



ABOUT THE MAGAZINE

First published in January of 1960, *Swimming World Magazine* is a premier swimming magazine in the World and is recognized as an Official Supplier of USA Swimming, endorsed by American Swimming Coaches Association (ASCA) and the Official Publication of:

- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- Swimmers of America (SOA)
- United States Swim School Association

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. Each issue features content within four sections: Swimming World, Swimming Technique, SWIM and Junior Swimmer. 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, Self-Coached Swimmer, N.A.G. Record Setters, Swimmers of the Month and Results.

Monthly print runs are up to 50,000, with pass-along readership measuring at 4.16 readers per issue totaling 208,000.

THE MAGAZINE LAYOUT



Swimming World Magazine presents complete national and international coverage of competitive swimming. 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 as a section within the magazine, *Swimming Technique*, offers intriguing columns and features written by top professionals within the coaching community. *Swimming Technique* provides the swimming 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.

The SWIM section focuses on helping to enhance readers' quality of life through incorporating swimming into the lifestyle. Topics are relevant to any adult swimmer ranging from the twice-a-week fitness swimmer to the nationally ranked competitor. Features encourage and reinforce a lifestyle in which overall fitness is a major priority.

Read About

Swimming World Section

- ⇒ Coaching
- ⇒ Personalities
- ⇒ Technique Tips
- ⇒ High School/YMCA Coverage

Swim Section

- ⇒ Health Waves
- ⇒ Masters Stories
- ⇒ The Self-Coached Swimmer

Swimming Technique Section

- ⇒ Coach Interviews
- ⇒ Technique and Training Drills
- ⇒ Race Strategies

Junior Swimmer Section

- ⇒ N.A.G. Record Setters
- ⇒ Swimmers of the Month
- ⇒ Results



Features

Swimming World Magazine articles are written by top journalists and swimming experts, *Swimming World Magazine* focuses on in-depth interviews with athletes and coaches. The latest coverage of High School, Club, College and World Class events; and connects generations of swimmers around the world through a sometimes retrospective look at the sport.

Features within the *Swimming Technique* section develop content from interviews with top national and international coaches. Reporters investigate training philosophies and how they are integrated into a successful swimming programs, seen within "Coach Interviews". Other articles focus on many technique related topics including the science behind the sport, exercise physiology, biomechanical innovations and dryland training.

The *SWIM* section hones in all aspects of fitness and how it applies to swimming. Realizing that swimming and fitness are lifestyle choices, editorial staff focuses on topics that are specific to all levels of adult swimmers. Those who enjoy fitness swimming, to swimmers who swim regularly in competitions and other athletic events find value in these articles. Articles focus on dryland training, open water and triathlete workouts, technique tips and nutrition.

"Your organization is THE VOICE of swimming. I have been a subscriber since the sixties and always will."

"Thanks for doing what you do!" ~ Dave Smalley



Regular Material

Voice for the Sport

Dr. Phillip Whitten, the Chief Media Officer of *Swimming World Magazine* contributes personal commentary to keep the swimming community updated on a recent swimming issue. Whether he is voicing his opinion, provoking discussion or simply presenting the facts, his topics and opinions are sure to spark interest and possibly debate.



Still Kicking

Highlights past accomplishments of retired swimming stars and their current activities and lifestyle. Most recent articles for this section have been written about Jesse Vassallo, Debbie Meyer, Matt Biondi, Mary T. Maher, Tracy Caulkins, Don Schollander among others.

Tips on Technique

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



Lane 9

Focuses on news within the sport ranging from coaching hires, swimming honors, personal accomplishments, recruiting and much more.

Health Waves—The Aqua-Active Lifestyle

Short snippets within the SWIM section of the magazine highlighting information and news that promotes a active and healthy life.

How I Coach

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

Survive and Thrive

A monthly feature written by P.H. Mullen highlighting athletes from all walks of life who have survived major health issues that affected the passion they have for their sport.

"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

E-Roundtable 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.



For the Record

Results highlighting national, international and age group meets from around the world.

Calendar

Competitions from around the world and across the country for the young and the young at heart.

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 PDF downloads at SwimmingWorldMagazine.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.

Hard copy distribution: Up to 75,000.

Holiday Gift Guide

October, November and December Issues

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

Hard copy distribution: Up to 150,000

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.

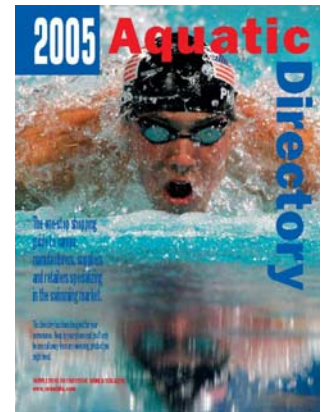
Hard copy distribution: Up to 50,000

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.

Hard copy distribution: Up to 100,000



"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



READER PROFILE

Age

20%	8—29
50%	30—49
20%	50—59
10%	60+

Gender

46%	Female
54%	Male

Income

Median HHI \$75,000

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

Education

88%	College Degree
46%	Post-Graduate Degree
18%	PHD or other professional degrees

Commitment to Swimming

88% reported swimming three or more times per week

46% have been active in the sport for 11 or more years

29% have been active in the sport for less than 10 years

Commitment to Swimming World

41% save issues of *Swimming World* for future reference



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

Swimming Demographics

OVER 2,600,000 SWIMMERS PARTICIPATE ANNUALLY IN THE SPORT

Population	Swimmer Profile	Est. # of Athletes	Swim Season
Summer Leagues	6 - 17	2,000,000	May - August
USA Swimming	7 - 28	290,000	Year Round
High School	14 - 18	217,000	Varies by State
USMS	18—100+	42,000	Year Round
YMCA	6 - 17	39,000	Oct. - April
NCAA	18 - 24	15,000	Oct. - March
TOTAL:		2,603,000	

Championship Swimming Meets—Economic Impact

Spending reports for a championship swimming meets (excluding Olympic Trials and World Championships), include USA Swimming Nationals, NSCA Junior National Championships, USA Swimming Sectional Meets, Masters National Championships, regional and zone competitions. The average attendance at these meets is 1,850 people and is comprised of athletes, parents, coaches and officials.

Hotel Revenue **\$333,000**

Based on 1,850 people for six days

Airfare **\$296,000**

Based on an average of \$160/person

Rental Car Revenue **\$101,250**

Based on 337 vehicles rented for six days

Other Revenue **\$330,000**

Includes food, beverage, souvenirs, entertainment and other miscellaneous purchases.

Total Economic Impact/Meet **\$1,060,250**

Expenses may be adjusted to more closely represent costs in different cities.

