



2024 Media Kit

SW IMMING
ORLD

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**"Swimming World has been an institution for the aquatics family for generations.
It is still the only true source of the best and most accurate information today"**

Rowdy Gaines ~ 3X Gold Medalist and NBC analyst known as the "Voice of Swimming"

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**Chandler
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High School



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Brand Overview

Swimming World ...

- where aquatics news coverage all began
- remains the most trusted aquatics news source

Coverage includes: meets, the latest happenings, training, technique, and aquatics lifestyle

Our mission: promote the mind, body, and spirit of each individual athlete.

Swimming World audience extends across 10 channels and counting.

Wherever swimmers are...Swimming World goes.

Partnerships:

- USA Swimming - Official Publishing Partner
- College Coaches Association (CSCAA)
- National Scholastic Swim Coaches Association (NISCA)
- International Swim Coaches Association (ISCA)
- American Swim Coaches Association (ASCA)

Benefits of Partnership

- Targeted Audience Reach
- Multi-Platform Exposure
- Industry Authority
- Customized Marketing Solutions
- Top-Notch Customer Service
- Expert Marketing Insights and Support
- Data-Driven Strategies

“SW’s customer service is class leading.”

There were times that we really needed some help and they were there [for us].

They are amazing partners in that regard.”

~John Mix, Founder, FINIS

Digital Audience

- 1.6 Million Monthly Views on all Platforms
- 695,000 Unique Website Visitors/Month
- 1.2M Average Social Media Reach/Month
- Average Session Length: 2 minutes
- 66% of Users in United States
- 147 Countries Reached
- 59% of Users Between Ages 18-44
- 760,000 Social Followers Across All Platforms



Comprehensive Aquatic Sports Coverage



Swimming



Water Polo



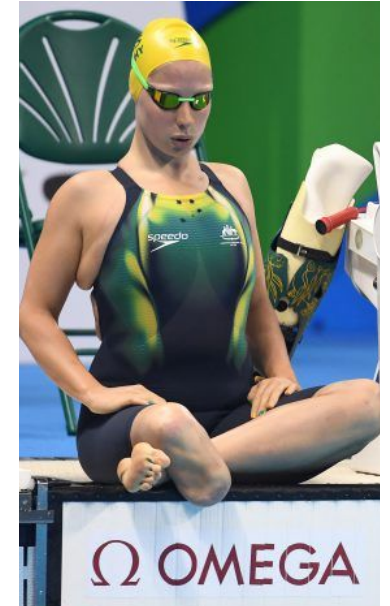
Open Water



Artistic (Synchro)
Swimming



Diving



Paralympics

Swimming World Demographics

- **Active & Passionate Audience**

- Active in and committed to aquatics
- High HHI
- Active lifestyle
- Influencer to their friends
- Educated

- **All Types of People**

- Athletes
- Coaches
- Parents
- Officials
- Facility Administration
- Volunteers

- **Worldwide**

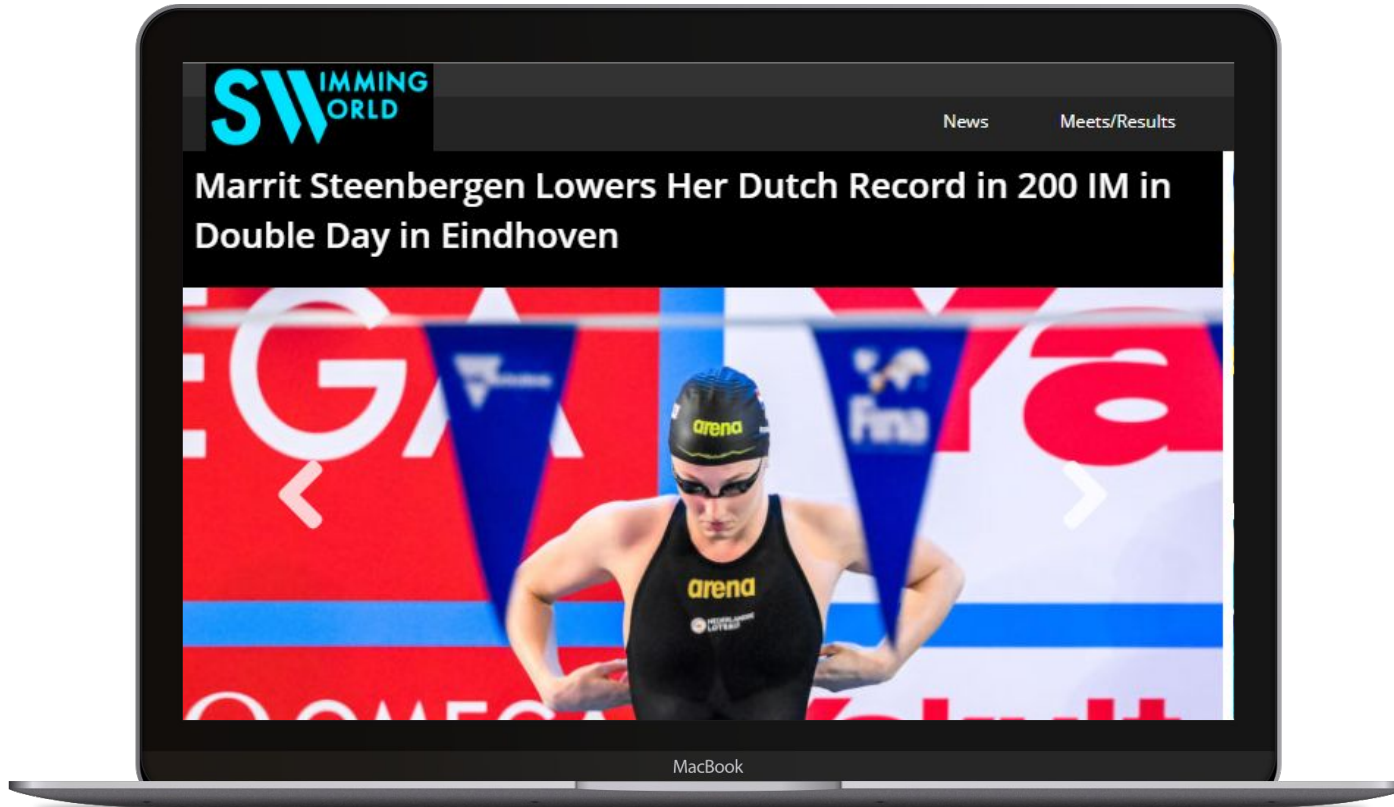
- 147 Countries
- Top Countries: United States, UK, Australia, Canada, Germany, Philippines, Ireland, South Africa, France

