

2007 Swimming World Magazine Editorial Calendar

January 2007 – *Swimming World Magazine*

Swimming World Content

- 2006: The Year in Review, Disabled Swimmer of 2006
- Swimming, Water Polo, Open Water, Diving, Synchro

SWIM Content

- Feature Story: How to Set and Achieve High Performance Goals!
- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Feature Story: Developing Race Strategies
- Q&A with Richard Shoulberg, How They Train
- Technique Spread

Junior Swimmer Content

- Feature Story: How to be a Winning Swim Parent
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Club Spotlight

Results

- World Rankings
- Top 16 USA Short Course Rankings
- Grand Prix Circuit Landing Pages

February 2007 – *Swimming World Magazine*

Swimming World Content

- USA Rankings, US Open
- Telstra Australian Championships
- 2007 Summer Swim Camps

SWIM Content

- Feature Story: Ten Easy Tips to Faster Starts
- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Q&A with Brian Reynolds of Drury
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: Finding Your Best Stroke
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Club Spotlight

Results

- Fall High School State Results
- Top 16 Rankings Long Course

March 2007 - *Swimming World Magazine*

Swimming World Content

- 2007 NCAA Previews
- World Championships Preview
- Junior Pan Pacs, 2007 Summer Swim Camps

SWIM Content

- Feature Story: You're injured! Hints to Get Back to Swimming Faster.
- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Q&A with Sergio Lopez of West Virginia
- How They Train
- Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: Handling Bad Races, Tough Losses and Disappointments
- American Relay, National Age Group Record Setters, Swimmers of the Month, High Pointers

Results

- HS Results

April 2007 - *Swimming World Magazine*

Swimming World Content

- Grand Prix
- NAIA Champs

SWIM Content

- Feature Story: World Masters Swimmers of the Year
- Nutrition, Workout Card and Cutting Edge Tips

Swimming Technique Content

- Q&A with Sean Hutchinson of King Aquatics
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: Learning to be Resilient, Tough and Tenacious
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup
- NCSA Junior National

Results

- HS Results

Special Insert

- Aquatic Directory

May 2007 - *Swimming World Magazine*

Swimming World Content

- 2007 Men's and Women's NCAA Championships
- World Championship

SWIM Content

- Feature Story: Motivation Tricks and Tips
- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Feature Story: Strength Training in the Water
- Q&A with Whitney Hite of Washington
- How They Train, Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: 7 Tips for Staying Cool and Calm Before Those Big Races
- American Relay, National Age Group Record Setters, Swimmers of the Month
- LSC Roundup, Sectional Roundup

Results

- H.S. Results
- Sectional Results

June 2007 - *Swimming World Magazine*

Swimming World Content

- NCAA Division II & III Championships
- YMCA Short Course Nationals
- ConocoPhillips Spring Nationals
- Grand Prix Feature

SWIM Content

- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

1. Q&A with Paul Yetter of North Baltimore
- How They Train
- Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: Psyche Outs: How to be in Control
- American Relay, National Age Group Record Setters, Swimmers of the Month
- LSC Roundup

Results

- HS Results

2007 Swimming World Magazine Editorial Calendar

July 2007 - *Swimming World Magazine*

Swimming World Content

- Summer League Swimming
- Grand Prix Feature
- Historical Perspective –Comparison of National Finishes Pre-Olympic Year vs. Olympic Team Berths

SWIM Content

- Feature Story: USMS Short Course Nationals
- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training

Swimming Technique Content

- Feature Story: 10 Great Freestyle Sets
- Q&A with Jeff Allen of the Wilton Wahoes
- How They Train, Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: Why Do I Always Swim Faster in Practice than I do in meets
- American Relay, National Age Group Record Setters, Swimmers of the Month, High Pointers
- LSC Roundup
- Zone Roundup

Results

- State, Regional, Jr. and Zone Results
- HS Results

August 2007 - *Swimming World Magazine*

Swimming World Content

- 2006 Male and Female High School Swimmers of the Year

SWIM Content

- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Q&A with Bill Dorenkott of Penn State
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: How much training is right for me?
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup

Results

- HS Results
- Grand Prix Results

September 2007 - *Swimming World Magazine*

Swimming World Content

- National High School Championships
- High School All American Rankings
- Pan American Championships
- European Junior Championships

SWIM Content

- Feature Story: The End of Season Break
- Nutrition, Workout Card and Cutting Edge Tips
- Lane Leaders (Top Masters)

Swimming Technique Content

- Feature Story: Creating a Winning Club Culture
- Q&A with Greg Parini of Denison
- How They Train, Training or Race Strategy Q&A
- Technique Spread

Junior Swimmer Content

- Feature Story: What do you say to your swimmer after a bad/disappointing race
- American Relay, National Age Group Record Setters, Swimmers of the Month, High Pointers
- Sectional Roundup

Results

- Sectional Results

October 2007 - *Swimming World Magazine*

Swimming World Content

- USA Nationals
- Prep School Review
- Junior Championships
- World University Games

SWIM Content

- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)
- Masters World Championships

Swimming Technique Content

- Q&A with Scott McGihon of UC San Diego
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: YMCA Nationals
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Zone Roundup & Sectional Roundup

Results

- Zone Results
- Sectional Results
- YMCA Results

Special Insert

- Prep School Issue
- Holiday Gift Guide

November 2007 - *Swimming World Magazine*

Swimming World Content

- Open Water
- Hall of Fame

SWIM Content

- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Q&A with Dave Durden of Maryland
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: How to motivate yourself to train like a champion
- American Relay, National Age Group Record Setters, Swimmers of the Month
- Club Spotlight

Results

- Open Water

Special Insert

- Holiday Gift Guide

December 2007 - *Swimming World Magazine*

Swimming World Content

- World Swimmers of the Year
- American, Pacific Rim, European, African, Disabled Swimmers, and Open Water Swimmers of the Year
- Water Polo, Synchro and Diving Athletes of the Year

SWIM Content

- Nutrition, Workout Card and Cutting Edge Tips
- Dryside Training, Lane Leaders (Top Masters)

Swimming Technique Content

- Q&A with Steven Kuster of Williams
- How They Train, Training or Race Strategy Q&A
- Technique Spread
- Biomechanical or Physiological Feature

Junior Swimmer Content

- Feature Story: So You've Been Elected Team Captain
- American Relay, National Age Group Record Setters, Swimmers of the Month, High Pointers
- Club Spotlight

Results

- World and US Records
- World Best Times by Events

Special Insert

- Holiday Gift Guide