robinson, Northwestern, How They Train</li> </ul> <b>Special Insert: ISHOF Yearbook</b>	<b>FEBRUARY</b> <b>FOCUS: Water Polo</b> <ul style="list-style-type: none"> <li>-Water Polo Feature</li> <li>-NCAA Diving Preview</li> <li>-Takeoff to Tokyo: Water Polo</li> <li>-Q&amp;A: Joe Plane, Iowa Central, How They Train</li> </ul> <b>Special Insert: Camp Directory</b>	<b>MARCH</b> <b>FOCUS: NCAA &amp; Olympic Previews</b> <ul style="list-style-type: none"> <li>-2021 NCAA DI Men's and Women's Previews</li> <li>-2021 NCAA DII, III, NAIA, NJCAA Previews</li> <li>-Olympic Artistic Swimming Preview</li> <li>-Takeoff to Tokyo: Competitive Swimming</li> </ul> <b>Special Insert: Camp Directory</b>
<b>APRIL</b> <b>FOCUS: World Masters of the Year; Olympic Preview</b> <ul style="list-style-type: none"> <li>-World Masters of the Year</li> <li>-Olympic Diving Preview</li> <li>-Takeoff to Tokyo: Competitive Swimming</li> <li>-Press Time Results Links to NCAA Championships</li> </ul>	<b>MAY</b> <b>FOCUS: NCAA Recap; Olympic Open Water Preview</b> <ul style="list-style-type: none"> <li>-2021 NCAA DI Men's and Women's Recaps</li> <li>-2021 NCAA DII, III, NAIA, NJCAA Recaps</li> <li>-Olympic Open Water preview</li> <li>-Takeoff to Tokyo: Competitive Swimming</li> </ul>	<b>JUNE</b> <b>FOCUS: USA Swimming Olympic Trials Preview; Olympic Preview</b> <ul style="list-style-type: none"> <li>-Preview on USA Olympic Trials</li> <li>-Olympic Water Polo preview</li> <li>-Takeoff to Tokyo: Competitive Swimming</li> <li>-Q&amp;A: Katherine Kase, U.S. Olympic Open Water Coach, How They Train</li> </ul>
<b>JULY</b> <b>FOCUS: Olympic Preview</b> <ul style="list-style-type: none"> <li>-Olympic Preview Competitive Swimming</li> <li>-Takeoff to Tokyo: 8 pages of Competitive Swimming</li> <li>-Personality Feature: TBA</li> <li>-Hall of Fame: Did You Know; A Look at Olympic History</li> </ul> <b>Special Insert: Aquatic Directory</b>	<b>AUGUST</b> <b>FOCUS: High School Swimmers of the Year</b> <ul style="list-style-type: none"> <li>-Male High School Swimmer of the Year</li> <li>-Female High School Swimmer of the Year</li> <li>-Mini-features on High School Top 2021 Recruits</li> <li>-Training Strategy; What Coaches Wish Prospects Knew About Recruiting</li> </ul>	<b>SEPTEMBER</b> <b>FOCUS: Official Olympic Results</b> <ul style="list-style-type: none"> <li>-Photo Essay of Olympic Competition</li> <li>-Tokyo Takeaways: 24 pages</li> <li>-National High School Championships</li> <li>-Hall of Fame: Did You Know; A Look at History</li> </ul>
<b>OCTOBER</b> <b>FOCUS: Next Four Years</b> <ul style="list-style-type: none"> <li>-Reflecting and Forecasting</li> <li>-Hall of Fame: Did You Know; A Look at History</li> <li>-Training Strategy; Motivating, Training and Recruiting in a Changing Environment</li> <li>-Q&amp;A: Jeff Julian, Rose Bowl Aquatics; How They Train</li> </ul> <b>Special Inserts: Prep School Directory</b> <b>Holiday Gift Guide</b>	<b>NOVEMBER</b> <b>FOCUS: Open Water</b> <ul style="list-style-type: none"> <li>-Open Water Swimmers of the Year</li> <li>-Top Open Water Moments of the Year</li> <li>-Top Open Water Venues in the World</li> <li>-Dryside Training, Technique Concepts</li> </ul> <b>Special Insert: Holiday Gift Guide</b>	<b>DECEMBER</b> <b>FOCUS: Swimmers of the Year</b> <ul style="list-style-type: none"> <li>-World Swimmers of the Year</li> <li>-Voice: 10 Most Impactful People of 2021</li> <li>-American, Pacific Rim, European, African Swimmers of the Year</li> <li>-Top 10 Performances of the Year</li> </ul> <b>Special Insert: Holiday Gift Guide</b>

