



# The **NEW** Aquatic Directory

## ONE COMPANY LISTING ON 5 MEDIA PLATFORMS

Swimming World's annual *Aquatic Directory* is considered the "Who's Who" within the aquatic industry! Your \$500 listing will appear in 5 places: Year-Round at [SwimmingWorld.com/AquaticDirectory](http://SwimmingWorld.com/AquaticDirectory), *Swimming World Magazine's Aquatic Directory*, *Swimming World Biweekly's Aquatic Directory*, *Swimming Technique Magazine's Aquatic Directory* and articles on [SwimmingWorld.com](http://SwimmingWorld.com). Combined Circulation Will Be Over 600,000

### [SwimmingWorld.com Listing](#)

Select Category

- Athlete Apparel
- Parkas
- Swimwear
- T-Shirts
- Team Bags
- Team Gear
- Towels
- Warmups
- Athlete Training Gear
- Caps
- Caps - Water Polo
- Fins
- Goggles
- Hand Paddles
- Kickboards
- Pull Buoys
- Snorkles
- Speed Assist
- Stretch Cords
- Swim-in-Place
- Tethered Devices
- Video Equipment
- Awards
- Ribbons and Medals
- Trophies and Plaques
- Competition Equipment
- Backstroke Flags
- Lane Lines and Reels
- Lap Counters
- Timing Systems
- Water Polo Balls
- Search More ...

More ...

**AQUATIC DIRECTORY**

**AWARDS AND AWARDS DISPLAY**  
 Hardy Awards  
 800-688-3774 ..... [www.hardyawards.com](http://www.hardyawards.com)  
 Hardy Awards is a family-owned company that has 20 years of success in providing organizations and businesses that want award level. From ribbons, medals, trophies and plaques to crystals, pins, full color awards and personalized items, Hardy Awards provides unlimited opportunities for organizations to recognize and reward those who excel. Our creative design, excellent products and competitive prices have positioned us to be a leader throughout the award industry as well in being recognized for our high quality and excellent service. Our award location and timely deliveries ensure our products arrive within the time frame that you need them.

**AWARDS MEDALS & AWARDS**  
 800-331-7383 ..... [www.mymedal.com](http://www.mymedal.com)

**SwimOutlet.com**  
 800-691-4045 ..... [www.swimoutlet.com](http://www.swimoutlet.com)  
 SwimOutlet.com is the largest online specialty shop for swimming, water polo, fashion, beach,

and surf products in the US. For over 10 years, SwimOutlet has focused on delivering the best online shopping experience with the best value. Their success and very positive and dependent on the repeat orders and word of mouth recommendations of loyal, satisfied customers.

**MAGAZINES**  
 Swimming World Magazine  
 800-717-3029 ..... [www.swimmingworld.com](http://www.swimmingworld.com)

**CAPS**  
 Agon Sport LLC  
 877-719-9403 ..... [www.agonswim.com](http://www.agonswim.com)

**FINN**  
 Finn ..... [www.finnswim.com](http://www.finnswim.com)

**FINN SWIMMERS**  
 800-441-0181 ..... [www.daffinswim.com](http://www.daffinswim.com)

**FINN**  
 888-333-4647 ..... [www.finnswim.com](http://www.finnswim.com)

**SpeedUSA**  
 800-691-4045 ..... [www.speedusa.com](http://www.speedusa.com)

**SwimOutlet.com**  
 800-691-4045 ..... [www.swimoutlet.com](http://www.swimoutlet.com)

**FINN**  
 800-252-7879 ..... [www.finnswim.com](http://www.finnswim.com)

**Global Aquatics**  
 646-374-2338 ..... [www.globalaquatics.com](http://www.globalaquatics.com)  
 Dr. Jim Finck is a world-famous Olympic swimming coach. When Jim joined the International Swimming Hall of Fame as the head of the USA Olympic National Training Center at the 2000 Olympics for his 42 years of contributions to the sport, Jim was recognized as the top of swimming in America to follow Jim's lead. Jim's 2000 Olympic medal and his 2004 Olympic medal are proof of his success. Jim's swimwear has helped many athletes reach their goals. Jim's swimwear is made of the highest quality materials and is designed for performance. Jim's swimwear is made of the highest quality materials and is designed for performance. Jim's swimwear is made of the highest quality materials and is designed for performance.

**New Kick! New Times!**

**Power Bags**

- Hip-Driven Kicks
- All 4 Strokes
- Body dolphin power
- Less knee bend
- 2 sizes - heavy/light

**swimmersbest.com**

**SWIMMING TECHNIQUE**

**RYAN HOFFER:**  
 UNDERWATER SECRETS FROM THE YOUNG GUN

**IN THIS ISSUE:**  
 THE ROLE OF THE BIOMECHANIST  
 SPORT PSYCHOLOGY & COACHING  
 CHALLENGING DISTANCE SETS

**SWIMMING WORLD**

**OUR OLYMPIC REPORT CARD**

**FRANK BUSCH**  
 USA Swimming  
 Mastermind Spokes

**COO MILLER**  
 Gold Medal  
 Nutrition/Secrets

**OUR ANNUAL PREP SCHOOL RINGS**

**MAKING THE GRADE**

Now that the Olympics are over, we tell you who made the honor roll!

