

Swimming WORLD m a g a z i n e

2009 Swimming World Magazine Editorial Calendar*

January 2009 – *Swimming World Magazine*

Approximate Layout Date: Nov. 19

Swimming World Content

- 2008: The Year in Review – Swimming
- 2009: The Year in Preview - Water Polo, Open Water, Diving, Synchro
- World Cup Roundup
- Golden Goggles
- Bob Bowman Feature
- 50⁺ Celebration – 1951-60, Birth of Swimming World/Junior Swimmer
- Now and Then – Personality feature comparing historic figure to current figure

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: Mark Minier, Swim Atlanta
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Depth of Swimming Performances

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month

Results

- World Rankings
- Top 10 USA Short Course Rankings

February 2009 – *Swimming World Magazine*

Supplements: *Camp Directory Issue*

Approximate Layout Date: Dec. 19

Swimming World Content

- USA Rankings
- USA Short Course Nationals – Atlanta, Ga. (Dec. 4)
- USA Short Course Juniors – Austin, Texas (Dec. 11)
- 50⁺ Celebration – 1960-64
- Now and Then – Personality feature comparing historic figure to current figure
- Water Polo Feature
- Camp Directory

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: Chuck Batchelor, Bluefish
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Swimming Performances from Trials to Olympics

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- High School State Championships Roundup
- United States Swim School Association

Results

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

Swimming WORLD m a g a z i n e

March 2009 - Swimming World Magazine

Supplements: Camp Directory Issue

Approximate Layout Date: Jan 19

Swimming World Content

- 2009 NCAA Division I Men's Preview
- 2009 NCAA Division I Women's Preview
- 50⁺ Celebration – 1964-68
- Now and Then – Personality feature comparing historic figure to current figure
- Synchro Feature
- Camp Directory

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: Steve Bultman, Texas A&M
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Evaluation of Energy Zones

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month

Results

- HS Results

April 2009 - Swimming World Magazine

Supplements: Aquatic Directory Issue

Approximate Layout Date: Feb. 19

Swimming World Content

- 50⁺ Celebration – 1968-72
- Now and Then – Personality feature comparing historic figure to current figure
- Diving Feature
- Aquatic Directory

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: Kathy Aspaas, Minot Swim Club
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- New Swim Power Test

Junior Swimmer Content

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

Results

- HS Results

Swimming WORLD m a g a z i n e

May 2009 - *Swimming World Magazine*

Approximate Layout Date: Mar. 19

Swimming World Content

- NCAA Women's Division I Championships – College Station, Texas (March 19-21)
- NAIA Championships – (March 4-7)
- 50⁺ Celebration – 1972-76
- Now and Then – Personality feature comparing historic figure to current figure
- Water Polo Feature

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: Ted Salade, Poseidon
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Digitizing the Swimming Stroke: Backstroke

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 National – March 17-21

Results

- HS Results
- Sectional Results

June 2009 - *Swimming World Magazine*

Approximate Layout Date: Apr. 19

Swimming World Content

- NCAA Men's Division I Championships – College Station, Texas (March 26-28)
- NCAA Division II Championships – Houston, Texas (March 11-14)
- NCAA Division III Championships – Minneapolis, Minn. (March 18-21)
- NJCAA Championships – Buffalo, NY. (March 4-7)
- YMCA Short Course Nationals – Fort Lauderdale, Fla. (April 6-9)
- 50⁺ Celebration – 1976-80
- Now and Then – Personality feature comparing historic figure to current figure
- Synchro Feature

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: Mike Gobrecht, West Shore YMCA
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Digitizing the Swimming Stroke: Breaststroke

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- United States Swim School Association

Results

- HS Results

Swimming WORLD m a g a z i n e

July 2009 - Swimming World Magazine

Approximate Layout Date: May 19

Swimming World Content

- 50⁺ Celebration – 1980-84
- Now and Then – Personality feature comparing historic figure to current figure
- Diving Feature
- Water Polo Annual High School Awards

SWIM Content

- Workout Card
- Meal Diary – 1/3
- USMS Short Course Nationals – Fresno, Calif. (May 7-10)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

Swimming Technique Content

- Feature Story: Kevin Kinel, Chesterton High
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Digitizing the Swimming Stroke: Butterfly

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- United States Swim School Association

Results

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

August 2009 - Swimming World Magazine

Approximate Layout Date: Jun. 19

Swimming World Content

- 2008 Male and Female High School Swimmers of the Year
- 50⁺ Celebration – 1984-88
- Now and Then – Personality feature comparing historic figure to current figure
- Open Water Feature

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: Nick Nichols, Amherst
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Digitizing the Swimming Stroke: Freestyle

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup
- High School State Championships Roundup

Results

- HS Results
- Grand Prix Results

Swimming WORLD m a g a z i n e

September 2009 - *Swimming World Magazine*

Approximate Layout Date: Aug. 19

Swimming World Content

- National High School Championships
- High School All American Rankings
- FINA World Championships – Rome, Italy (July 19 – August 2)
- USA Long Course Nationals – Indianapolis (July 7)
- 50⁺ Celebration – 1988-92
- Now and Then – Personality feature comparing historic figure to current figure
- Synchro Feature

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: Maviel Sampaio, North Dakota
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Biological Maturation and Age Group Training

Junior Swimmer Content

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

Results

- Sectional Results

October 2009 - *Swimming World Magazine*

Supplements: *Prep School Directory, Holiday Gift Guide*

Approximate Layout Date: Sep. 19

Swimming World Content

- YMCA Long Course National Championships – College Park, Md. (July 28-31)
- U.S. Open – Federal Way, Wash. (Aug. 4-9)
- USA Long Course Juniors – Federal Way, Wash. (Aug. 10)
- Prep School Review
- Holiday Gift Guide
- 50⁺ Celebration – 1992-96
- Now and Then – Personality feature comparing historic figure to current figure
- Diving Feature

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: Robin Jacobs, Winston-Salem YMCA
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Using Lactate to Guide Training

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**

Results

- Zone Results
- Sectional Results
- YMCA Results

Swimming WORLD m a g a z i n e

November 2009 - *Swimming World Magazine*

Supplements: *Holiday Gift Guide Issue*

Approximate Layout Date: Oct. 19

Swimming World Content

- Open Water Issue
- RCP Tiburon Mile
- USMS Long Course National Championships – Indianapolis (Aug 6-10)
- 50+ Celebration – 1996-00
- Now and Then – Personality feature comparing historic figure to current figure
- Diving Junior National Awards
- Water Polo Feature

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: Mike DeBoor, Lakeside
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Optimizing Recovery to Improve Performances

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**

Results

- Open Water

December 2009 - *Swimming World Magazine*

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
- 50+ Celebration – 2000-04 and beyond
- Now and Then – Personality feature comparing historic figure to current figure
- Holiday Gift Guide

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: David and Bob Hauck, St. Olaf's
- Q&A with Top Coaches, How They Train
- Strategy/Planning
- Technique Spread
- Long-Term Performance Progression in Elite Level Swimmers

Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**

Results

- World and US Records
- World Best Times by Events

*Calendar Subject To Change Without Notice