



## **ABOUT SPORTS PUBLICATIONS INTERNATIONAL**

Sports Publications International has been known as the most recognizable voice of swimming for almost a half a century. *Swimming World Magazine*, the first of a now growing family of products developed by Sports Publications International, was first published in January of 1960 and has been in continuous publication ever since.

Publishing is the core business of Sports Publications International and the staff prides itself in being the world's leading independent resource for swimming news. This is illustrated through their commitment to bring the swimming community the latest in breaking news coverage from around the world.

### **Other products developed by Sports Publications International include:**

*Swimming Technique*, first published in 1963  
*SWIM Magazine*, first published in January of 1985  
*SwimmingWorldMagazine.com*, launched in July of 1996  
*SwimInfoWire*, launched August of 2004  
*Swimming World TV*, launched January 2006

Many of Sports Publications' mediums serve as official publications of national governing bodies in addition to receiving recognition for excellence.

### ***SwimmingWorldMagazine.com* recognized by:**

*PC Magazine* at being part of their "Best of the Internet" as the #1 Swimming Website.

### ***Swimming World Magazine* is an official supplier of:**

USA Swimming

### ***Swimming World Magazine* is endorsed by:**

American Swim Coaches Association (ASCA) and 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)  
Swimmers of America (SOA)  
United States Swim School Association (USSSA)

For More Information Call 1-800-511-3029

## ABOUT THE MAGAZINE

First published in January of 1960, *Swimming World Magazine* is the premier swimming magazine in the World and is recognized as an Official Supplier of USA Swimming, endorsed by American Swimming Coaches Association (ASCA) and the Australian Swim Coaches and Teachers Association (ASCTA)

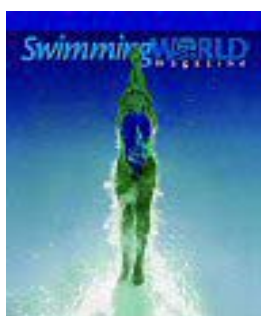
*Swimming World Magazine* is the Official Publication of:

- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- Swimmers of America (SOA)
- United States Swim School Association

Designed and written not only for both competitive and fitness swimmers, but also parents, coaches and swimming enthusiasts, *Swimming World Magazine* provides the latest swimming news worldwide. Each issue features content within four sections: Swimming World, Swimming Technique, SWIM and Junior Swimmer. Monthly content includes; Coaching & Personalities, Technique Tips, High School and YMCA coverage, Worldwide Swimming Coverage, Coach Interviews, Technique and Training Drills, Race Strategies, Health Waves, Masters Stories, Workouts, N.A.G. Record Setters, Swimmers of the Month and Results.

Monthly print runs are up to 50,000, with pass-along readership measuring at

## THE MAGAZINE LAYOUT AND FEATURES



*Swimming World Magazine* presents complete national and international coverage of competitive swimming. This includes meet results, records and personality features for age group, high school, and college athletes. Correspondents from *Swimming World Magazine* provide on-site coverage of: The Olympics, World Championships, Pan Pacific Games, Pan American Games, Goodwill Games, European Championships, USS International Team Selection, NCAA Championships, Senior Nationals, Junior Nationals, Sectional Meets, YMCA Nationals, High School Championships and Age Group Championships.



Featured as a section within the magazine, *Swimming Technique*, offers intriguing columns and features written by top professionals within the coaching community. *Swimming Technique* provides the swimming community with thought provoking and cutting-edge information that is pertinent to the technical training of athletes and the day-to-day management of a successful swimming program.

The *SWIM* section focuses on helping enhance the readers' quality of life through incorporating swimming into the lifestyle. Topics are relevant to any adult swimmer ranging from the twice-a-week fitness swimmer to the nationally ranked competitor. Features encourage and reinforce a lifestyle in which overall fitness is a major priority.

## Read About

### **Swimming World Section**

- ⇒ Coaching
- ⇒ Personalities
- ⇒ Technique Tips
- ⇒ High School/YMCA Coverage

### **Swim Section**

- ⇒ Health Waves
- ⇒ Masters Stories
- ⇒ The Self-Coached Swimmer

### **Swimming Technique Section**

- ⇒ Coach Interviews
- ⇒ Technique and Training Drills
- ⇒ Race Strategies

### **Junior Swimmer Section**

- ⇒ N.A.G. Record Setters
- ⇒ Swimmers of the Month
- ⇒ Results



*Swimming World Magazine* articles are written by top journalists and swimming experts, *Swimming World Magazine* focuses on in-depth interviews with athletes and coaches. The latest coverage of High School, Club, College and World Class events; and connects generations of swimmers around the world through a sometimes retrospective look at the sport.