- **All Levels of Ability**

- Age Group
- Club
- High School
- College
- Elite
- Masters
- Fitness

Swimming World Media Channels

Wherever swimmers are...you'll find Swimming World coverage!

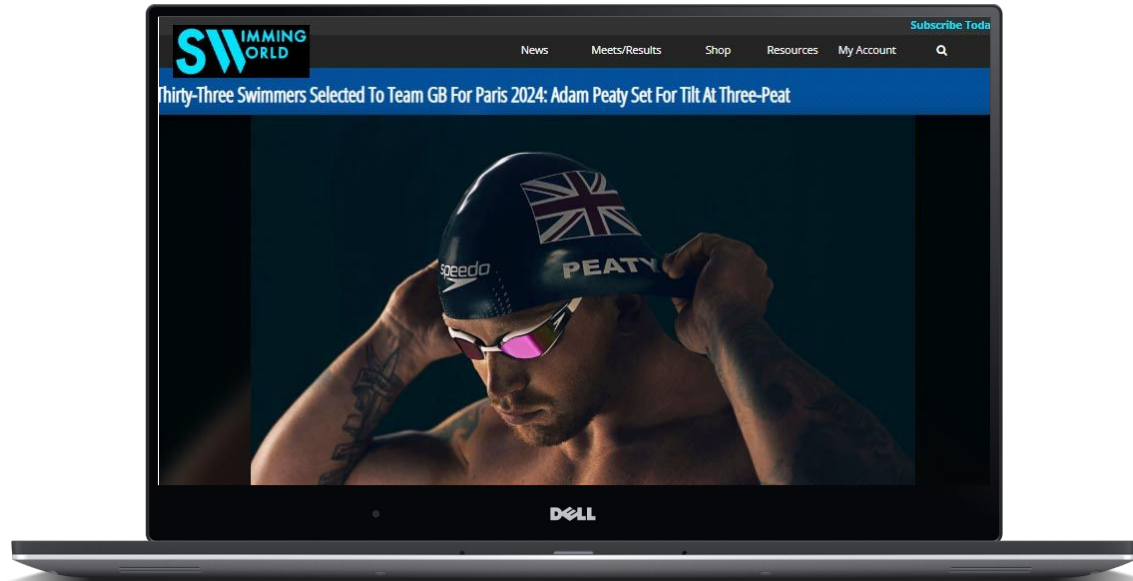


10 Media Channels

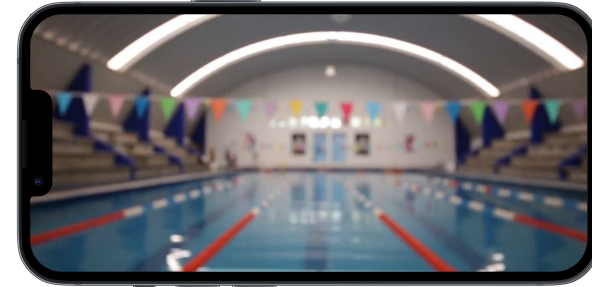
- [SwimmingWorld.com](https://www.swimmingworld.com)
- Print Magazine
- Instagram
- Facebook
- X (Twitter)
- TikTok
- Threads
- LinkedIn
- YouTube
- Pinterest

