

2022 AQUATIC DIRECTORY

Your Listing Will Appear In 5 Places:

- Website listing for 1 year on SwimmingWorld.com Aquatic Directory
- Swimming World Magazine July issue
- Swimming World Biweekly July 7 and July 21 issue
- Dedicated Aquatic Directory Article on Swimming World website
- Social Media Posts – Facebook, Twitter, and LinkedIn

SWIMMING WORLD PRESENTS

2021 AQUATIC DIRECTORY

AWARDS, RIBBONS & MEDALS

Harty Awards
www.hartyawards.com (800) 448-7714
 Harty Awards is a family-owned company that has over 36 years of success in providing organizations and businesses their every award need. From ribbons, medals, trophies and plaques to crystal, glass, full-color acrylics and promotional items, Harty Awards provides unlimited opportunities for organizations to recognize and reward those who excel. Their creative designs, excellent products and competitive prices have positioned them to be a leader throughout the awards industry as well as being recognized for their high quality and excellent service. Their central location and timely deliveries ensure their products arrive within the time frame they are requested.

CUSTOM CAPS AND TEAM GEAR

Harty Awards
www.hartyawards.com (800) 448-7714
 Kiefer Aquatics
www.kiefer.com (309) 451-5858
 SwimOutlet.com
www.SwimOutlet.com (800) 691-4065

DRYLAND EQUIPMENT

Vasa
www.vasausa.com (800) 488-7454
 Since 1990, Vasa Trainers, SwimEdges and Swim Cord sets have been used successfully by swimmers, swim coaches, triathletes, surfers, physical therapists and fitness enthusiasts worldwide. All Vasa products make sport-specific training on land simpler and more effective. Want to get stronger, better, faster? Get Vasa and get moving!

DIVING BOARDS

Spectrum Aquatics
www.spectrumaquatics.com (406) 532-6392
 S.R. Smith
www.srsmith.com (800) 824-4387

FINS & SNORKELS

FINIS
www.finiswim.com (888) 333-4447
 John Muir and Olympic gold medal swimmer Pablo Morales founded FINIS in 1993 with a mission to simplify swimming for athletes, coaches, beginners and lifelong swimmers around the world. Today FINIS fulfills that mission through innovation, high-quality products and a commitment to education. FINIS products are currently available in more than 80 countries. With a focus on innovation and the fine details of swimming, FINIS will continue to develop products that help more people enjoy the water.

TYR Sport
www.tyr.com (800) 252-7878

GOGGLES & ANTI-FOG

FINIS
www.finiswim.com (888) 333-4447
 Kiefer Aquatics
www.kiefer.com (309) 451-5858
 SwimOutlet.com
www.SwimOutlet.com (800) 691-4065

THEMAGICS
www.themagics.com (980) 247-4838
 THEMAGICS alleviates every complaint that swimmers have about ill-fitting goggles—headaches, foggy lenses and leaky lenses—by allowing every swimmer, recreational to professional, to have access to a pair of custom-made, high-performance goggles. The process is simple: Purchase a pair of goggles and complete a facial scan using any smartphone's selfie camera in the THEMAGICS mobile app. THEMAGICS's revolutionary Optimal Fitting Technology (OPT) is the cross-section of comfort and performance, and is backed by some of the best athletes in the world—including investors and sporting legends, Ian Froese and Matt Grevers.

TYR Sport
www.tyr.com (800) 252-7878

KICKBOARDS

Kiefer Aquatics
www.kiefer.com (309) 451-5858


CONTINUED ON 28 >>

SWIMMING WORLD

SwimmingWorld.com - Online home of the International Swimming Hall of Fame JOIN ISHOF!

News Magazines Join/Shop My Account Meets/Results Resources

After Tokyo Adventure, Notre Dame's Tyler Christianson Is Looking Forward



An Emotional Shayna Jack Is Back With Vengeance, Declaring: "I Know I've Still Got It."

