



### Swimming World.com

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.

### Swimming World Magazine

Presents national and international coverage of competitive aquatic sports, including competitive swimming, open water swimming, diving, artistic swimming, and water polo.

### Swimming World Socials

Swimming World utilizes Instagram, TikTok, Facebook, Twitter, and Pinterest to grow our brand and others. It is important to SW to bring entertainment and awareness to the aquatics community.

# 2022 Audience

## Swimmingworld

- 1 Million Sessions/Month
- 650,000 Users/Month
- Average Session Length: 2 Minutes
- 66% of Users in the United States
- 238 Countries Reached
- 59% of Users Between ages 18-44



# 2022 Audience Cont.

## Social Media

- 750,000 followers across all platforms
- Average 4.5 Million Accounts Reached per Month
- Average 650,000 Monthly Engagements



# Swimming World Rate Sheet

## SwimmingWorld.com Ads

*All rates listed are monthly ads rotated every 12-24 seconds	2600 x 360 Banner Ad on Homepage & every story on SwimmingWorld.com	300 x 250 Block Ad on every story on SwimmingWorld.com (Mobile and Desktop)	300 x 250 Block Ad on every story on SwimmingWorld.com (Desktop Only)	400 x 375 Homepage Block Ad on SwimmingWorld.com
\$2,500 per month	X			
\$1,500 per month		X		
\$1,000 per month			X	
\$1,000 per month				X



# Swimming World Rate Sheet

## SwimmingWorld.com Specialty Ads

\$1,000 per blast - Dedicated E-Mail to Our Email List

\$600 per month - Banner or Block Ad on Swim Time Converter Page

\*<https://www.swimmingworldmagazine.com/time-conversion>

\$400 per newsletter - Block Ad in Weekly Email Newsletter

\$300 per month - Banner Ad on Results Page

\*<https://www.swimmingworldmagazine.com/results/>

\$250 per month - Banner Ad on Specific News Category

## Additional Advertising Options

\$2,000 per article - Advertorial

\*Article posted on SW.com, Shared to all social media channels

\$2,500 per article - Advertorial + Email Newsletter Insertion

\*Article posted on SW.com, Shared to all social media channels, included in email newsletter

# Swimming World Rate Sheet

## Social Media

\$5,000 Video Reel - TikTok, Instagram, Pinterest, Facebook, Twitter

\$3,000 Photo Feed Post - Instagram, Pinterest, Facebook, Twitter

\$2,000 Story Post - TikTok, Instagram, Pinterest, Facebook

\*Packages Available

\$2,500 Motivation Monday - TikTok, Instagram, Pinterest, Facebook

\$2,500 Would You Rather Wednesday - TikTok, Instagram, Pinterest, Facebook

\$5,000 Instagram Takeover Friday - TikTok, Instagram, Pinterest, Facebook

\$7,500 Full Week Takeover Socials Only - Includes Motivation Monday, WYR Wednesday, Instagram Takeover Friday

\$10,000 Full Week Takeover Including Article -Includes Motivation Monday, WYR Wednesday, Instagram Takeover Friday, PLUS-Featured article on [SwimmingWorld.com](http://SwimmingWorld.com)

\*Packages Available



# Socials-Instagram

SWIMMINGWORLD MAG Posts

swimmingworldmag

**This Week's College Commitments!**

**#committedSW**

View insights Boost post

Liked by swimmerblair and 1,426 others

swimmingworldmag Here at Swimming World, we'd like to give a quick shoutout to some athletes publicly committing to the next level of their academic and athletic... more

View all 7 comments

lucy.r.thomas YES AVAAAA @avagoodno

swimmerblair Congratulations 🎉🎉

3 days ago

Your story 6h

**SWIMMING WORLD**

Sarah Sjostrom Planning For Sixth Olympic Games At LA 2028: "I Think I Am Going To Continue For Much Longer"

[SWIMMINGWORLD MAGAZINE.COM](https://swimmingworldmagazine.com)

Activity Boost Highlight More

Reels

Are you watching this in water?

swimmingworldmag

Have you guys seen the latest swim tech from ...

lingworldmag · Original · 2 people

swimmingworldmag 9+

4,755 Posts 139K Followers 3,020 Following

**Swimming World Magazine**  
News & media website  
The World's Most Trusted Source For Aquatic News | Est. 1960 | College commits link in bio  
Website: [SwimmingWorld.com](https://SwimmingWorld.com)  
[Ink.bio/swimmingworldmag/](https://Ink.bio/swimmingworldmag/)  
1 Hall of Fame Dr., Fort Lauderdale, Florida

View shop Edit profile

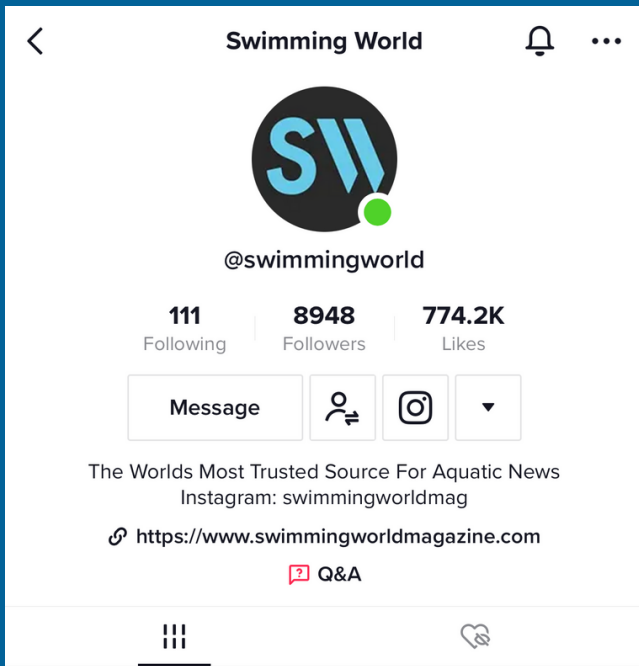
Ad tools Insights Email

Univ. Takeo... '22 Confere... Univ. Takeo... Univ. Takeo... Univ. Takeo...

