

2013 *Swimming World Magazine* Editorial Calendar

January 2013 – *Swimming World Magazine* – Kick Start Your New Year!

- Cover Feature: Anthony Ervin
- 2012: A Picture Year in Review – All Aquatic Sports (1 USA Winter Nationals Photo)
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: Water Polo
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Intelligently Cutting Excess Weight

February 2013 – *Swimming World Magazine* – Motivation Month

Special Insert: Camp Directory

- Cover Feature: TBA
- Photo Spread of Timeless Aquatic Moments
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: USSSA
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Mental Health/Sports Psychology

March 2013 – *Swimming World Magazine* – College Issue

Special Inserts: Camp Directory

- Cover Feature: Male Top College Athlete
- 2013 NCAA Division I Men’s Preview
- 2013 NCAA Division I Women’s Preview
- 2013 NCAA Division II, III, NAIA, NJCAA Previews
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: Diving
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section –Athlete Eating Disorders

April 2013 – *Swimming World Magazine* – World Masters of the Year

Special Inserts: Aquatic Directory

- Cover Feature: Top World Master Swimmer of the Year
- World Masters of the Year
- Masters-Specific Analysis
- Cover Feature: TBA
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: USSSA
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Aging Gracefully

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May 2013 – *Swimming World Magazine* – *Life after College*

- Cover Feature: NCAA DI Winner (Male or Female)
- 2013 NCAA Men's Division I Recap
- 2013 NCAA Women's Division I Recap
- 2013 NCAA Division II, III, NAIA, NJCAA Recaps
- Cover Feature: TBA
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Up-and-Comers: Showcase of Young Talent
- "Mixing Things Up" – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: TBA

June 2013 – *Swimming World Magazine* – *Beginner's Guide*

- Picture Spread: Facility Showcase
- Cover Feature: TBA
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: Synchro
- Up-and-Comers: Showcase of Young Talent
- "Mixing Things Up" – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Checking Your Health Before Beginning Training

July 2013 – *Swimming World Magazine* – *Elite Swimmers "Golden Issue"*

- World Championships Preview
- Cover Feature: TBA
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: USSSA
- Up-and-Comers: Showcase of Young Talent
- "Mixing Things Up" – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: TBA

August 2013 – *Swimming World Magazine* – *Back to School*

- Male High School Swimmer of the Year
- Cover Feature: Female High School Swimmer of the Year
- Mini-features on High School Top 2014 Recruits
- Top 10 – High School Moments
- Defining Moments: U.S. Summer Nationals
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: Diving
- Up-and-Comers: Showcase of Young Talent
- "Mixing Things Up" – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Back-to-School Physical

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September 2013 – *Swimming World Magazine* – *Coaches Issue*

Special Inserts: NISCA

- Cover Feature: Male National High School Championships
- Female National High School Championships
- NISCA All Americans
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: USSSA
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Setting the Right Example for Your Athletes

October 2013 – *Swimming World Magazine* – *Aquatic Fashion*

Special Inserts: Holiday Gift Guide

- Cover Feature: TBA
- World Championships Review
- Defining Moments: U.S. Junior Long Course Nationals, YMCA Long Course Nationals, U.S. Open
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Sport Feature: Water Polo
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section: TBA

November 2013 – *Swimming World Magazine* – *Open Water/Triathlete*

Special Inserts: Prep School Directory, Holiday Gift Guide

- Cover Feature: Open Water
- Open Water Swimmers of the Year
- Top 10 – Open Water/Triathlete Moments
- RCP Tiburon Mile
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section - Hypothermia

December 2013 – *Swimming World Magazine* – *Annual Awards*

Special Inserts: Holiday Gift Guide

- Cover Feature: Female World Swimmers of the Year
- World Swimmers of the Year
- American, Pacific Rim, European, African, Disabled Swimmers of the Year
- Water Polo, Synchro and Diving Swimmers of the Year
- Top 10 – Swims of the Year
- Q&A, How They Train
- Technique, Strategy Feature: TBA
- Up-and-Comers: Showcase of Young Talent
- “Mixing Things Up” – Alternate Training Types to Improve Pool Performance
- Nutrition Section with Healthy Diet Choices, Recipe
- Health Section – Holiday Willpower