SW Biweekly - Making An Impact: Anthony Nesty Emerging As A Coaching Great - On Sale Now!

Adam Peaty Nominated For BBC Sports Personality Of The Year: No Swimmer On World Star Shortlist

Maxime Grousset Continues 100 Free Domination At French Championships

SEE OUR ANNUAL HOLIDAY GIFT GUIDE INSIDE!

DECEMBER 2021 - VOL. 67 - ISSUE 23

ANA MARCELA CUNHA
Female Open Water Swimmer of The Year

ANTHONY NESTY
MAKING AN IMPACT

DAVID CURTISS
BEFORE THE BEEP

THE KATHY TONGAY STORY
PART 2

MAKING AN IMPACT
 Anthony Nesty Emerging As A Coaching Great

Swimming & Diving

TOKYO OLYMPICS SPECIAL EDITION

FULL COVERAGE INSIDE PLUS OLYMPIC PHOTO GALLERY

DECEMBER 2021 - VOL. 67 - ISSUE 23 - \$9.95

RMEL NO.1
 Grayhound Boys & Girls Are Our High School Final Champions

LA WITH TIF JULIAN
 How They Train for Julian

GOLDEN BOY
 Caeleb Dressel Puts On A

NEWS LANDING PAGE

When you upgrade to a full-page or half-page Aquatic Directory listing you will get a News Landing Page that aggregates all of your company's press releases and sponsored articles.

Benefits:

- You can customize your landing page with your logo, display ads/graphics, and embedded video.
- Include links to your website to help improve SEO of your website
- Brand exposure and increased visibility of your content/products
- Included with full and half-page ads

The screenshot displays a news landing page for FINIS on the Swimming World website. At the top, the 'SWIMMING WORLD' logo is on the left, and navigation links for 'News', 'Magazines', 'Join/Shop', 'My Account', 'Meets/Results', and 'Resources' are on the right. Below the navigation bar, the 'FINIS' logo is prominently displayed. The main visual is a large hero image of a swimmer in a blue FINIS swimsuit and cap, with the headline 'FINIS Named Sportswear Sponsor of FINA Short-Course World Championships'. Below the hero image, there are three promotional tiles: 'TRACK Every Set Every Lap Every Stroke' with a smartphone app image, 'FINIS SMART GOGGLE' with an 'ORDER NOW!' button, and a 'FINIS' logo tile. A 'Recent' section on the left features a thumbnail of the swimmer and the headline 'FINIS Named Sportswear Sponsor of FINA Short-Course World Championships' dated '09 December 2021'. To the right of the thumbnail, the text reads: 'FINIS Named Sportswear Sponsor of FINA Short-Course World Championships FINIS has been named the official sportswear sponsor of the 2021 FINA Short-Course World Championships this month, the company announced Thursday. The event will run from Dec. 16-21 in Abu Dhabi, United Arab Emirates. "It's an h...'. On the far right, a vertical sidebar titled 'FINIS - Coverage' contains a list of links: 'Contact FINIS', 'FINIS Website', 'Shop FINIS', 'FINIS Athletes', 'FINIS Lifestyle', 'FINIS Training & Technique', and 'FINIS News & Events'.

THE AQUATIC DIRECTORY INSERTION ORDER

Please complete and email to advertising@swimmingworld.com

Advertising Options

- | | Dimensions | Rate |
|---|------------|---------|
| <input type="checkbox"/> 1. Full-Page Ad, Website Article, Listings
(Includes News Landing Page) | 2100x2906 | \$2,195 |
| <input type="checkbox"/> 2. 1/2 Page Ad, Website Article, Listings
(Includes News Landing Page) | 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 company logo and 100 words about your company in separate attachment

BILLING INFORMATION

(If different from listing)

Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 Fax _____
 Email _____

BILLING METHOD

☐ Bill Me ☐ Discover ☐ MasterCard
☐ Visa ☐ American Express
 Name on Account (if different from that above) _____
 Credit Card _____
 Exp. _____
 Billing Zip Code _____

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