# SWIMMING WORLD MAGAZINE AND BIWEEKLY RATE SHEET

## Stand alone advertising positions and rates

### For advertising packages under \$15,000

	1-Time Rate	6-Time Rate	12-Time Rate
Full Page	\$ 3,150	\$ 2,850	\$ 2,550
2/3 Page	\$ 2,775	\$ 2,510	\$ 2,245
1/2 Page Island	\$ 2,615	\$ 2,370	\$ 2,120
1/2 Page	\$ 2,300	\$ 1,990	\$ 1,675
1/3 Page	\$ 2,150	\$ 1,820	\$ 1,490
1/4 Page	\$ 1,720	\$ 1,425	\$ 1,130
1/6 Page	\$ 605	\$ 560	\$ 510
1/9 Page	\$ 465	\$ 435	\$ 405
1/12 Page	\$ 345	\$ 320	\$ 290
<b>Magazine Spread</b>			
Center Spread	\$ 7,550		
2-Page Spread	\$ 7,550		

**All ads receive multi-channel distribution for maximum reach:**

- Inclusion in the *Swimming World* digital publication
- Inclusion in the *Swimming World* print publication
- Inclusion in the *Swimming World Biweekly* digital publications (published 2X a month)
- Companion digital ad on [www.SwimmingWorld.com](http://www.SwimmingWorld.com)  
(size and location dependent on media spend and size of paid ad placed)





# 2021 SPECS FOR PRINT ADS

Ad Display Size	Width	Height	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100 x 2906	8" x 10-3/4"	7" x 9-11/16"
2/3 page	4-9/16"	9-11/16"	1369 x 2906		
1/2 page (island)	4-9/16"	7-5/16"	1396 x 2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994 x 2906		
1/2 page (horizontal)	7"	4-3/4"	2100 x 1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656 x 2906		
1/3 page (horizontal)	7"	3-1/8"	2100 x 938		
1/3 page (square)	4-9/16"	4-3/4"	1369 x 1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994 x 1425		
1/4 page (horizontal)	7"	2-5/16"	2100 x 694		
1/4 page (square)	4-9/16"	3-3/4"	1369 x 1130		
1/4 page ( <i>holiday gift guide</i> )	3-7/8"	3-3/4"	1165 x 1130		
1/6 page (vertical)	2-3/16"	4-3/4"	656 x 1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369 x 675		
1/9 page	2-3/16"	3-1/4"	656 x 938		
1/12 page	2-3/16"	2-1/8"	656 x 638		

## 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.)

**Files should be 300dpi**

## Questions?

Contact:  
Brandi West  
BrandiW@SwimmingWorld.com



**Footer:** 728 x 90 pixels for web, 7" x 1" for print / **Classified Ads:** 50 words in column inch

## 2 Ways to Send Us Art:



1. Email to [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)
2. Dropbox link available upon request.



# 2021 SPACE & MATERIAL DEADLINES


Issue	Best Space	Last Chance Space	Art Due	Issue Focus	Special Inserts
January	11/05/20	12/02/20	12/04/20		
February	12/10/20	12/24/20	1/08/21		Summer Swim Camps
March	1/07/21	1/22/21	2/05/21	NCAA Preview	Summer Swim Camps
April	2/11/21	2/26/21	3/05/21	World Masters Swimmer of the Year	
May	3/11/21	3/26/21	4/06/21		
June	4/08/21	4/26/21	5/06/21		
July	5/13/21	5/25/21	6/08/21		Aquatic Directory
August	6/10/21	6/25/21	7/06/21	HS Swimmers of the Year	
September	7/08/21	7/30/21	8/06/21	HS Team Titles	NISCA Insert
October	8/12/21	8/27/21	9/06/21		Prep School Guide Holiday Gift Guide
November	9/09/21	9/27/21	10/07/21	Open Water Issue	Holiday Gift Guide
December	10/14/21	10/26/21	11/05/21	Annual Awards	Holiday Gift Guide

## Billing:

 1-800-511-3029

 Advertising@SwimmingWorld.com

## Display, Classified, Directory Inquiries:

 602-522-0778

 Advertising@SwimmingWorld.com





# SWIMMING WORLD DIGITAL RATE SHEET

All rates listed are monthly.

