



# SWIMMER

## 2021 MEDIA KIT



# Connect With a Community of More Than 50,000 Adult Swimmers

*More than 65 percent of U.S. Masters Swimming members report they're more likely to buy a brand that's advertised in SWIMMER magazine.*

**SWIMMER** is the trusted expert and definitive media resource for U.S. Masters Swimming members, offering the latest information about technique, personalities, events, lifestyle, health, and equipment for fitness and competitive swimmers and triathletes.

## U.S. Masters Swimming Member Demographics

- » Age . . . . . 18 to 100+ (average age 46)
- » Male . . . . . 52.9%
- » Female . . . . . 47.1%

## Qualified Consumers

- » College degree or higher . . . . . 95.3%
- » Household income over \$100,000 . . . . . 55.2%
- » Own their home . . . . . 82.3%
- » Primary decision maker in household . . . . . 84.1%
- » Purchase products via Internet . . . . . 97.9%

## Purchasing Power

Each year, USMS members collectively purchase:

- » 134,820 swimsuits
- » 104,580 pairs of goggles
- » 100,380 pairs of athletic shoes

## Typical Products Purchased

- » Swimming equipment (fins, paddles, buoys)
- » Dryland training equipment
- » Athletic apparel and equipment (triathlon, cycling, running, yoga)
- » Vitamins
- » Sports watches
- » Specialty shampoos
- » Financial products

## Other Athletic Interests

- » 64% of USMS members belong to a gym
- » 64% weight train
- » 76% run, hike, cycle, or practice yoga

## Top Reasons Why Swimmers Join USMS

- » Subscription to **SWIMMER** magazine
- » Partner discounts
- » Opportunity to compete in USMS-sanctioned events
- » Opportunity to participate in USMS fitness programs
- » Access to over 1,500 local Masters groups
- » Access to committed coaches
- » Subscription to monthly newsletter, **STREAMLINES**
- » Many different volunteer opportunities at the local and national levels
- » Insurance when participating in USMS activities
- » Daily online workouts posted by 7 expert coaches

- » **84%** of members read every issue
- » **81%** of members agree that **SWIMMER** strengthens their personal connection to swimming
- » **60%** of members use **SWIMMER** product reviews to help them make purchasing decisions



### Premium Placements and Spreads

	1x	3x	6x
Back Cover .....	\$9,710	\$9,450	\$9,200
Inside Front Cover .....	7,540	7,250	6,980
Inside Back Cover .....	6,530	6,300	6,050

### Color Rates

	1x	3x	6x
2-page spread .....	\$10,670	\$10,420	\$10,190
Full page .....	5,480	5,210	4,940
1/2 page .....	3,490	3,320	3,150
1/4 page .....	1,940	1,680	1,450
Mini Ad 2 (2.25" x 4.625") .....	1,070	990	.910
Mini Ad 1 (2.25" x 2") .....	590	550	.510

### Black & White Rates

	1x	3x	6x
2-page spread .....	\$7,270	\$7,020	\$6,910
Full page .....	3,130	2,960	2,820
1/2 page .....	1,850	1,770	1,660
1/4 page .....	1,370	1,280	1,220
Mini Ad 2 (2.25" x 4.625") .....	960	880	790
Mini Ad 1 (2.25" x 2") .....	480	440	390

### Inserts and Special Sections

Contact advertising director for rates.

### Reprints

Advertising and editorial reprints are available.

### Commissions

Recognized advertising agencies providing complete print-ready materials are allowed 15 percent commission on gross billing space, color, and position, provided the account is paid within 30 days.

