



Holidays

G I F T * G U I D E



HALO SWIM SYSTEM\$349 plus s/h
 This system targets three key factors of successful competitive swimming: High Elbow Catch, Proper Stroke Path and Race Pace Tempos. Package includes: the swim platform for prone position training; Halo templates to guide stroke technique; Sport Vector tube trainer for swim specific strength; Olympic race pace tempo training charts; and a metronome. Recommended by Sheila Taormina, 2004 Triathlon World Champion and 3-time Olympian.

www.HaloSwimTraining.com
 or Call: 800-443-8346



LIFE IS GOOD — SWIMMING T'S
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Womens' Long Sleeve In Lotus Pink and Surf Turq
 S-XL \$24.95 plus s/h
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 online at www.toadhollowathletics.com



SEA-DOO SEASCOOTER
(pool and ocean versions available)

The revolutionary new SEA-DOO® SEASCOOTER™ is the lightest and most efficient personal propeller in the world with a price that makes it hard to resist. Swimmers, snorkelers and scuba divers can experience great thrills with this environmentally friendly SEA-DOO® SEASCOOTER™. It is capable of pulling divers along the underwater world effortlessly and comfortably at up to 2 mph for over an hour. Swimmers can also use it to cover greater distances without getting tired. Features an automatic cutoff when it is released or encounters an obstruction, plus a protective grille for maximum safety.

Come and check it out at www.SwimOutlet.com
 The web's most popular swim shop!



New! HYDRO TECH 2 FINS

Hydro's latest **ALL Silicon** design. These new fins have left and right foot fit with the leading edge blade shape and a strap heel.

White Water Ventures, Inc.
 phone: 866.855.FINS • fax: 949.646.5664 • email: hydro4fins@aol.com
www.hydro.ws



Holiday Gift Guide

SHOWCASE YOUR PRODUCT

Each year *Swimming World Magazine* and *SwimmingWorldMagazine.com* offer advertisers an opportunity to promote holiday gift ideas to subscribers and visitors. October, November and December are proven peak months for buying holiday gifts. Shoppers look for those hard to find gift items and begin collecting holiday gift ideas during this period. By taking advantage of the affordably priced four-color ads and online listings, advertisers are reaching their target audience and setting their business up for a successful holiday season.

Who Will See My Advertisement?

You will reach the entire aquatic market both domestically and internationally through:

- 200,000* readers per issue of *Swimming World Magazine*
- 3,000,000 visitors per month of *SwimmingWorldMagazine.com*
- *Pass along readership has been measured at 4.16 per issue

Parents, swimmers of all ages, coaches and officials

Swimming World Magazine is endorsed by:

- American Swimming Coaches Association (ASCA)

Swimming World Magazine is the official publication for:

- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- Swimmers of America (SOA)
- U.S. Swim School Association

Swimming World Magazine is the official supplier for USA Swimming

What Do I Get?

Single Insertions - \$350 each

Approximately a 1/4 page four-color ad in *Swimming World Magazine* and *SwimmingWorldMagazine.com*.

Holiday Gift Guide Package - \$900

Includes the months of October, November and December

- Ad in *Swimming World Magazine*
- Ad on *SwimmingWorldMagazine.com* with a hyperlink to company web site

What Do You Need From Me?

Copy

50-word description of the product including a headline, price, and ordering address, phone number, fax and website

Photos

Send a digital color photo or a high-resolution jpeg (300 dpi)

Closing Dates

Swimming World Magazine

	Space	Art
October	First Friday of August	Second Friday of August
November	First Friday of September	Second Friday of September
December	First Friday of October	Second Friday of October

Ways to Send Us Art:

- FTP It To Your Folder On Our Site:
 - Host Name: 65.110.72.225
 - User ID: advertising
 - PW: swimming
- Mail to: Sports Publications International
 - Attn: Holiday Gift Guide
 - 90 Bell Rock Plaza, Suite 200 Phone: 928-284-4005
 - Sedona, AZ 86351 Fax: 928-284-2477

- E-mail It To: Advertising@SwimmingWorldMagazine.com or your Account Executive.



HOLIDAY GIFT GUIDE ADVERTISING AGREEMENT and RATES

Please print out agreement, then complete, sign at the bottom, and return by fax to: 602-522-0744

Please check the advertising option(s) below, total the amount where indicated.

A) Holiday Gift Guide ad in *Swimming World Magazine* (Circle Months) \$350 x # of Months ____ A) \$_____
October November December

C) Value Package: Agree to October, November and December \$900 B) \$_____

Total Amount Due \$_____

Acct#_____

Date_____

-----*(SPI Office Use Only)*-----

Company:_____

Representative:_____

Address:_____

City/State/Zip:_____

Telephone:_____ Fax:_____

Email:_____ Website:_____

Signature:_____ Title:_____

Credit Card: MasterCard VISA Discover

Card Number:_____ Exp. Date:_____

We will not use your credit card unless instructed, but we do require that you supply the information.

For More Information

- Phone: 602-522-0778 • Fax 602-522-0744
• Email: Advertising@SwimmingWorldMagazine.com or your Account Executive.