



It Starts Here...



# 2014 MEDIA KIT

SWIMMING WORLD MAGAZINE • SWIMMINGWORLD.COM • SWIMMINGWORLD.TV

## CONTACT INFORMATION:

advertising@swimmingworld.com  
602.522.0778

# Inside Sports Publications International



Sports Publications International first published *Swimming World Magazine* - The World's Leading Independent Resource for Swimming - over a half a century ago.

Sports Publishing International is now a multi-media business that includes print, online, TV and social media. Our staff takes pride in being the world's leading independent resource for swimming news.

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

American Swim Coaches Association (ASCA)

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: [TiffanyE@swimmingworld.com](mailto:TiffanyE@swimmingworld.com)





# Why Not Swimming World?

Swimming is a niche sport that has a place in every home in some capacity. From the competitive athlete, to the Ryan Lochte enthusiast, we represent it all. We capture the sport in timeless print AND real time, online news.

In January of 2013, our print magazine received a complete face-lift showcasing an entertaining and updated fresh look. Our content relates to competitive, fitness and lifestyle featuring in depth analysis, event previews, training, personality profiles, fitness and nutrition. *Swimming World Magazine* is read in over 179 different countries around the world and recognized as the Bible of our sport.

Our online and media properties lead the industry. [SwimmingWorld.com](#) and [SwimmingWorld.TV](#) generate over a quarter million unique visitors every month. We deliver breaking news that is trustworthy while featuring innovative articles and video content.





**SwimmingWorld**  
@SwimmingWorld FOLLOWS YOU

The world's leading independent resource for aquatic sports. The BEST coverage of the sport of swimming online and in print.  
[SwimmingWorld.com](#)


27,122  
TWEETS

761  
FOLLOWING


21,353  
FOLLOWERS

 Following






**WORLD NEWS**  
With two of his chief rivals reportedly out of the race, Ryan Lochte could have clear sailing to gold in the 200 free.



**SWTV NEWS**  
Vreeland talks about surprising even herself in the 100 free at nationals, and what it's like to be one of five Georgia swimmers on the world...



**COLLEGE NEWS**  
Rankin has shown potential to help the Gators in the distance events.

Have you checked your twitter in the last five minutes? Swimming World has created an active community across the social media platforms including Twitter, Facebook, Instagram, Pinterest and more. These platforms have become crucial to our everyday society.

While companies come and go with the tide, Swimming World's roots trace back to the 1960's. We are the past, present, and future of our sport.

Advertising dollars help support Swimming World's 24/7 mission of delivering honest, dependable, and breaking news content allowing advertisers to reach their core market.

Sincerely,  
Tiffany Elias  
Marketing Director

# About the Website

Swimming World offers a Total Access Subscription online giving 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. News content is produced 24/7 by professionals around the world.



**News Channels:** We offer 12 exclusive content areas for those that want to access High School, USA News, College, Masters, World, Syncro, Diving, Water Polo, Open Water, Pentathlon, Coaches Education 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:** Our time conversion tool is one of the most popular features on the site!

**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.

## Website Traffic Stats in 2012

Avg Page Views Per User: **13.6**

Avg Minutes Per Session: **17.30**

User Avg # of Visits Per Day: **2.40**

% of Traffic Outside USA: **17.0%**

Number Countries Visitors: **168**

## Website Circulation in 2012

Average **292,544** unique visitors per month

Average over **18,361** unique visitors per day

Average **326,936** page views per day

## 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%

# Swimming World.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 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](http://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.

Find out how you can be a title or presenting sponsor of a SwimmingWorld.TV series.  
Submit your 15-30 second preroll to play before a show!



# SwimmingWorld.TV is on location & you can be too!



Swimming World is on the pool deck at all the major events! We capture footage of prelim and finals races, session recaps, athlete interviews and more on our SwimmingWorld.TV event landing pages.

Swimming World can incorporate event sponsors, coverage sponsors, digital ads on event landing pages, lower third sponsorships and much more.

All coverage content is forever archived on SwimmingWorld.TV along with the advertising signage around the event.