Features within the *Swimming Technique* section develop content from interviews with top national and international coaches. Reporters investigate training philosophies and how they are integrated into a successful swimming programs, seen within "Coach Interviews". Other articles focus on many technique related topics including the science behind the sport, exercise physiology, biomechanical innovations and dryland training.

The *SWIM* section hones in all aspects of fitness and how it applies to swimming. Realizing that swimming and fitness are lifestyle choices, editorial staff focuses on topics that are specific to all levels of adult swimmers. Those who enjoy fitness swimming, to swimmers who swim regularly in competitions and other athletic events find value in these articles. Articles focus on dryland training, open water and triathlete workouts, technique tips and nutrition.

*"Your organization is THE VOICE of swimming. I have been a subscriber since the sixties and always will.*

*Thanks for doing what you do!" ~ Dave Smalley*



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## *Regular Material*

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### *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. Whether the subject matter is opinionated, discussion oriented or simply a presentation of the facts, the topics are sure to spark interest and debate.

### *Still Kicking*

Highlights past accomplishments of retired swimming stars and their current activities and lifestyle. Recent articles have been written about Jesse Vassallo, Debbie Meyer, Matt Biondi, Mary T. Magher, Tracy Caulkins, Don Schollander, and Adolph Keifer among others.

### *Tips on Technique*

"Tips on Technique" provides a pictorial reference tip on specific stages throughout each stroke, both under and above water.

### *Lane 9*

Focuses on news within the sport ranging from coaching hires, swimming honors, personal accomplishments, recruiting and much more.

### *Health Waves—The Aqua-Active Lifestyle*

Short snippets within the SWIM section of the magazine highlighting information and news that promotes an active and healthy life.

### *How I Coach*

Coaches from around the world share their coaching philosophy and sample workouts with their readers.

### *Survive and Thrive*

A monthly feature written by P.H. Mullen highlighting athletes from all walks of life who have survived major health issues that affected the passion they have for their sport.

### *E-Roundtable Discussions*

A periodic feature that involves swimmers from all over discussing their view on topics such as Training on the Road and Overcoming Obstacles to Training.

### *For the Record*

Results highlighting national, international and age group meets from around the world.

### *Calendar*

Competitions from around the world and across the country for the young and the young at heart.



*"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







## ***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 PDF downloads at [SwimmingWorldMagazine.com](http://SwimmingWorldMagazine.com). *Swimming World Magazine* has been a key player in advertisers' annual communication strategies and plans.

### ***Aquatic Directory***

*April 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.

*Hard copy distribution: Up to 75,000.*

### ***Holiday Gift Guide***

*October, November and December Issues*

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

*Hard copy distribution: Up to 150,000*

### ***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.

*Hard copy distribution: Up to 50,000*

### ***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.

*Hard copy distribution: Up to 100,000*



*"Throughout the years, Mercersburg Academy has developed 21 Olympian swimmers. Advertising in Swimming World Magazine has helped Mercersburg communicate its strong tradition of swimming excellence to potential students—high school aged athletes whose lives are centered around the competitive realm of swimming."*

Pete Williams, Aquatic Director  
Mercersburg Academy  
Mercersburg, Pennsylvania





## READER PROFILE

### Age

20%	8—29
50%	30—49
20%	50—59
10%	60+

### Gender

46%	Female
54%	Male

### Income

Median HHI \$75,000

15.9% have an annual income over \$100,000

### Education

88%	College Degree
46%	Post-Graduate Degree
18%	PHD or other professional degrees

### Commitment to Swimming

88% reported swimming three or more times per week  
46% have been active in the sport for 11 or more years  
29% have been active in the sport for less than 10 years

### Commitment to Swimming World

41% save issues of *Swimming World* for future reference



## Fitness and Buying Habits

The following information was compiled from a subscriber survey.