**SPECIAL EDITION**

**SWIMMING BIWEEKLY**

**USA SWIMMING**

**THE HISTORY OF THE GOLDEN GOGGLES**

IN THIS ISSUE WE LOOK BACK AT ALL PAST GOLDEN GOGGLE WINNERS. PLUS WE LET YOU KNOW WHO TOOK HOME THE HARDWARE THIS YEAR AT USA SWIMMING'S GALA AWARD SHOW.

PLUS OUR 2016 RED CARPET PHOTO GALLERY!

## What's New?

- More Value **New!**
- Your Own News Page **New!**
- Directory in Swimming World Magazine
- Directory in SW Biweekly **New!**
- Directory in Swimming Technique **New!**
- News Article About Your Company **New!**

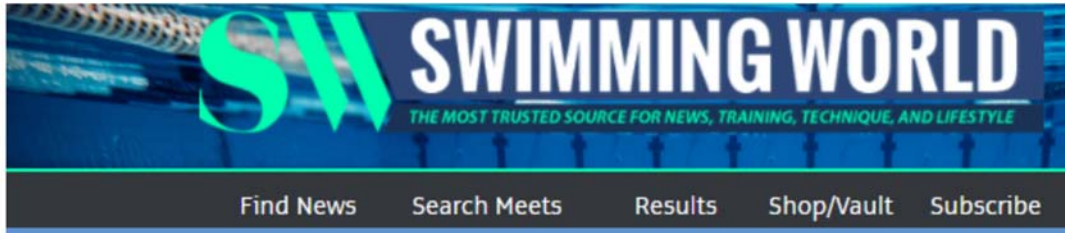


# The **NEW** Aquatic Directory

**HAVE YOUR OWN NEWS PAGE ON SWIMMINGWORLD.COM**

Upgrade your listing to include a full page or half-page display ad and get a dedicated news page on SwimmingWorld.com to aggregate all your press releases, company stories, special offers and ads.

SAMPLE NEWS PAGE FOR THOSE WHO QUALIFY FOR A DEDICATED NEWS PAGE



### TYR News Page, Press Release and Offers



#### Meet Stories



#### TYR Sport Announces Partnership with LEN European Aquatics

© 18 May 2017

TYR Sport is proud to announce its partnership with The Ligue Européenne de Natation (LEN), the European governing body for aquatic sports affiliated with FINA. Beginning this year, TYR Sport will com...



TYR News Page, Press Release and Offers - Meet Coverage

TYR CONTACT INFORMATION

TYR underwater



### Advertising Deadlines

Contact: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)

Call: 1-800-511-3029

Please complete, email to [advertising@swimmingworld.com](mailto:advertising@swimmingworld.com) or fax to 602-522-0744

Advertising Options	DIMENSIONS	Rate
<input type="checkbox"/> 1. Full-Page Ad, Website Article, Listings	2100x2906	\$2,195
<input type="checkbox"/> 2. 1/2 Page Ad, Website Article, Listings	2100x1425	\$1,200
<input type="checkbox"/> 3. 1/4 Page Ad, Website Article, Listings	1369x1125	\$ 600
<input type="checkbox"/> 4. Directory and Website Listings Only		\$ 500

**TOTAL \$** \_\_\_\_\_

**PRINT LISTING INFORMATION:** (PLEASE PRINT)

Company's name: \_\_\_\_\_

Company's Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

Video Link: \_\_\_\_\_

Other Social Media: \_\_\_\_\_

**NOTE:** Please send 100 Words About Your Company In Separate Attachment or with E-mail

**BILLING INFORMATION:**

(If Different from Listing)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**BILLING METHOD:**

- Bill Me  Discover  MasterCard  
 Visa  American Express

Name on Account (if different from that above)

\_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp.: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Office Use Only

**Customer Account #:** \_\_\_\_\_

**Please Mark Product Categories To Be Listed Under Online**

**Athlete Apparel**

- Parkas
- Swimwear
- T-shirts
- Team Bags
- Team Gear
- Towels
- Warmups

**Athlete Training Gear**

- Caps
- Water Polo Caps
- Fins—Monofins
- Goggles
- Anti-Fogging
- Paddles— Pull Buoys
- Heart Rate Monitors
- Kickboards
- Kick Socks— Bags
- Pace Clocks
- Snorkels
- Speed Assist
- Swim-in-Place
- Stretch Cords
- Video Equipment

**Awards**

- Medals and Ribbons
- Trophies and Plaques

**Competition Equipment**

- Backstroke Flags
- Lane Lines and Reels
- Lap Counters
- Timing Systems
- Water Polo Balls

**Dryland Equipment**

- Dryland Equipment
- Medicine Balls
- Strength Equipment
- Stretching Equipment
- Swim Benches

**Facility Construction & Equipment**

- Diving Boards
- Filtration Systems
- Handicap Accessories
- Pool Covers
- Pool Vacuums
- Record Boards
- Scoreboards
- Starting Blocks
- Storage Containers
- Water Polo Goals
- Pool Construction
- Pool Consultants

**[ ] Health Needs**

- Skin Lubricant
- Chlorine Removal
- Ear and Nose Care
- Eye Care
- Hair Products
- Nutrition

**[ ] Lifeguard Equipment**

**[ ] Team Management**

- Books and DVDs
- Team Management Software
- Team Website Development
- Training Software
- Workout Software

**[ ] Watches**

- Body Monitors
- Stop Watches

**[ ] Other** \_\_\_\_\_

**[ ] Other** \_\_\_\_\_

**NOTE: We Can Only List You in Four Categories in the Print Magazine. Please GO BACK AND CIRCLE YOUR TOP FOUR Categories**