## March, 2013



2013 NCAA Division I Men's Championships  
March, 28 - March, 30



2013 NISCA Convention  
March, 28 - March, 30



2013 NCAA Division I Women's Championships  
March, 21 - March, 23



2013 Speedo Champions Series, Geneva  
March, 21 - March, 24



2013 NCAA Division III Championships  
March, 20 - March, 23



2013 NISCA Junior Nationals  
March, 12 - March, 16



2013 NCAA Division II Championships  
March, 06 - March, 09

SwimmingWorld's Event landing pages include many advertising signage opportunities. Contact us now for information on how you can sponsor future events or have signage around our coverage!

# SW MOBILE 2013

## About Swimming World Mobile Total Access

Swimming World Mobile is available on smart phones by simply going to [SwimmingWorld.com](http://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](http://SwimmingWorld.TV) videos.

## Stats

Page views per month for each device:

iPhone - 576,830; Android - 190,752; Blackberry - 10,200

## Advertising & Ad Size

- Our CPM for the M-Site is \$5.00 per 1,000 Impressions
  - 320x50

The screenshot displays the mobile website for Swimming World. At the top, there is a navigation bar with links for News, TV, Results/Recs, Convert Time, and Shop. Below this is a search bar labeled 'Select A News Channel' with a 'Go!' button. The main content area features a 'TOP STORIES' section with several headlines, including 'PENTATHLON WORLD CHAMPIONSHIPS TAKE PLACE IN CHINESE TAIPEI' and 'TEAM USA WINS FINA WORLD WOMEN'S JUNIOR WATER POLO CHAMPIONSHIP'. Below the top stories is a 'SWTV NEWS' section with headlines like 'MORNING SWIM SHOW: ELIZABETH BEISEL ON TURNING 21, STARTING SENIOR YEAR' and 'STREAMLINED NEWS: PUNISHMENT IN AUSTRALIA, PREPPING FOR WORLD JUNIORS'. At the bottom, there is a 'WORLD NEWS' section with headlines such as 'ALICIA COUTTS, ELLEN GANDY CLOSE OUT AUSSIE SHORT COURSE MEET WITH COMMONWEALTH MARKS' and 'ALEX MEYER, CHRISTINE JENNINGS WIN 19-KILOMETER OPEN WATER SWIM IN POLAND'. A yellow callout bubble points to the 'TOP STORIES' section, indicating where an ad can be placed.

SwimmingWORLD MOBILE Login

News TV Results/Recs Convert Time Shop

Select A News Channel Go!

SwimmingWORLD swimshop

**TOP STORIES**

PENTATHLON WORLD CHAMPIONSHIPS TAKE PLACE IN CHINESE TAIPEI

TEAM USA WINS FINA WORLD WOMEN'S JUNIOR WATER POLO CHAMPIONSHIP

REYMOND AXEL, MARTINA GRIMALDI TAKE HOME TITLES AT FINA OPEN WATER GRAND PRIX STOP

MORNING SWIM SHOW: ELIZABETH BEISEL ON TURNING 21, STARTING SENIOR YEAR

VETERANS WIN INAUGURAL KAIWI CHANNEL SWIM

**SWTV NEWS**

MORNING SWIM SHOW: ELIZABETH BEISEL ON TURNING 21, STARTING SENIOR YEAR

STREAMLINED NEWS: PUNISHMENT IN AUSTRALIA, PREPPING FOR WORLD JUNIORS

POLL OF THE WEEK: A CURRENT IN THE WORLD CHAMPIONSHIPS POOL? (RESULTS)

MORNING SWIM SHOW: PREVIEWING WORLD JUNIOR SWIMMING CHAMPIONSHIPS

STREAMLINED NEWS: HEADLINES FROM AROUND THE WORLD

[More SWTV News...](#)

**WORLD NEWS**

ALICIA COUTTS, ELLEN GANDY CLOSE OUT AUSSIE SHORT COURSE MEET WITH COMMONWEALTH MARKS

ALICIA COUTTS RATTLES WORLD RECORD; TAKES DOWN COMMONWEALTH STANDARD

ALEX MEYER, CHRISTINE JENNINGS WIN 19-KILOMETER OPEN WATER SWIM IN POLAND

[More World News...](#)

USA NEWS

Your ad  
Here!