Multi-Channel Exposure for Your Brand

Combine media channels for greater visibility to the aquatics audience



WEBSITE

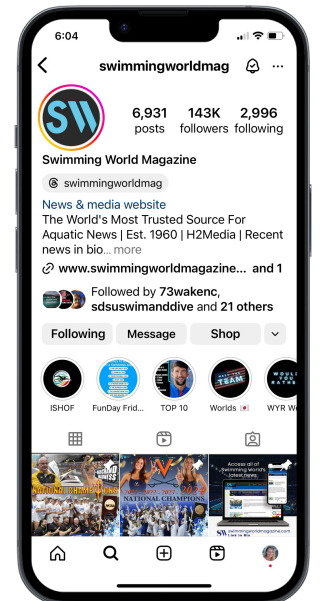


VIDEO



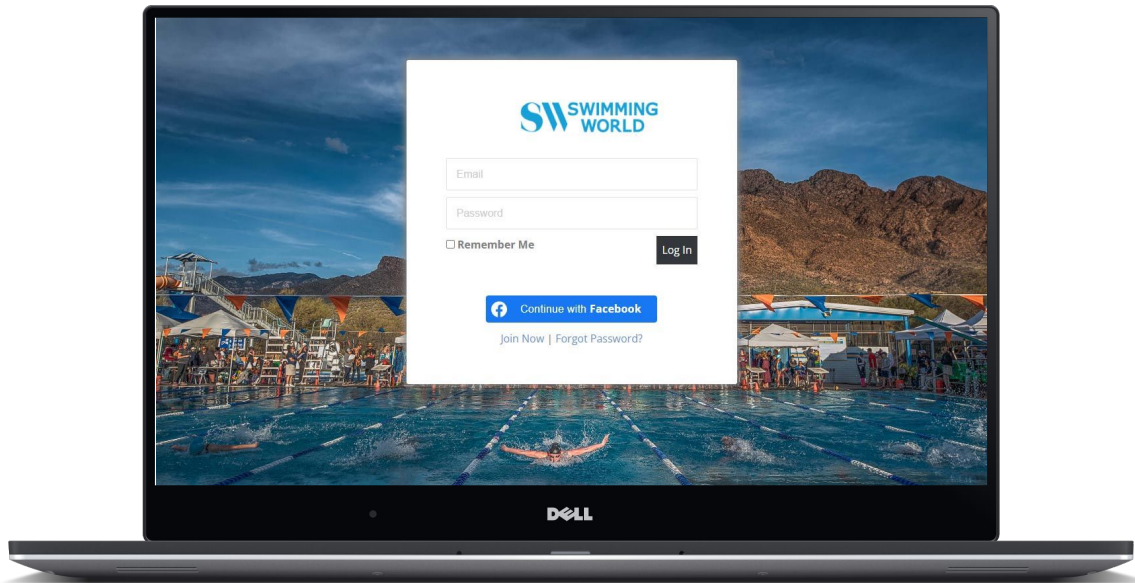
PRINT & DIGITAL

SOCIAL



Website Ads

Promote your brand within our high quality, trusted news coverage



WEBSITE LOGIN PAGE

HOMEPAGE

BANNER & BLOCK

Website Ads

The screenshot shows a full article page on the Swimming World website. At the top is a navigation bar with the site logo, menu items (News, Meets/Results, Shop, Resources, My Account), and a search icon. Below the navigation is a blue header with the article title. The main content area features a large image of swimmer Adam Peaty wearing a Speedo cap with the Union Jack and his name. Below the image is a caption: "Adam Peaty. Photo Courtesy: Aaron Okayama, Speedo". The article text begins with "Thirty-Three Swimmers Selected To Team GB For Paris 2024: Adam Peaty Set For Tilt At Three-Peat" and continues with details about the team selection and Peaty's goals. On the right side, there are several promotional banners: a "MANTA PADDLES" banner with a "SHOP NOW" button, a "SWIM AROUND KEY WEST" banner, and a "Convert Your Times" banner with a "Click Here!" button. At the bottom right, there is a "Subscribe Today!" button.

ARTICLE

BANNER, MINI BANNER, & BLOCK

The screenshot shows a specialty news page on the Swimming World website, titled "College". The page features a navigation bar at the top with the site logo and menu items. Below the navigation is a blue header with the word "College". The main content area is a list of recent news items, each with a thumbnail image and a title. The first item is "Jacy Dyer Returns to Toledo as Head Coach of Alma Mater" with a date of "16 April 2024". The second item is "Illinois State Hires Riley Hilbrandt as Head Coach" with a date of "16 April 2024". The third item is "What Makes a GREAT Coach? An Athlete and Coach Perspective" with a date of "15 April 2024". On the right side, there are several promotional banners: a "Convert Your Times" banner with a "Click Here!" button, a "SWIMMING WORLD" banner with a "25% OFF" discount and a "USE CODE REAL NEWS" button, and an "International Subscriptions" banner with a "CLICK HERE" button. At the bottom right, there is a "Subscribe Today!" button.

