

It all starts here!

The World's Leading Independent Resource for Swimming



ABOUT SPORTS PUBLICATIONS INTERNATIONAL

Swimming
WORLD
magazine



Swimming
WORLD
magazine.com



Swimming
WORLD
TV



Sports Publications International first published *Swimming World Magazine* - The World's Leading Independent Resource for Swimming - over a half a century ago. It was the first of a now growing family of products developed by Sports Publications International.

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 breaking news coverage from around the world.

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)
United States Swim School Association (USSSA)

For More Information Call 1-800-511-3029
E-Mail: Advertising@SwimmingWorldMagazine.com



Visit us on
Facebook

ABOUT THE WEBSITE



Since July 1996, *SwimmingWorld.com* has led the industry as the “Daily News in Swimming”. Viewers come from all over the world to get results, read breaking stories, listen to audio interviews, watch event video, interviews and daily shows. Recent upgrades allowing readers to comment on news stories has created a new interactive element to the site.

With breathtaking photos and exclusive interviews, *SwimmingWorld.com* continues its commitment to bringing its audience the most up-to-date and unbiased coverage of aquatics world-wide. *PC Magazine* rated the site as the “#1 Swimming Website” and “Best of the Internet”.

For More Information: 1-800-511-3029
Advertising@SwimmingWorldMagazine.com

Website Circulation in 2012

Average 250,00 unique visitors per month
Average over 17,234 unique visitors per day
Average 335,008 page views per day

Website Traffic Stats in 2012

Average Page Views Per User 17.97
Average Minutes Per Session 18.33
User Avg # of Visits Per Day 2.59
% of Traffic Outside USA 17.0%

2012 Olympic Stats

Visitor Sessions: 1,489,794
Unique Visitors: 605,397
Page Views: 8,476,623
Length of Visitor Session: 18:35
% of International Visitors: 45%





WEBSITE LAYOUT/TOTAL ACCESS



About Swimming World Total Access

A Total Access Subscription gives visitors unlimited access to SwimmingWorld.com and Swimming World Mobile news, plus digital access to the current and past years of *Swimming World Magazine* issues online.

All visitors get unlimited SwimmingWorld.com home page content and SwimmingWorld.TV content for free including all videos. Visitors that want to read more than 30 stories per month are required to login with Total Access.

SwimmingWorld.com is divided into six sections: News, TV, Radio, Shop, Magazine and Commentary. Each section offer visitors exclusive content throughout the day including the most recent results from all around the world, and intriguing interviews with elite swimmers. In addition, the website features "Tips on Technique," a workout database and a Premium Membership section.

WEBSITE CONTENT



News Channels: We offer 10 exclusive content areas for those that want to access High School, USA News, College, Masters, World, Syncro, Diving, Water Polo, Open Water or Industry News.

Results: Meet Directors upload results directly to our database. The ability to search meet results makes this a favorite for visitors.



Records: Readers can access records from every level of swimming including High School, College, Olympic and World Records.

Rankings: Current rankings, including All-Time Rankings, National & International, College, High School and Age Group Rankings

Tools Tech Tips: Visitors love our tools and our database of free workouts



Directories: This area contains information about the swimming market. The Aquatic Directory is seen as the "Yellow Pages" for the Aquatic industry. This area also features Camps, Prep Schools, Team Partnership and Media Kit information.

TV Shows and Events: Thousands come to our site each day to watch our Morning Swim Show, Streamlined News Performance of the Week, and our Popular Polls. Our Event Race Videos have no industry equal.

Click It. Watch It. Love It!

Swimming
WORLD TV

SWIMMINGWORLD.TV IN STUDIO



The **Morning Swim Show** is a weekday production featuring the sports most current and elite athletes and coaches. Jeff Commings and Tiffany Elias capture the best of the best who are chosen to appear on to the Morning Swim Show.



Tune in daily to Swimming World's **Streamlined News's** weekday show detailing the latest events in the aquatic world. This news segments includes the latest national and international news as it pertains to aquatic sports.



Launching it's debut in 2011, **Race Day** is Swimming World's latest program featuring a line-up of analysts and guests that bring you a **Warm-Up Show** and **Warm-Down Show** bookending elite events such as Nationals, NCAA's, Olympic Trials and the Olympic Games.



Vote online at SwimmingWorld.com to give your opinion on the **Poll of the Week** question featuring relevant and controversial subject matter. Tune in every Friday for the results!