### Advertising Sales/Materials, Sponsorship Opportunities

**Jay Eckert, Director, Partnerships and Events**

**T:** 941-556-6284

**E:** partners@usmastersswimming.org

U.S. Masters Swimming

1751 Mound Street, Ste. 204

Sarasota, FL 34236

### Editorial Questions

**Daniel Paulling, Editor-in-Chief**

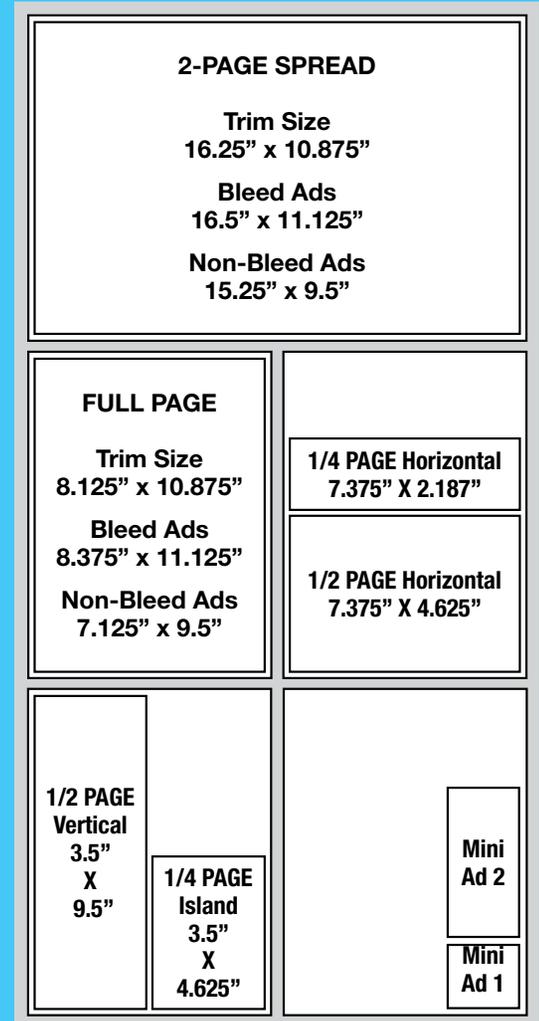
**T:** 941-556-6281

**E:** dpauling@usmastersswimming.org

U.S. Masters Swimming

1751 Mound Street, Ste. 204

Sarasota, FL 34236



*"... The full range of articles you present offer something for everyone, from technique, to shopping for the best goggles, to a historical and social look at swimming.*

*...Thank you!"*

# EDITORIAL CALENDAR

## January-February

Ad Sales Close: Nov. 2  
Materials Due: Nov. 6

- » Yoga for Swimmers
- » Protein Needs of Swimmers
- » Spring Nationals and Long Distance Nationals Preview
- » Dryland: Exercises for the Deskbound Swimmer
- » Product Review

## March-April

Ad Sales Close: Jan. 1  
Materials Due: Jan. 7

- » Open Water Technique
- » SIPE and Sudden Cardiac Arrest
- » MoonFish Swim Club Profile
- » Dryland: Shoulder Stability for Open Water Swimming
- » Product Review

## May-June

Ad Sales Close: March 1  
Materials Due: March 5

- » Butterfly Technique
- » Science of Therapy Dogs
- » Summer Nationals Preview
- » Dryland: Strong Hips for a Strong Kick
- » Product Review

## July-August

Ad Sales Close: May 3  
Materials Due: May 7

- » Backstroke Technique
- » Impact of Travel on Elite Athletes
- » Olympics Preview
- » Dryland: Build Power Like an Olympian
- » Product Review

## September-October

Ad Sales Close: July 1  
Materials Due: July 7

- » Breaststroke Technique
- » Race and Swimming
- » Dryland: Freestyle Rotational Control
- » Product Review

## November-December

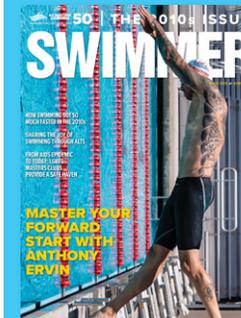
Ad Sales Close: Sept. 1  
Materials Due: Sept. 7

- » Freestyle Technique
- » How to Swim the English Channel
- » Dryland: Building Body Armor with Strength Training
- » Product Review

## SIX OPPORTUNITIES TO REACH CONSUMERS WHO BUY YOUR PRODUCTS AND SERVICES

**SWIMMER** provides expert training and technique advice from USMS's top coaches, as well as information on health, wellness, fitness, personality profiles, physiology, and other topics. Swim-related products are evaluated in our product testing department, Swim Bag. Our members rely on Swim Bag for guidance when making their purchasing decisions.