SPECIALTY NEWS PAGE

BANNER & BUTTON

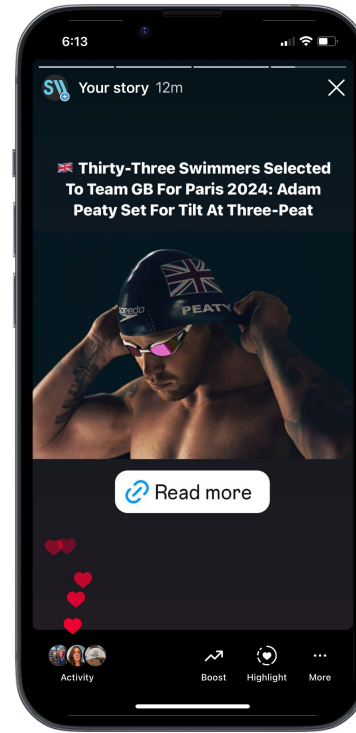
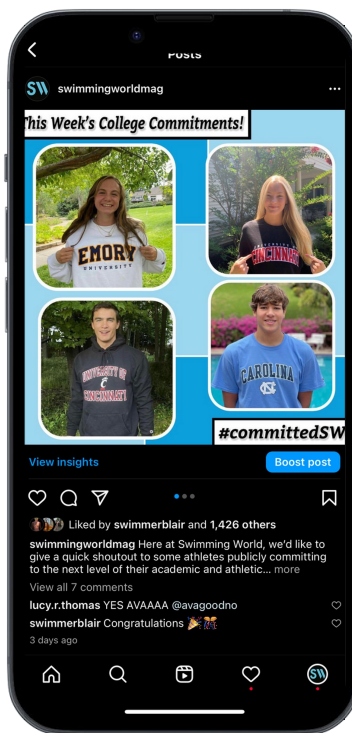
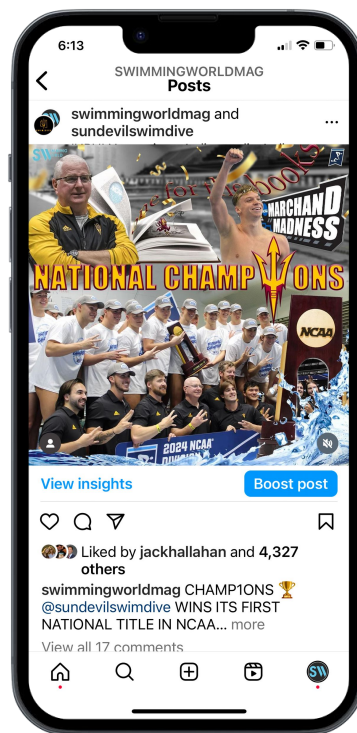
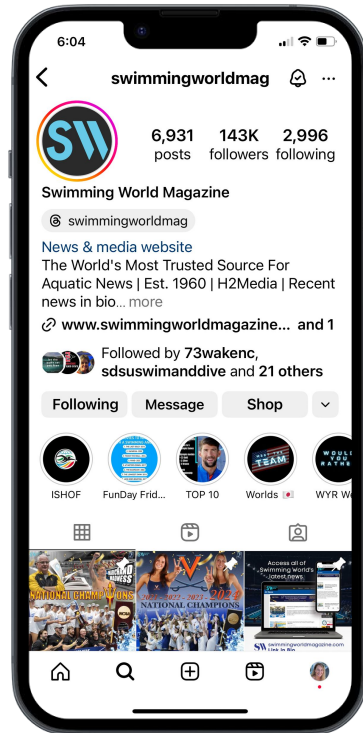
Website Ad Rate Sheet

All ads appear on Swimmingworld.com	\$2,500 / month	\$1,500 / month	\$1,000 / month	\$500 / month
Account Login Page	X			
Homepage & Every Story - 2600 x 360 Banner Ad	X			
Every Story - 300 x 250 Block Ad		X		
Homepage - 400 x 375 Jumbo Block Ad			X	
All News Landing Page - 2600 x 360 Banner Ad or 300 x 300 Button Ad		Banner		Button
Swim Time Converter Page - 2600 x 360 Banner Ad or 300 x 250 Block Ad			Banner	Block
Specific News & Category Pages (College, World, USA, High School, Masters, Water Polo, Diving, Artistic Swimming, Open Water, Swim Camps, Prep Schools, Product Guide, etc.)				X

*All rates listed are monthly ads rotated every 12-24 seconds.

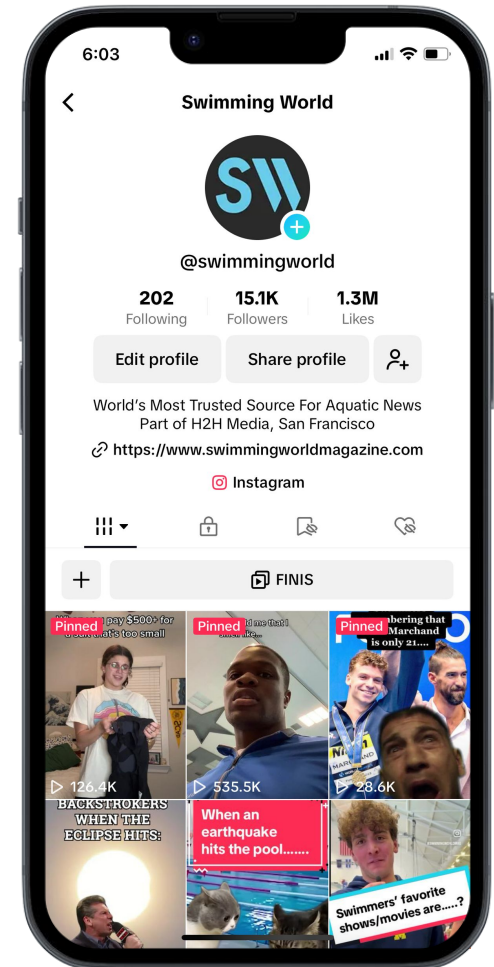
Social Media

Get social with our fans and followers via video, images, takeovers, lives and more!