Delivered every Tuesday, find out who had the ultimate **Performance of the Week!** Top performances range from local to international competitions. Be inspired by the greatest!



Take a look at what's new in the aquatic world with **The Industry Insider**. This dedicated platform features the latest products of Swimming World's advertisers as another way to show support for those who financially support the sport.



Watch one-on-one exclusive interviews in Swimming World's series of the **Ready Room** with host Brent Rutemiller. Get personal with some of swimming's most talented and memorable personalities.

Click It. Watch It. Love It!

Swimming
WORLD TV

SWIMMINGWORLD.TV ON LOCATION



March, 2012



2012 NCAA Division I
Men's Championships
March, 22 - March, 24



2012 NCAA Division I
Women's
Championships
March, 15 - March, 17



2012 NCAA Division II
Championships
March, 14 - March, 17

Swimming World is on the pool deck at all the major events! Find footage of prelim and finals races, session recaps, athlete interviews and more on the SwimmingWorld.TV Event landing page.

Swimming World is on location at events ranging from USS club meets to Division 1 NCAA's, USA Swimming Grand Prix and the Olympic Trials.

February, 2012



2012 Eastern
Interscholastic
Swimming and Diving
Championships
February, 24 - February, 25



2012 Virginia
Independent High School
State Championships
February, 17 - February, 18



2012 CeraVe Invitational
January, 13 - January, 15

All video content is forever archived on SwimmingWorld.TV to watch on-demand. DVDs of all material can be ordered online.

Inquire about how Swimming World can attend your event!

January, 2012



Tune in to the live broadcast or check out session previews and recaps online to find out what happened in each session of the competition. Refresh your memory of the top times, multiple victories and records broken.



Swimming World strives to interview the elite athletes at every competition to discuss performance, strategy, training and much more. Check out whose made the big screen!



Watch Swimming World's **Workout, Dryland and Technique Tips** to add to your program. Swimming World features educated coaches and athletes to help teach others in the community filmed on location and post produced in our studio.



Swimming WORLD MOBILE

NEW IN 2012

About Swimming World Mobile Total Access

Swimming World Mobile is available on smart phones by simply going to SwimmingWorld.com through your smart phone browser. This modified platform gives you quick access to all of our news channels, results, records and SwimmingWorld.TV videos.

Advertising: Our CPM for the M-Site is \$5.00 per 1,000 Impressions

Stats: Page views per month for each device:
iPhone - 325,000; Android - 120,000; Blackberry - 20,000

Ad Size: 320x50



Results | Convert Time |
Comments | Login

320 x 50

TOP STORIES

- Swimming World Moves Toward Metered Paywall

A VOICE for the SPORT



- Dryland Tip: Compact Position
- UNC Asheville Hires Elizabeth Lykins as Head Women's Swimming Coach
- CSCAA Releases Final NCAA Division II Dual Meet Polls
- Olympians In The Open

320 x 50

WORLD NEWS

- Kirsty Coventry Heading Back to Texas
- Work in Progress: Altitude Training and Adaptation in Swimming, by Dr Martin Truijens
- Rhi Jeffrey Tacks On Two More U.S. Olympic Trials Cuts in New Zealand

320 x 50

USA NEWS

- Passages: Pennsylvania's Kim Jones, 51
- Katie Hoff Returning to Coach Paul Yetter in Lead-Up to Olympic Trials
- T2 Aquatics Has Strong Outing at Al Soltis Memorial Meet





Swimming World Demographics

Age

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

Gender

52%	Female
48%	Male

Income

Median HHI \$75,000
15.9% have an annual income over \$100,000

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 wk
46% in the sport for 11 or more years
29% in the sport for less than 10 years



Magazine Print Circulation

Print Runs up to 50,000 Per Month

Magazine Digital Circulation

Downloads of over 100,000 Per Month

Most Popular Areas Visited

Home Page
Lane 9 News
Morning Swim Show
SwimmingWorld.TV
Results'Event Landing Pages
Performance of the Week
Reaction Time



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



MAGAZINE LAYOUT AND FEATURES

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. 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.



Swimming World Magazine presents complete national and international coverage of competitive aquatic sports, including open water, diving, synchro and water polo. 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 in the magazine are intriguing columns and features written by top professionals within the coaching community. *Swimming World* provides the aquatic 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.