FEELING FOR THE COMPETITIVE EDGE FOR SWIMMERS? EXCITING OFFER! **FREE WEBINAR FOR PARENTS AND SWIMMERS**

Are you a student-athlete? Do you want to do an Instagram takeover? **THE INTERNATIONAL SWIMMING HALL OF FAME (ISHOF) IS SEEKING NOMINATIONS FOR ITS BOARD OF DIRECTORS**

# Socials-TikTok, Facebook & Pinterest



Swimming World

@swimmingworld

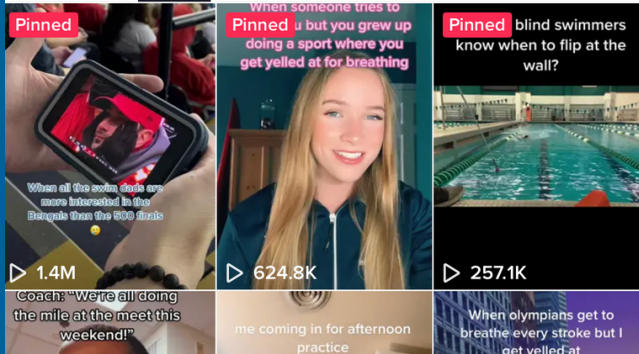
111 Following | 8948 Followers | 774.2K Likes

Message

The Worlds Most Trusted Source For Aquatic News  
Instagram: swimmingworldmag

<https://www.swimmingworldmagazine.com>

Q&A



Pinned

When someone tries to do a sport where you get yelled at for breathing

Pinned

blind swimmers know when to flip at the wall?

1.4M

624.8K

257.1K

Coach: "We're all doing the mile at the meet this weekend!"

me coming in for afternoon practice

When olympians get to breathe every stroke but I get yelled at



Swimming World

Posted by Swimming World News  
6h · 🌐

Great Races: When Teammates Gary Hall Jr. and Anthony Ervin Shared Olympic Gold In 50 Freestyle



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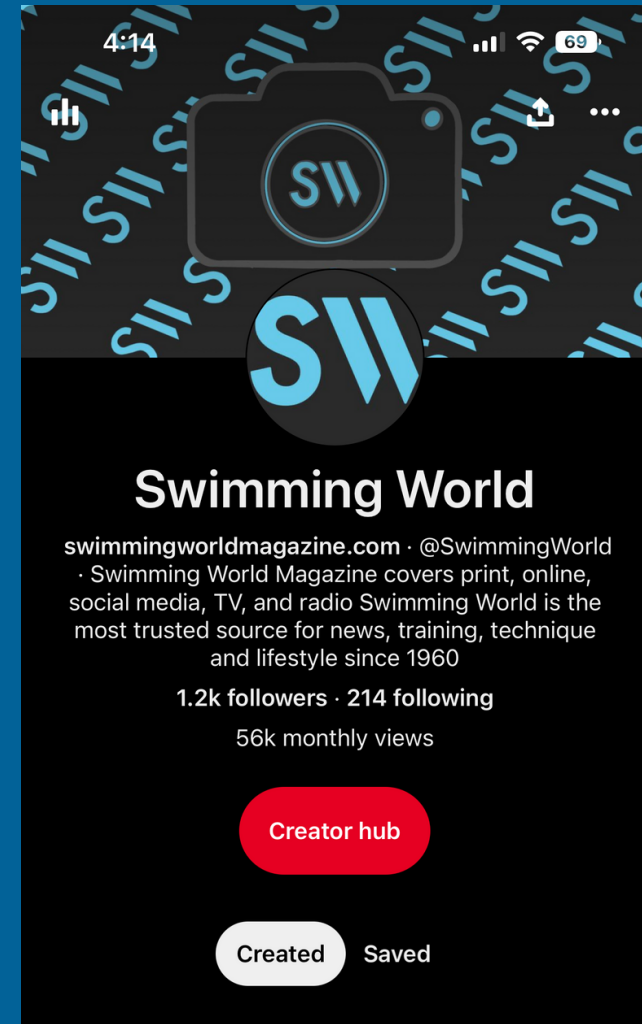
Great Races: When Teammates Gary Hall Jr. and Anthony Ervin Shared Olympic Gold In 50 Freestyle

54 Likes · 2 comments · 1 share

Like · Comment · Share

9,520 people reached >

Boost post



4:14

69

Swimming World

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Swimming World Magazine covers print, online, social media, TV, and radio Swimming World is the most trusted source for news, training, technique and lifestyle since 1960

1.2k followers · 214 following

56k monthly views

Creator hub

Created · Saved