### Other Sports Our Readers Participate In

48%	Weight Training
42%	Bicycling
36%	Running
21%	Skiing
20%	Triathlons
14%	Scuba/Skin Diving
13%	Aerobics

### Product Interests

70%	Athletic Apparel
62%	Hair Care Products
56%	Pain Relievers
52%	Food Supplements
49%	Skin Care Products
38%	Energy Bars
37%	High Carbohydrate Foods
33%	Training Equipment
19%	Eye Care Products

### Internet Shoppers

72% of subscribers shop on the Internet

55% reported purchasing products featured in the ads



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## Swimming Demographics

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**OVER 2,600,000 SWIMMERS PARTICIPATE ANNUALLY IN THE SPORT**

<b>Population</b>	<b>Swimmer Profile</b>	<b>Est. # of Athletes</b>	<b>Swim Season</b>
Summer Leagues	6 - 17	2,000,000	May - August
USA Swimming	7 - 28	290,000	Year Round
High School	14 - 18	217,000	Varies by State
USMS	18-100+	42,000	Year Round
YMCA	6 - 17	39,000	Oct. - April
NCAA	18 - 24	15,000	Oct. - March
<b>TOTAL:</b>		<b>2,603,000</b>	

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## Championship Swimming Meets—Economic Impact

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Spending reports for championship swimming meets (excluding Olympic Trials and World Championships), include USA Swimming Nationals, NSCA Junior National Championships, USA Swimming Sectional Meets, Masters National Championships, regional and zone competitions. The average attendance at these meets is 1,850 people and is comprised of athletes, parents, coaches and officials.

<b>Hotel Revenue</b> <i>Based on 1,850 people for six days</i>	<b>\$333,000</b>
<b>Airfare</b> <i>Based on an average of \$160/person</i>	<b>\$296,000</b>
<b>Rental Car Revenue</b> <i>Based on 337 vehicles rented for six days</i>	<b>\$101,250</b>
<b>Other Revenue</b> <i>Includes food, beverage, souvenirs, entertainment and other miscellaneous purchases.</i>	<b>\$330,000</b>
<b>Total Economic Impact/Meet</b> <i>Expenses may be adjusted to more closely represent costs in different cities.</i>	<b>\$1,060,250</b>





## UNIQUE ADVERTISING OPTIONS WITHIN SWIMMING WORLD MAGAZINE

Sports Publications International knows that advertisers sometimes have a need to bring additional attention to new products being launched or just want to stand out more than others within the magazine. Listed below are some of the ideas and printing capabilities that exist to all advertisers within the publication. Please let your account executive know if any of these are appealing and more information and a formal pricing schedule can be provided. Additionally, some of these options will require more time for magazine production and need to allow for more upfront layout time.

### Tipping Options

- Tipping a specialty or standard insert to a page
- Tipping to a cover
- Tipping a "post-it note"
- Tipping CD's
- Tipping product samples (needs to be reviewed)

### Bind-in Options

- Standard cards/inserts (3x5, 4x6 etc.)
- Inserts with full-page advertisement
- Product samples (needs a carrier)

### Gatefold & Cover Options

- Standard 4 & 6 page gate
- 8 page gate
- Barn-door/French gate
- Internal gate (needs to be bind-in, center as SS bond magazine.)
- Short Covers
- Belly-band type covers (typically done for shows or non-mail distribution)
- Coverwraps
- General folding
- Tabbing

### Ink-Jet Messaging

- Custom messages on cover
  - Graphics e.g. logos
  - Custom poly with ink jetting message
  - Selective or demographic binding
- Ink-jetting needs to be reviewed prior to final approval due to USPS requirements and possible equipment limitations.*

### Miscellaneous

- Dot-whacking "Attention Grabber Stickers"
  - Blow-in cards
  - Poly-bagging
  - Insert Tabbing
  - Pop-ups
  - Die-cutting
- Poly-bagging needs to be reviewed prior to final approval due to USPS requirements.*

*Two samples of the insert or mock-up will be needed for review with printer.*





# SwimmingWORLD magazine

Rate Card #26 - Effective January 1, 2005

## Published Monthly

<b>4-Color Rates</b>	<b>1X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
1 Page	\$3,150	\$2,870	\$2,730	\$2,550
2/3 Page	\$2,775	\$2,520	\$2,400	\$2,245
1/2 Island	\$2,615	\$2,385	\$2,270	\$2,120
1/2 Page	\$2,450	\$2,230	\$2,120	\$1,980
1/3 Page	\$2,150	\$1,950	\$1,855	\$1,735
1/4 Page	\$1,950	\$1,770	\$1,685	\$1,575
Back Cover*				\$4,850
IFC, IBC*				\$4,250
3 <sup>rd</sup> and TOC Pages*				\$3,930
Center Spread*				\$7,550
2-Page Spread*				\$5,685
Gatefold*				\$7,965