INSTAGRAM

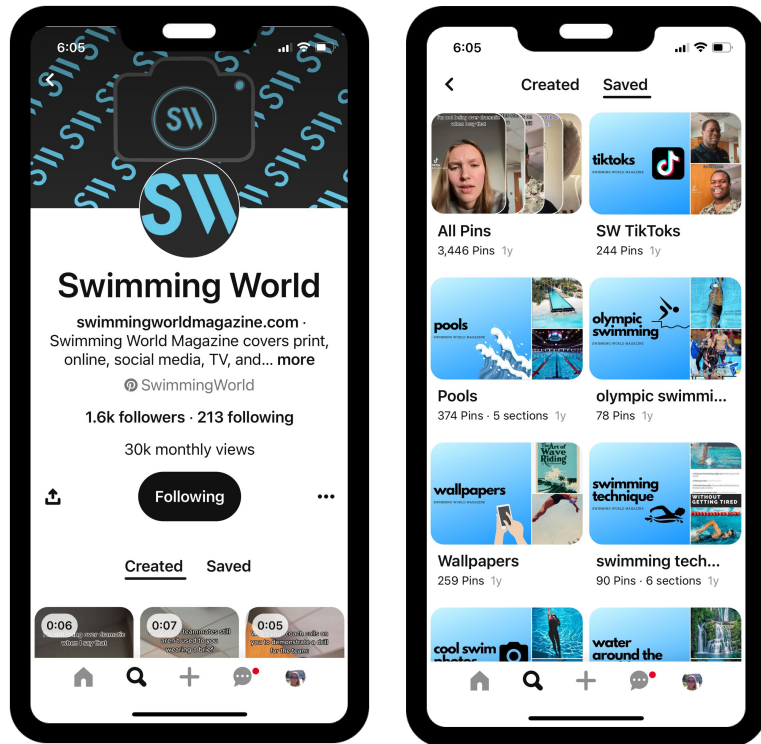
FEED, HIGH SCHOOL COMMITS, STORY



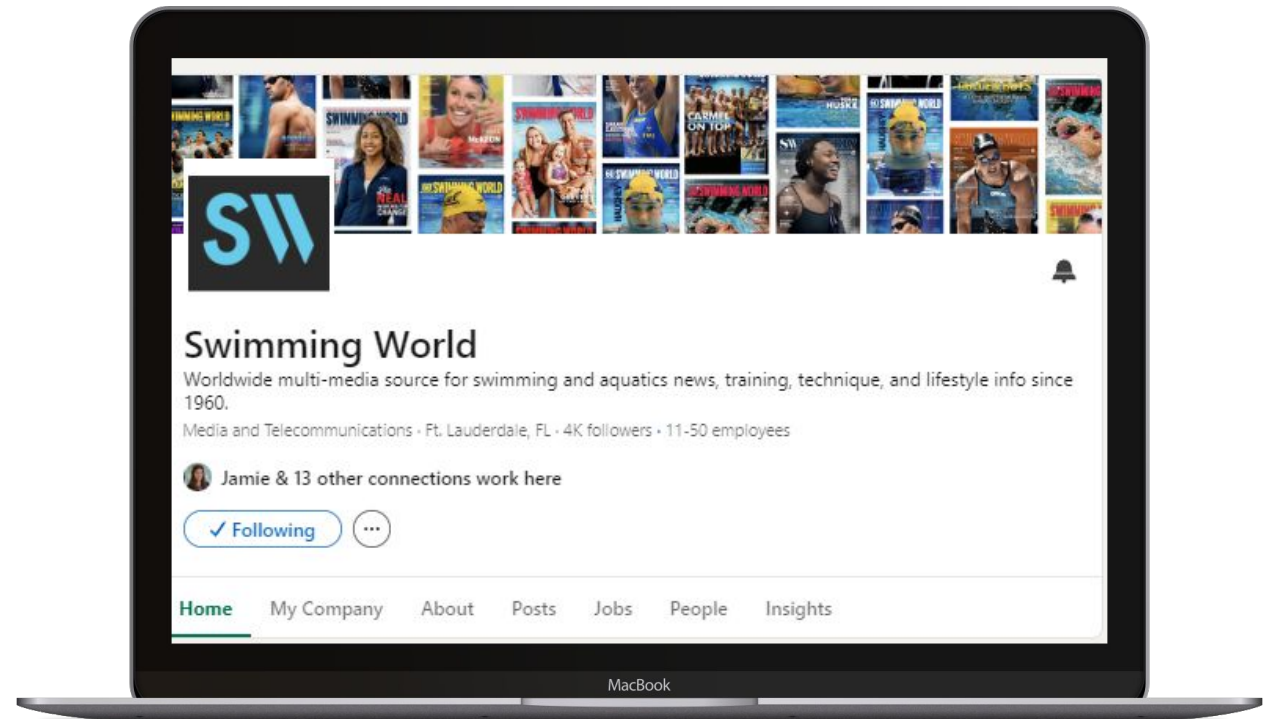
TIKTOK

Social Media

Social Channels Available include: Facebook, Instagram, X, TikTok, Pinterest, LinkedIn, YouTube, Threads



PINTEREST



LINKEDIN

Social Branded Content

Takeovers & Lives

Promote your event or organization by going Live or doing a Takeover of a Swimming World social account

Examples:

Instagram Takeover for college or prep school recruiting

TikTok Live at a fun event or a Q&A with sponsored athlete

Instagram Live for a behind the scenes photoshoot with an athlete or new product line



Social Branded Content

Product Feature

Promote your products for aquatics athletes and their lifestyle

Examples:

Social media post with a video or carousel of product images

Reel of product in use or explaining features and benefits

UGC tagging your company reshared on our channels



New & Seasonal



Lifestyle



Training & Competition

Social Media Branded Content Rate Sheet

	TikTok	Instagram	Facebook	Twitter	Pinterest
Video Reel - \$5,000	X	X	X	X	X
Feed Post - \$4,000		X	X	X	
Story Post - \$3,000	X	X	X		X
Takeover or Live \$5,000		X			

Custom options also available for:

Content Sponsorships, Partnerships & Collaborations (ex. Motivation Monday, Tech Tuesday, High School Commits, etc.)