Monthly Content

- Championship Previews and Event Analysis
- Coaching, Personalities, Technique Tips,
- Olympic, International, USA, NCAA, High School, YMCA Coverage
- Coach Interviews, Technique and Drill, Race Strategy
- Up-and-Comers, "Mixing Things Up"
- Nutrition

Regular Material

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.

Embedded TV, Audio & Commercials

Digital downloads, .PDFs and iPad versions of the magazine are often embedded with exclusive Swimming World video interviews, stories and advertisements that enrich the print component and allow advertisers to further their message

Annual Features

Every year our readers look forward to issues that include Year in Review (January), Masters Swimmer of the Year (April), NCAA Preview & Review (March/May) , Holiday Training Information (June) High School Swimmer of the Year (July), High School Team of the Year (September) and Athletes of the Year (December). USA and YMCA Nationals appear twice a year (spring and fall).

Tips on Technique

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

Mixing Things Up

Focuses on alternate training types to improve performance in the pool.

Nutrition

Section includes healthy diet choices and recipes; Mental, physical and emotional health related issues are discussed each month.

How I Coach

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

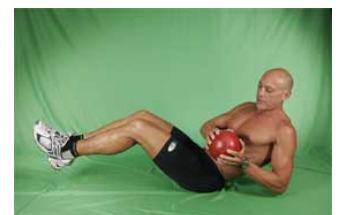
E-Roundtable and Q&A Discussions

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.



“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





Online Expanded Content



Each month Swimming World will provide an expanded version of the print magazine for online readers.

Expanded pages usually include additional photos, extended interviews, meet results, workouts and tips.

- ◆ Up To 50,000 print run and 20,000 online views monthly
- ◆ Extended Distribution at camps, clinics: Print run varies each month

Ask About Sponsoring our DIGITAL ONLY MAGAZINES

2010 NCAA D1 Women's Historical Guide



Estimated Views:
70,000

USA SWIMMING TRIALS AND OLYMPIC PREVIEW



Estimated Views:
150,000



BUNDLED EXPOSURE

Swimming World Rate Card

Swimming World combines all advertising media vehicles (print, digital, .com and .tv) into one price structure that brings more value to our advertisers and guarantees maximum exposure.

Updated September 4, 2012


 +
 
 +
 
 =
 Monthly Guarantee

4-C Print Ad	.Com Ad	.TV ad	1X	12X	Mo.Views	12xCPM
Back Cover*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,850	595,000	8.15
IFC*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,250	595,000	7.14
IBC*	.Com Lane 9 Global Ad	.TV MSS Pg Ad		\$4,250	595,000	7.14
TOC Page*	.Com Lane 9 Global Ad	.TV Streamlined News Ad		\$3,930	595,000	6.60
3 rd Page*	.Com Home Pg Ad	.TV MSS Show Ad		\$3,930	595,000	6.60
1 Page	.Com Home Pg Ad	.TV Streamlined Ad	\$3,150	\$2,550	550,000	4.63
2/3 Page	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,775	\$2,245	550,000	4.08
1/2 Island	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,615	\$2,120	550,000	3.85
1/2 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,300	\$1,675	435,000	3.85
1/3 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,150	\$1,490	435,000	3.42
1/4 Page	.Com Home Pg Ad	.TV Home Pg Ad	\$1,720	\$1,130	435,000	2.59
1/6 Page	1 Global Button		\$ 605	\$ 510	150,000	3.40
1/9 Page**	1 Global Button	-	\$ 360	\$ 315	150,000	2.10
1/12 Page**	1 Global Button	-	\$ 245	\$ 200	150,000	1.33
Classified Ad in Print (May have limit on words) and On the Website				\$ 250	(Web only is \$200)	
Partner Text Links				\$ 55		
Center Spread	Home & Lane 9 Ads	.30 Sec. Random Preroll	\$7,550	750,000	10.0	
2-Page Spread	Home & Lane 9 Ads	.30 Sec. Random Preroll	\$5,685	750,000	7.58	

* Premium Positions are sold on a 12 time schedule

** In Swim Mart section of Print Magazine

Swimming World is the Leader in Aquatic News!

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 FREE PDF downloads all year at SwimmingWorld.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.

Holiday Gift Guide

October, November and December Issues

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

Prep School Guide

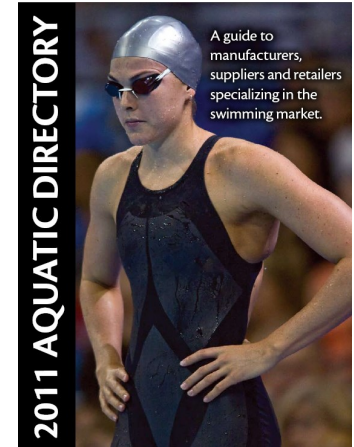
October Issue

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.