<b>B&amp;W Rates</b>	<b>1X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
1 Page	\$2,155	\$1,970	\$1,875	\$1,705
2/3 Page	\$1,775	\$1,620	\$1,540	\$1,400
1/2 Island	\$1,620	\$1,470	\$1,400	\$1,275
1/2 Page	\$1,445	\$1,315	\$1,250	\$1,135
1/3 Page	\$1,225	\$1,030	\$980	\$890
1/4 Page	\$820	\$725	\$690	\$630
1/6 Page**	\$605	\$575	\$550	\$510
1/9 Page**	\$360	\$345	\$330	\$315
1/12 Page**	\$245	\$230	\$215	\$200
Center Spread*				\$6,130
2-Page Spread*				\$4,040

Classified \$50 first column inch, \$45 every additional column inch

\*Only sold the 12x rate

\*\* Sizes available to appear in "Swim Mart" within *Swimming World Magazine*.



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## 2007 Space & Material Deadlines

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<b>Issue</b>	<b>Space</b>	<b>Art</b>	<b>Special Inserts</b>
January	11/03/06	11/08/06	
February	12/08/06	12/13/06	<i>2007 Summer Swim Camps</i>
March	1/05/07	1/10/07	<i>2007 Summer Swim Camps</i>
April	2/02/07	2/7/07	<i>2007 Aquatic Directory</i>
May	3/09/07	3/14/07	
June	4/06/07	4/11/07	
July	5/04/07	5/09/07	
August	6/08/07	6/13/07	
September	7/07/07	7/11/07	
October	8/10/07	8/15/07	<i>2007 Prep School Guide</i> <i>2007 Holiday Gift Guide</i>
November	9/07/07	9/12/07	<i>2007 Holiday Gift Guide</i>
December	10/05/07	10/10/07	<i>2007 Holiday Gift Guide</i>

**BILLING:**

Betsy Houlihan ● 1.888.461.1314

**DISPLAY, CLASSIFIED, CAMP & SCHOOL ADS:**

Toni Napper ● 602.522-0778

Updated 10/06



## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to submit their advertisements electronically to our FTP or mail a copy on CD. We strongly encourage that you fax a black and white proof of your ad to 602-522-0744 for dimension purposes only.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### COMPUTER DISK SPECIFICATIONS FOR SUBMISSION OF ART WORK

Provided Media Formatted For Macintosh Computers:  
Floppy Disk, ZIP Disk, JAZ Disk, CD or DVD

#### ***Pre-Requisite Checklist For Submission:***

- All Support Files included (eps, TIFF, etc.) (Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

#### ***Specifications:***

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

*Please double check each job to make sure colors specified are colors used.*

#### ***Computer Application Program(s) Used On This Submission:***

- Adobe Illustrator
- Quark Xpress (Most Preferred)
- Aldus Freehand



## SWIMMING WORLD MAGAZINE ADVERTISING MECHANICAL REQUIREMENTS

THE AQUATIC DIRECTORY HAS DIFFERENT SPECS

### Mechanical Requirements

Trim Size: 8" x 10-3/4"

Live Area: 7" x 9-11/16"

	<b>Width</b>	<b>Depth</b>
Full page	7"	9-11/16"
2/3 page	4-9/16"	9-11/16"
1/2 page (island)	4-9/16"	7-5/16"
1/2 page (vertical)	3-5/16"	9-11/16"
1/2 page (horizontal)	7"	4-3/4"
1/3 page (vertical)	2-3/16"	9-11/16"
1/3 page (horizontal)	7"	3-1/8"
1/3 page (square)	4-9/16"	4-3/4"
1/4 page (vertical)	3-5/16"	4-3/4"
1/4 page (horizontal)	7"	2-5/16"
1/4 page (square)	4-9/16"	3-3/4"
1/6 page (vertical)	2-3/16"	4-3/4"
1/6 page (horizontal)	4-9/16"	2-1/4"
1/9 page	2-3/16"	2-1/8"
1/12 page	2-3/16"	2-1/8"

### 3 Ways to Send Us Art:

1. FTP It To Your Folder On Our Site:

Host Name: 65.110.72.225

User ID: advertising

PW: swimming

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

3. Mail It To:

Sports Publications International

Attn: Betsy Houlihan

90 Bell Rock Plaza, Suite 200

Sedona, AZ 86351

Phone: 928-284-4005

Fax: 928-284-2477