Full Week Takeovers
Custom Branded Content

Sponsored Content

Event Editorial Coverage

Promote your brand during major competitions.

- Prominent Brand recognition on event landing page
- Logo at the top of every competition story
- Link to company website at the top of every competition story
- Company tag on every Tweet and Instagram post related to the event
- Fully-customizable company branding on event landing page including graphics, content, and links
- Available for:
 - Olympic Trials & Olympic Games
 - World Championships
 - NCAA Conferences and Championships
 - U.S. Masters Nationals
 - U.S. Senior & Junior Nationals



Sponsored Content

Annual Awards

Be a title sponsor of our annual awards.

Other Awards include:

NCAA Champions, World Masters Swimmer of the Year, High School Team of the Year, and more

Custom Awards also available.

ATHLETES OF THE YEAR 2023


DIVING, ARTISTIC SWIMMING, WATER POLO & PARALYMPIC SWIMMING

CHEN YUXI, CHINA
FEMALE DIVER OF THE YEAR
 Chinese diver Chen Yuxi dominated the diving world for 2023. At the World Aquatics Championships, Chen won the 10-meter platform and the synchronized 10-meter platform. But it wasn't just at Worlds where Chen shined. At the Diving World Cup Super Final, she claimed gold in both events again after winning three gold and a silver at the previous World Cup stops. Chen also won gold in the 10-meter synchronized at the 2023 Asian Games, and took the silver in the 10-meter platform. In all, she won eight gold and two silver medals competing against the best divers in the world in 2023. —*Dan D'Addona*

WANG ZONGYUAN, CHINA
MALE DIVER OF THE YEAR
 Wang Zongyuan was golden in every competition of 2023, turning in one of the most dominating diving performances in recent memory. At the World Championships, Wang earned the gold medal on the 3-meter springboard as well as the synchronized 3-meter. He repeated that finish in both events at the World Aquatics Diving World Cup Super Final, and he earned gold on the 3-meter and 1-meter events at the Asian Games. With four more gold medals earned during the World Cup, Wang finished his spectacular season undefeated with 10 gold medals. —*Dan D'Addona*

YUKIKO INUI, JAPAN
ARTISTIC SWIMMING SWIMMER OF THE YEAR
 In her swan song, Japan's Yukiko Inui finished her spectacular artistic swimming career on top of the world. Inui captured the technical and solo free categories at the World Championships in Fukuoka, not only defending her 2022 world titles, but also claiming her victories in her home country. She started swimming in the first grade, and beginning in sixth grade, she was coached by Masayo Inara, who helped her become a champion. In her incredible career, Inui claimed two Olympic bronze medals, won four gold and eight bronze at Worlds, and in the Artistic Swimming World Series, she totaled 13 gold, 18 silver and four bronze medals. —*Dan D'Addona*

JUDITH FORCA, SPAIN
FEMALE ROSTER GOLD PLAYER OF THE YEAR
 At last summer's World Championships in Fukuoka, Spain came up just shy of a team title, falling to the Netherlands, 7-16, in the championship match. A hefty contribution toward that silver medal was provided by Judith Forca. A veteran for Spain in international action, she was the leading scorer at Worlds with 21 goals. Forca saved her best performance for the knockout stage of the tournament, netting five goals in the quarterfinals, where Spain knocked off Hungary. A two-goal performance from Forca enabled Spain to defeat Australia in the semifinals. While Spain fell to the Dutch in the title match, Forca was a stand-out, scoring five goals. The left-handed star also scored three times in the European Aquatics Champions League final, as her club, CN Sabadell, topped CN Matos, 9-8. —*John Lohr*



Athletes of the Year

THE TOP TEN PERFORMANCES OF 2023

For the first time in more than 20 years, Australia tripped the gold-medal count at last year's World Championships, and the swimmers from Down Under produced some dazzling performances both in individual events and in four relay victories, including world records in the women's 400 and 800 freestyle relay.

It should be no surprise, then, that Australia is responsible for half of the year's list of top performances, but the No. 1 spot goes to a man from France who broke the oldest world record on the books.

1 LEON MARCHAND (FRANCE)
400 Meter Individual Medley (4:02.50 WR)
 World Championships
 Ever since Marchand first dethroned Michael Phelps' world record in the 400 IM at the 2012 edition of the global meet, swimming fans around the world waited anxiously to see if and when Leon Marchand could topple the last global standard set by the 33-time Olympic champion. It turns out that in the 21-year-old Frenchman's next opportunity at a major final, he would simply blow away the record.

In the World Championships final, Marchand trailed only after the first length before moving ahead of American rival, Carson Foster. Handicaps over world-record pace at the halfway point, that changed dramatically on the third leg, with Marchand clocking 1:07.14 over two lengths of breaststroke. He topped for the final 100 meters in 5:04.28—nearly three seconds quicker than Phelps did at the 2008 Olympics in Beijing! A solid final freestyle leg helped Marchand finish in 4:02.50, more than one second quicker than the previous world record.

