



2010 Swimming World Magazine Editorial Calendar*

January 2010 – *Swimming World Magazine* – Year in Review

Approximate Layout Date: Nov. 19

Swimming World Content

- 2009: The Year in Review – Swimming
- 2010: The Year in Preview - Water Polo, Open Water, Diving, Synchro
- Duel in the Pool - Manchester
- World Cup Roundup
- Golden Goggles
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Todd Schmitz, Colorado Stars
- Q&A with Top Coaches, How They Train
- Slow Speed

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

Results

- World Rankings
- Top 10 USA Short Course Rankings

February 2010 – *Swimming World Magazine* – Water Polo

Supplements: *Camp Directory Issue*

Approximate Layout Date: Dec. 19

Swimming World Content

- USA Rankings
- USA Short Course Nationals – Federal Way, Wash. (Dec. 3)
- USA Short Course Juniors – Columbus, Ohio (Dec. 10)
- Water Polo Feature
- Camp Directory
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Brian Schroeder, Ouachita Baptist
- Q&A with Top Coaches, How They Train
- So You Want To Win a Championship

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- High School State Championships Roundup
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

Results

- Fall High School State Results
- Top 10 Rankings Long Course



2010 Swimming World Magazine Editorial Calendar*

March 2010 - *Swimming World Magazine* – *NCAA Division I Preview*

Supplements: Camp Directory Issue

Approximate Layout Date: Jan 19

Swimming World Content

- 2010 NCAA Division I Men's Preview
- 2010 NCAA Division I Women's Preview
- Synchro Feature
- Camp Directory
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Dan Ross, Purdue
- Q&A with Top Coaches, How They Train
- Going For The Win

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

Results

- HS Results

April 2010 - *Swimming World Magazine* – *World Masters Swimmers of the Year*

Supplements: Aquatic Directory Issue

Approximate Layout Date: Feb. 19

Swimming World Content

- Diving Feature
- Aquatic Directory
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- World Masters of the Year
- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Kate Lundsten, Aquajets
- Q&A with Top Coaches, How They Train
- Oops: What to do when things go wrong

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

Results

- HS Results



2010 Swimming World Magazine Editorial Calendar*

May 2010 - *Swimming World Magazine* – NCAA Division I Championships

Approximate Layout Date: Mar. 19

Swimming World Content

- NCAA Women's Division I Championships – West Lafayette, Ind. (March 18-20)
- NCAA Men's Division I Championships – Columbus, Ohio (March 25-27)
- Water Polo Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Dan Flack, Baylor
- Q&A with Top Coaches, How They Train
- Team Goals

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- High School State Championships Roundup
- NCSA Junior Nationals – March 17-21
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

Results

- HS Results
- Sectional Results

June 2010 - *Swimming World Magazine* – College Roundup

Approximate Layout Date: Apr. 19

Swimming World Content

- NCAA Division II Championships – Canton, Ohio (March 10-13)
- NCAA Division III Championships – Minneapolis, Minn. (March 11-13;18-20)
- NAIA Championships – St. Charles, Mo. (March 3-6)
- NJCAA Championships – Ft. Pierce, Fla. (March 3-6)
- YMCA Short Course Nationals – Fort Lauderdale, Fla. (April 7-10)
- Synchro Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- YMCA Masters Nationals – Fort Lauderdale, Fla. (April 16-19)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Peter Wright, Middle Tyger
- Q&A with Top Coaches, How They Train
- Recruiting Trips

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- SwimmingWorld.TV On Deck Interview

Results

- HS Results



2010 Swimming World Magazine Editorial Calendar*

July 2010 - *Swimming World Magazine - Diving*

Approximate Layout Date: May 19

Swimming World Content

- Diving Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- USMS Short Course Nationals – Atlanta, Ga. (May 20-23)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Brett Hawke, Auburn
- Q&A with Top Coaches, How They Train
- Burnout: Reversing the trend

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

Results

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

August 2010 - *Swimming World Magazine – High School Swimmers of the Year*

Approximate Layout Date: Jun. 19

Swimming World Content

- 2009 Male and Female High School Swimmers of the Year
- Water Polo Annual High School Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Dan Gelderloos, Calvin
- Q&A with Top Coaches, How They Train
- Captain Selection

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup
- High School State Championships Roundup
- SwimmingWorld.TV On Deck Interview

Results

- HS Results
- Grand Prix Results



2010 Swimming World Magazine Editorial Calendar*

September 2010 - *Swimming World Magazine* – *High School National Championships*

Approximate Layout Date: Aug. 19

Swimming World Content

- National High School Championships
- High School All American Rankings
- USA Long Course Nationals – Irvine (August 3-7)
- Pan Pacific Championships – Irvine (August 19-22)
- Personality Feature
- Open Water Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge
- FINA Masters World Championships – Sweden (July 30- August 7)

Swimming Technique Content

- Feature Story: Greg Earhart, Carthage
- Q&A with Top Coaches, How They Train
- Return of the Native: Starting from scratch

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- United States Swim School Association
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

Results

- Sectional Results

October 2010 - *Swimming World Magazine* – *Synchronized Swimming* *Supplements: Prep School Directory, Holiday Gift Guide*

Approximate Layout Date: Sep. 19

Swimming World Content

- YMCA Long Course National Championships – College Park, Md. (July 26-30)
- 2010 World Synchro Championships – Tucson, Ariz. (**Dates unknown**)
- U.S. Open – (**Dates unknown**)
- USA Long Course Juniors – Irvine (Aug. 9)
- Prep School Review
- Holiday Gift Guide
- Synchro Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Dave Anderson, Schroeder YMCA
- Q&A with Top Coaches, How They Train
- Hobson's Choice: Pool time vs. Dryland

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- SwimmingWorld.TV On Deck Interview

Results

- Zone Results
- Sectional Results
- YMCA Results



2010 Swimming World Magazine Editorial Calendar*

November 2010 - Swimming World Magazine – Open Water

Supplements: Holiday Gift Guide Issue

Approximate Layout Date: Oct. 19

Swimming World Content

- Open Water Issue
- RCP Tiburon Mile
- USMS Long Course National Championships – Puerto Rico (Aug 9-12)
- NISCA High School Diving Awards
- Diving Feature
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Dave Ferris, Long Island
- Q&A with Top Coaches, How They Train
- Developing a warrior mentality

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

Results

- Open Water

December 2010 - Swimming World Magazine – Annual Awards

Supplements: Holiday Gift Guide Issue

Approximate Layout Date: Nov. 19

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 Swimmers of the Year
- Holiday Gift Guide
- Personality Feature
- Best of Morning Swim Show

SWIM Content

- Workout Card
- Meal Diary – 1/3
- World Masters Games – Sydney, Australia (Oct. 10-17)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Eric Hansen, Wisconsin
- Q&A with Top Coaches, How They Train
- What are the odds? How to compete against overwhelming odds.

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- SwimmingWorld.TV On Deck Interview

Results

- World and US Records
- World Best Times by Events

Flex Articles

* Top States (Examination of top states that develop Olympians, etc.)

* Club Spotlight (six times)

* Calendar Subject To Change Without Notice