# Swimming World Demographics

## Age

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

## Gender

52% Female

48% Male

## Income

Medium HHI 75,000

15.9% ave annual income \$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 week

46% in the sport for 11+ years

29% in sport for less than 10 yrs

## Other Sports Our Readers Participate In

48% Weight Training

42% Bicycling

36% Running

21% Skiing

20% Triathlons

14% Scuba/Skin Diving

13% Aerobics

*The following information was compiled from a subscriber survey.*



## Magazine Print Circulation

Monthly Print Run up to 50,000

## Magazine Digital Circulation

Monthly Downloads of over 100,000

## Most Popular Areas Visited

Home Page

Lane 9 News

Time Conversion Tool

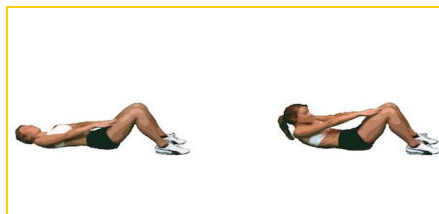
Morning Swim Show

SwimmingWorld.TV

Results'Event Landing Pages

Performance of the Week

Reaction Time Comments





# Regular Print Content

*Swimming World Magazine* is not only written for the competitive and fitness swimmer but also coaches, parents and swimming enthusiasts. Our international coverage reaches all aquatic disciplines including open water, water polo, diving and synchro. Our regular content keeps the reader returning!

## 01. 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. The topics are sure to spark interest and debate.

## 02. 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), 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).

## 03. Tips on Technique

"Tips on Technique" provides pictorial reference tips on specific stages in the water or exercises on land.

## 04. How They Train

Elite coaches from around the world share their coaching philosophy and sample workouts with our readers.

## 05. Up and Comers

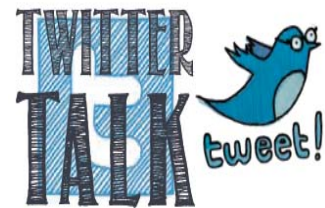
Keep an eye on the young talent in the country who are already making a big impact.

## 06. Nutrition and Health

Section includes healthy diet choices and recipes from Olympian Garret Weber-Gale; Mental, physical and emotional health related issues are discussed each month.

## 07. Personality Features

Intriguing columns that provide insight into the life and training of elite or well-known athletes.



*"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 FREE PDF downloads all year at [SwimmingWorld.com](http://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 SCHOOLS

...It's all about the Student-Athletes



Sport academics offer exceptional opportunities for both athletic and academic college scholarships.

The phenomenon of college sports is difficult to grasp without first understanding the concept of the student-athlete. In the past, the student-athlete was a student who played sports. Today, the student-athlete is a student who plays sports and is also a student-athlete. The student-athlete is a student who plays sports and is also a student-athlete. The student-athlete is a student who plays sports and is also a student-athlete.

## 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.



# Expanded Online Content



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

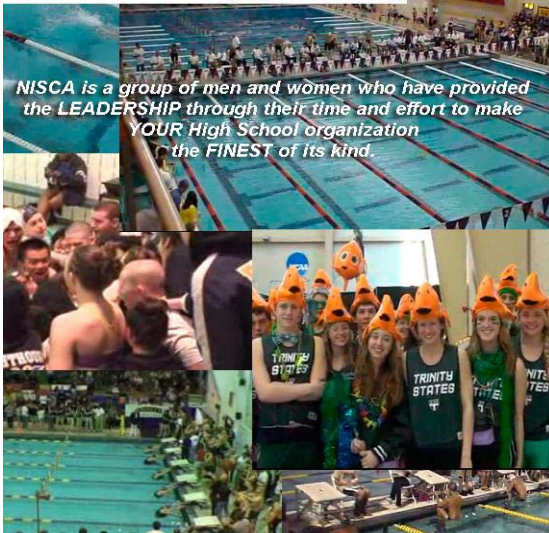
Expanded pages include additional photos, extended interviews, meet results, workouts and tips. Content can also include advertisements that enrich the print component and allow advertisers to further their message.

Contact us to sponsor unique opportunities!