**SWIMMER** also provides you with a great way to reach the largest organized community of Masters swimmers in the U.S., many of whom participate in a wide variety of sports and activities.



# MECHANICAL REQUIREMENTS

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**Publication Trim Size:** 8.125" x 10.875"

Advertisement Size	Width	Depth
2-page spread		
• trim size . . . . .	16.25"	10.875"
• bleed ads . . . . .	16.5"	11.125"
• non-bleed ads . . . . .	15.25"	9.5"
Full page		
• trim size . . . . .	8.125"	10.875"
• bleed ads . . . . .	8.375"	11.125"
• non-bleed ads . . . . .	7.125"	9.5"
1/2-page horizontal . . . . .	7.375"	4.625"
1/2-page vertical . . . . .	3.5"	9.5"
1/4-page horizontal . . . . .	7.375"	2.187"
1/4-page island . . . . .	3.5"	4.625"
Classifieds Mini Ad 1 . . . . .	2.25"	2"
Classifieds Mini Ad 2 . . . . .	2.25"	4.625"

**Printing Method:** Web offset

**Binding Method:** Saddle-stitched

**Line Screen:** 150 lpi

**Rotation of Colors:** Black, cyan, magenta, yellow

## SUBMISSION OPTIONS

**Digital Ad Submissions:** All digital ad submissions must comply with the requirements listed below.

**Ad Design Services:** Should you require assistance in creating an ad, the publisher can provide design and copywriting services at trade rates. To discuss this option, call 941-556-6284 and speak with our advertising director at least two weeks prior to the materials due date.

*"I love being a member of USMS.*

*It connects me to swimmers, a great thing because*

*I love the water—and always have. The magazine*

*is wonderful; interesting—sometimes provocative—*

*and always enjoyable to read."*

## REQUIREMENTS FOR DIGITAL AD SUBMISSIONS

**Acceptable Media:** Email, Dropbox

**Acceptable Formats:**

- **PDF (preferred format)**

### • **Illustrator EPS:**

- Compatibility: Adobe CC (or prior)
- All text must be converted to paths. (SELECT ALL, then under TYPE, drag down to CREATE OUTLINES.)
- All colors must be converted to CMYK. (SELECT ALL, then under FILTER, drag down to COLORS: CONVERT TO CMYK.)
- Transparent objects must be flattened. (SELECT ALL, then under OBJECT, drag down to FLATTEN TRANSPARENCY.)
- All image files must be embedded.
- Preview: 8-bit Macintosh

### • **TIFF (use only if PDF and Illustrator EPS are not available):**

- Image must be 300 pixels/inch and match ad dimensions at 100% scale.
- Note: Type in TIFFs tends to be out of focus. Use this format only as a last resort.

### • **NOTE: Native files (PageMaker, InDesign, etc.) will not be accepted.**

All ads created using page layout programs must be converted to an Illustrator EPS file according to the specs above. Otherwise, film will be required. If you are uncertain about any aspect of the conversion process, please call 941-556-6284.

## PROOFS (REQUIRED ON ALL ADS)

**Color Ads:** One color proof is required.

**Black-and-White Ads:** One black-and-white proof is required.

## ADDITIONAL ITEMS TO NOTE

**Two-Color Ads:** Must be prepared in accordance with the four-color process requirements. Do not use spot colors.

**Oversized/Undersized Ads:** All ads must be sized according to the mechanical requirements for *SWIMMER*. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved if correct size ad is not provided by materials deadline.

**Blueline Charges:** A blueline charge of up to **\$150** will be applied if proper submission is not received by materials due date. *Previous advertising material will be repeated if submission is not received in time for blueline insertion.*

**Storage of Reproduction Material:** Original reproduction material left in publisher's possession is destroyed 12 months from date of issue unless publisher is notified in writing as to its disposition.