Marchand's week in Fukuoka would also see him join Phelps and Ryan Lochte as the only men to break 1:55 in the 200 IM (they have since been joined by China's Wang Shun), and the 21-year-old Frenchman also pulled away to win gold in the 200 butterfly by more than one second.

But it was his win in the medley that secured his status as the sport's male headline heading into the upcoming Olympic Games to be held in his home country.

2 MOLLY O'CALLAGHAN (AUSTRALIA)
800 Meter Freestyle (8:52.85 WR)
 World Championships
 Speaking of long-lasting world records, Federica Pellegrini entered the mark in the women's 200

3 ADRIANNE TITMUS (AUSTRALIA)
400 Meter Freestyle (3:55.83 WR)
 World Championships
 She could not quite hold off O'Callaghan in the 200 free, but Titmus had a golden moment of her own last year in Japan, where she crushed a field considered one of the best in history in the 400 free. Earlier in the year, Summer McIntosh had broken Titmus' world record in the event with a time of 3:56.06, and in the final, McIntosh would face Titmus as well as the previous world record holder and a four-time world champion in the event, American Katie Ledecky.

But even in the face of daunting competition, Titmus felt no doubt about her superiority in the event as a nearly-miso-swimmer triumph. McIntosh had broken the world record by blasting the first 200 meters and holding on, but Titmus had a half-second lead over the young Canadian at the halfway point, and the margin was almost one-and-a-half seconds with 100 meters remaining. Ledecky and New Zealand's Erika Fairweather both passed McIntosh down the stretch, but Titmus was accelerating, with splits of 29.77, 29.61 and then 28.87 to slam the door she'd opened.

By the finish, Titmus had built an advantage of almost three seconds, but her final time was 3:55.38, reclaiming the world record from McIntosh in dramatic fashion.



Top 10 Performances of the Year

HIGH SCHOOL SWIMMERS OF THE YEAR

JUST GETTING STARTED

After turning in spectacular record-breaking seasons to secure their selection as Bestswim World's Elite and Best High School Swimmers of the Year, Davis Margulies's Rutgers O'Dell and Zouwu's WB Modigliani look to continue their sports performances—with O'Dell returning for two more years of high school and Modigliani beginning his collegiate career at the University of Texas. —*DAN D'ADDONA* | PHOTOS BY PETER H. BECK



High School Swimmer of the Year

Specialty Guides

Promote your brand or school at peak decision making time periods.



Swim Camp Guide

Time Period: Winter / Early Spring

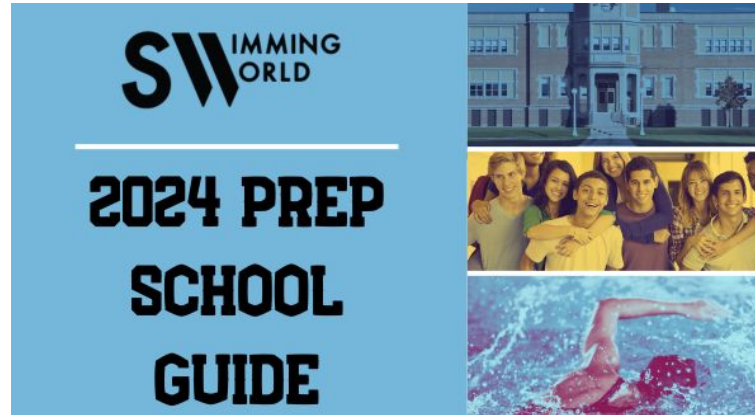
Website: Listing posted for 12 months

Print: Winter Quarterly Issue

Social: One Shared Feed Post

Rate:

\$1,500 (w/ 1/4 page print ad)
or \$3,000 (w/ 1/2 page print ad)



Prep School Guide

Time Period: Fall

Website: Listing posted for 12 months

Print: Fall Quarterly Issue

Social: One Shared Feed Post

Rate:

\$1,500 (w/ 1/4 page print ad)
or \$3,000 (w/ 1/2 page print ad)



Holiday Gift Guide

Time Period: Oct, Nov, Dec

Website: Included in 6 website articles
(2 per month)

Print: Fall Quarterly Issue

Social: Three Shared Feed Posts (Oct, Nov, Dec)

Rate:

\$2,500 (w/ 1/4 page print) - 3 months
\$1000 (no print) - individual month

Job Listing

List your open positions anytime throughout the year

\$125 / listing posted on website for up to 6 months

- *Coaches & Instructors*
- *Summer Camp Staff*
- *Admin Staff*
- *Lifeguards*
- *Dryland Coach*
- *Any position in aquatics*



Sponsored Content

Advertorial Articles

Dedicated article and social post promoting your brand, organization, or products.