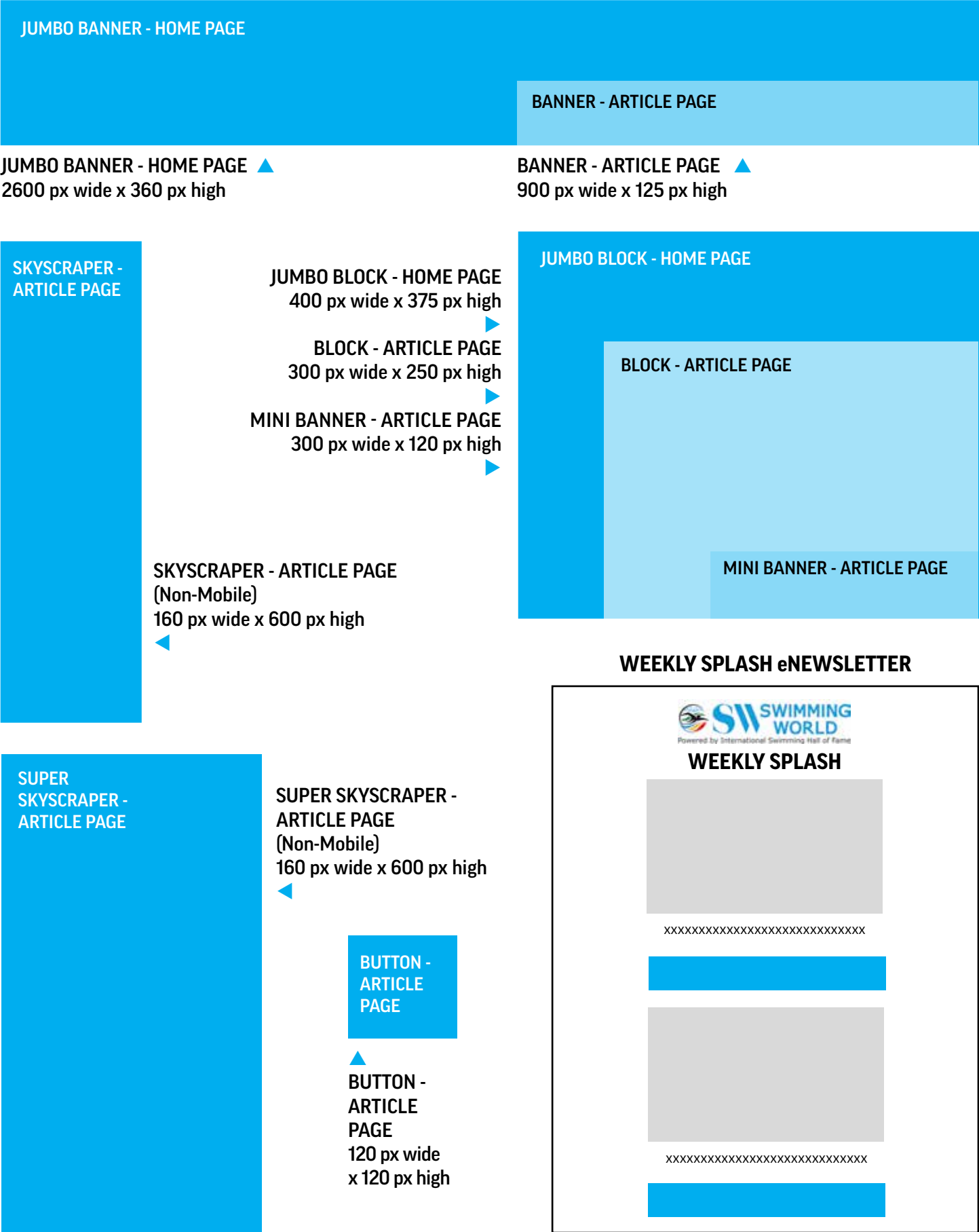
Banners rotate every 12 to 24 seconds

	Banner and Jumbo Banner	Block and Jumbo Block	Button	Mini Banner	Minimum Number of Visitors Per Rotation
<b>PREMIUM</b>					
Global ad on all stories	\$2,500	\$2,500	\$ 300	\$2,000	450,000
SW home page and secondary landing pages (ex. News categories/Channels)	\$1,500	\$1,500			125,000

<b>STANDARD</b>					
Swim Time Converter page	\$1,000	\$1,000			50,000
Weekly Splash Newsletter	\$250	\$250			30,000
College News channel	\$100	\$100			3,500
World News channel	\$100	\$100			3,000
USA News channel	\$100	\$100			3,000
High School News channel	\$100	\$100			2,000
Masters, Water Polo, Diving, Artistic Swimming, Open Water channels combined	\$50	\$50			1,500
Workouts page	\$200	\$200			10,000
Results page	\$200	\$200			12,000

Number of ad slots per page	3	1	6	3
Number of ads rotating per slot	2	4	2	2

# DIGITAL AD SIZES AND PLACEMENTS



# 2021 SPECS FOR DIGITAL ADS

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

Jumbo Banner Ad Dimensions	2600 pixels wide by 360 pixels high
Skyscraper Ad Dimensions	160 pixels wide by 600 pixels high
Jumbo Block Ad Dimensions	400 pixels wide by 375 pixels high
Block 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) 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.
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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.
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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.
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Hyperlink	Please provide the connecting URL/http address when sending digital ad artwork.
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## 2 Ways to Send Us Art:



1. Email to [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)
2. Dropbox link available upon request.