## Ask About Sponsoring our Digital *Only* Special Issues!

### 2013 NCAA Division 1 Men and Women Notes Issue

**NCAA NOTES**  
Sponsored By  
National Interscholastic  
Swimming Coaches  
Association of America, Inc.



Estimated Views:

70,000

### USA Swimming Trials and Olympic Preview Issue



Estimated Views:

150,000



# Swimming World Rate Card

## BUNDLED EXPOSURE

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

*Updated September 1, 2013*



4-C Print Ad	.Com Ad	.TV ad	1X	12X
Back Cover*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,850
IFC*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,250
IBC*	.Com Lane 9 Global Ad	.TV MSS Pg Ad		\$4,250
TOC Page*	.Com Lane 9 Global Ad	.TV Streamlined News Ad		\$3,930
3 <sup>rd</sup> Page*	.Com Home Pg Ad	.TV MSS Show Ad		\$3,930
1 Page	.Com Home Pg Ad	.TV Streamlined Ad	\$3,150	\$2,550
2/3 Page	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,775	\$2,245
1/2 Island	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,615	\$2,120
1/2 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,300	\$1,675
1/3 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,150	\$1,490
1/4 Page	.Com Home Pg Ad	.TV Home Pg Ad	\$1,720	\$1,130
1/6 Page	1 Global Button		\$605	\$510
1/9 Page**	1 Global Button	-	\$360	\$315
1/12 Page**	1 Global Button	-	\$245	\$200

\* Premium Positions are sold on a 12 time schedule

\*\* In Swim Mart section of Print Magazine

Classified Ad in Print (*May have limit on words*) and On the Website \$ 250 (*Web only is \$200*)

Partner Text Links \$ 55/ month

Center Spread Home & Lane 9 Ads .30 Sec. Random Preroll \$7,550

2-Page Spread Home & Lane 9 Ads .30 Sec. Random Preroll \$5,685

**Swimming World is the Leader in Aquatic News!**

# **2014** **SPACE & MATERIAL DEADLINES**

<b>Issue</b>	<b>Best Space</b>	<b>Last Chance Space</b>	<b>Art Due</b>	<b>Cover Feature</b>	<b>Special Inserts</b>
<b>January</b>	11/08/13	11/28/13	12/05/13	<i>Kick Start Your New Year!</i>	
<b>February</b>	12/13/13	12/27/13	1/03/14	<i>Motivation Month</i>	<i>Summer Swim Camps</i>
<b>March</b>	1/10/14	1/24/14	2/07/14	<i>College Issue</i>	<i>Summer Swim Camps</i>
<b>April</b>	2/13/14	2/28/14	3/06/14	<i>World Masters Swimmer of the Year</i>	<i>Aquatic Directory</i>
<b>May</b>	3/14/14	3/28/14	4/04/14	<i>Life after College</i>	
<b>June</b>	4/11/14	4/29/14	5/07/14	<i>Beginner's Guide</i>	
<b>July</b>	5/15/14	5/28/14	6/06/14	<i>Elite Swimmers "Golden Issue"</i>	
<b>August</b>	6/13/14	6/27/14	7/04/14	<i>Back to School</i>	
<b>September</b>	7/11/14	7/30/14	8/07/14	<i>Coaches Issue</i>	<i>NISCA Insert</i>
<b>October</b>	8/15/14	8/29/14	9/05/14	<i>Aquatic Fashion</i>	<i>Prep School Guide Holiday Gift Guide</i>
<b>November</b>	9/12/14	10/01/14	10/08/14	<i>Open Water/Triathlete</i>	<i>Holiday Gift Guide</i>
<b>December</b>	10/17/14	10/29/14	11/06/14	<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

# Mechanical Requirements For Print and Web Ads

Effective September 1, 2013

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	<b>NOTE:</b> 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	
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		

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), PNG (.png)

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. Pricing and availability varies.

**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: Betsy Houlihan

P.O. Box 20337 Sedona, AZ 86341

Phone: 928-284-4005 Fax: 928-284-2477

3. E-mail It To: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com) or [Tiffany@swimmingworld.com](mailto:Tiffany@swimmingworld.com)