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.



"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





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.

Embedding Digital Media Options

- Audio
- Video

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

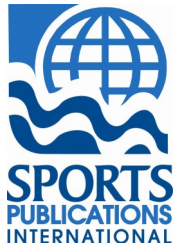
Ink-Jet Messaging

- 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 of mock-up will be needed for review with printer.*



2013 Space & Material Deadlines

Issue	Best Space	Last Chance Space	Art Due	Cover Feature	Special Inserts
January	11/09/12	11/29/12	12/06/12	<i>Kick Start Your New Year!</i>	
February	12/14/12	12/28/12	1/04/13	<i>Motivation Month</i>	<i>Summer Swim Camps</i>
March	1/11/13	1/25/13	2/07/13	<i>College Issue</i>	<i>Summer Swim Camps</i>
April	2/13/13	2/27/13	3/07/13	<i>World Masters Swimmer of the Year</i>	<i>Aquatic Directory</i>
May	3/15/13	3/29/13	4/05/13	<i>Life after College</i>	
June	4/12/13	4/30/13	5/08/13	<i>Beginner's Guide</i>	
July	5/17/13	5/31/13	6/07/13	<i>Elite Swimmers "Golden Issue"</i>	
August	6/14/13	6/28/13	7/05/13	<i>Back to School</i>	
September	7/12/13	7/31/13	8/08/13	<i>Coaches Issue</i>	<i>NISCA Insert</i>
October	8/16/13	8/30/13	9/06/13	<i>Aquatic Fashion</i>	<i>Prep School Guide</i> <i>Holiday Gift Guide</i>
November	9/13/13	10/02/13	10/09/13	<i>Open Water/Triathlete</i>	<i>Holiday Gift Guide</i>
December	10/18/13	10/30/13	11/06/13	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

BILLING:

Betsy Houlihan ● 1.888.461.1314
betsyh@swimmingworldmagazine.com

DISPLAY, CLASSIFIED, DIRECTORY ADS:

● 602.522-0778
TiffanyE@SwimmingWorld.com
Advertising@swimmingworldMagazine.com

Updated 9/04/12

Mechanical Requirements For Print and Web Ads

Effective September 1, 2011

Ad Display Size	Width	Depth	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100x2906	8" x 10-3/4	7" x 9-11/16
2/3 page	4-9/16"	9-11/16"	1369x2906		
1/2 page (island)	4-9/16"	7-5/16"	1396x2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994x2906		
1/2 page (horizontal)	7"	4-3/4"	2100x1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656x2906		
1/3 page (horizontal)	7"	3-1/8"	2100x938		
1/3 page (square)	4-9/16"	4-3/4"	1369x1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994x1425		
1/4 page (horizontal)	7"	2-5/16"	2100x694		
1/4 page (square)	4-9/16"	3-3/4"	1369x1125		
1/6 page (vertical)	2-3/16"	4-3/4"	656x1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369x675		
1/9 page	2-3/16"	2-1/8"	656x938		
1/12 page	2-3/16"	2-1/8"	656x638		

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.)

Footer: 728 x 90 Pixels for web, 7" x 1" for Print
Classified Ads: 50 Words in column inch

Electronic Specifications for Website Advertising

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

Top Banner Dimensions	728 pixels wide by 90 pixels high
SkyScraper Banner Dimensions	160 pixels wide by 600 pixels high
Block Banner 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)
All Internet 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.

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.

MPG Files MPG (.mpg) video files are available as infomercials on *SwimmingWorld.TV*. Files should be no more than :30 seconds in length. If this is of interest, please discuss with your rep, who will communicate pricing and availability.

Hyperlink Please indicate the connecting URL/http address upon sending banner

3 Ways to Send Us Art:

1. FTP It To Your Folder On Our Site:
Host Name: Advertising.swimmingworldmagazine.com
User ID: advertising
PW: swimming
2. Mail It To: Sports Publications International
Attn: Camp Directory
P.O. Box 20337 Sedona, AZ 86341
Phone: 928-284-4005 Fax: 928-284-2477
3. E-mail It To: Advertising@SwimmingWorld.com or Tiffanye@swimmingworld.com