- *Provides great backlinks to your website for SEO*
- *Boosts press release visibility*
- *Include any type of media - text, images, video, links, etc.*



TRISWIM
shampoo/conditioner

TRISWIM
body wash/lotion



Specialty Digital Ad Rate Sheet

	\$2,500 / each	\$2,000 / each	\$1,000 / each	\$500 / each
Advertorial + Email Insertion: posted to SW.com, shared to social media channels, included in SW email newsletter	X			
Advertorial: Posted to SW.com, shared to social media channels		X		
Email: Dedicated Brand-Sponsored Email to subscriber list			X	
Email: Banner Ad embedded within SW email newsletter				X

Print & Digital Advertising

Quarterly Magazine

New format with digital companion content

- High quality, high value content subscribers love and trust
- In-depth coverage, stunning photos, and insightful articles
- Includes a digital edition with premium content for subscribers only
- Build awareness with full page adjacencies
- Digital BiMonthly - bonus distribution
- Quarterly Editions
 - Spring - College Championships, Summer Camps Guide
 - Summer - Pre-Trials Coverage, Athletes to Watch, High School Season
 - Fall - Olympics Coverage, Look ahead to College season, Prep School Guide, Holiday Gift Guide, Open Water Season Coverage
 - Winter - Year in Review, Top Performances and Athletes of the Year, Breakout swimmers
- Send reprints and .pdfs to customers and clients

The image shows the cover of the January 2024 issue of Swimming World magazine, a Special Edition. The cover features a black and white photograph of swimmer Katie Ledecky wearing a TYR swim cap and goggles, with a USA-themed swimsuit. The background is dark with a faint outline of the Eiffel Tower. Text on the cover includes: 'SWIMMING WORLD SPECIAL EDITION' at the top; 'PARIS OLYMPIC PREVIEW:' followed by 'LEON MARCHAND', 'THE BRITISH SURGE', and 'MOLLIE O' CALLAGHAN'; 'JANUARY 2024 • VOL 65 • ISSUE 01'; 'WEB SWIMMINGWORLD.COM', 'TWITTER @SWIMMINGWORLD', and 'INSTAGRAM @SWIMMINGWORLD.MAG'; '2023 IN REVIEW:' followed by 'TOP 10 PERFORMANCES', 'WORLD & AMERICAN RECORD PROGRESSION', and 'THE BREAKOUT SWIMMERS OF 2023'; 'Katie Ledecky' in a script font; 'AN AMERICAN IN PARIS' in large red letters; 'A LOOK AT LEDECKY'S LEGACY WITH 2024 ON THE HORIZON' in smaller text; and a QR code in the bottom right corner. At the very bottom, it says 'SEE ALL SWIMMING WORLD ISSUES AT SWIMMINGWORLD.MAGAZINE.COM/VAULT'.

Quarterly Publication

Summer 2024 - Pre-Trials Coverage

Reach

2M+

Aquatics athletes, fans, parents,
coaches, and industry contacts

including:

- 400K USA Swimming Registrations via email
- 1.6+M via digital channels

100
pages

EXPANDED

SPECIAL EDITION



Print Ads Rate & Spec Sheet

	Rate	Size Options	Dimensions w x h (pixels)
Full Page	\$5,000	N/A	7" x 9 11/16" (2100 x 2906)
2/3 Page	\$4,000	Horizontal	4 9/16" x 9 11/16" (1369 x 2906)
1/2 Page	\$3,000	Island, Vertical, or Horizontal	Island: 4 9/16" x 7 5/16" (1396 x 2194) Vertical: 3 5/16" x 9 11/16" (994 x 2906) Horizontal: 7" x 4 3/4" (2100 x 1425)
1/3 Page	\$2,250	Vertical, Horizontal, Square	Vertical: 2 3/16" x 9 11/16" (656 x 2906) Horizontal: 7" x 3 1/8" (2100 x 938) Square: 4 9/16" x 4 3/4" (1369 x 1425)
1/4 Page	\$1,750	Vertical, Horizontal, Square, Holiday Gift Guide	Vertical: 3 5/16" x 4 3/4" (994 x 1425) Horizontal: 7" x 2 5/16" (2100 x 694) Square: 4 9/16" x 3 3/4" (1369 x 1130) Holiday Gift Guide: 3 7/8" x 3 3/4" (1165 x 1130)
1/6 Page	\$1,250	Vertical, Horizontal	Vertical: 2 3/16" x 4 3/4" (656 x 1425) Horizontal: 4 9/16" x 2 1/4" (1369 x 675)
2-Page Spread	\$9,000	N/A	
Back Cover	\$8,500	N/A	Trim Size 8" x 10 3/4" and Live 7" x 9 11/16"

Rates: Are for 1X insertion. Rates for multiple insertions also available.

Note: Trim Size 8" x 10 3/4" and Live 7" x 9 11/16"

Files: 300dpi, .jpg, .pdf, .psd, .eps, .tif, etc. Make sure all Illustrator files are saved as .eps.

How to Submit Artwork: Option1: Email to advertising@swimmingworld.com OR Option 2: Drop Box link available upon request

Digital Ads Spec Sheet

Digital Ads are available on a first-come first-serve basis and the first right of refusal will be give to the clients who have current ads on the website

- Jumbo Banner Ad: 2600 w x 360 h (pixels)
- Jumbo Block Ad: 400 w x 375 h (pixels)
- Block Ad: 300 w x 250 h (pixels)
- Button Ad: 120 w x 120 h (pixels)
- **File Format:**
 - GIF, JPG, PNG
 - 72 dpi
 - Animated .gif should complete their cycle in 12 seconds. No Flash.

How to Submit Artwork: Option 1: Email to advertising@swimmingworld.com OR Option 2: DropBox link available upon request.

URL: Be sure to include connecting URL.