

# SWIMMER

## MEDIA KIT 2010

### Advertising Sales:

Betty Jo Bass, Advertising Director  
T 804-360-3158 • F 804-360-0347  
E [bettyjo.bass@douglasmurphy.com](mailto:bettyjo.bass@douglasmurphy.com)

### Ship Advertising Materials to:

Douglas Murphy Communications Inc.  
Production Manager, *SWIMMER*  
8401 Mayland Drive, Suite D  
Richmond, VA 23294  
T 804-272-9100 • F 804-272-1694

## Connect With a Community of Over 50,000 Adult Swimmers

More than 60 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, offering the latest information about technique, personalities, events, lifestyle, health and equipment for fitness, competition and triathlete swimmers.

### USMS Member Demographics

- » Age . . . . . 18 to 100+ (average age 46)
- » Male . . . . . 53.3%
- » Female . . . . . 46.7%

### Qualified Consumers

- » College degree or higher . . . . . 95.3%
- » Household income over \$100,000 . . . . . 49.7%
- » 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 (swimming, cycling, running, yoga)
- » Vitamins
- » Sports watches
- » Specialty shampoos
- » Financial products

More than 70 percent of U.S. Masters Swimming members report that they consciously buy brands that support the things that are important to them.

Source: U.S. Masters Swimming Member Survey 2006

Swimming is among the favorite fitness activities of Americans, according to the "USA Sports Participation Insight 08" report by Sporting Goods Manufacturers Association International.

More than 18 million people surveyed by SMGA say they swim for fitness and more than 7 million swim over 50 times a year. A third of the fitness swimmers

say they combine swimming with other fitness activities such as running and weight lifting.

#### Other Athletic Interests

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

#### Top Reasons Why Swimmers Join USMS

- » Commitment to self-improvement
- » Committed coaches
- » Community and friendships
- » Opportunity to compete
- » Fitness challenges
- » Open water events
- » Information
- » Sponsor Benefits

Each issue of *SWIMMER* provides expert advice and ideas on food and nutrition, fitness and wellness, training and technique, as well as association and member news.

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

### January-February

**Ad Sales Close:** Nov. 4  
**Materials Due:** Nov. 12

- » USMS Event Extravaganza
- » Swimmer Profile
- » Swimming Technique for Masters
- » Psychological Benefits of Swimming
- » Product Review: Goggles

### March-April

**Ad Sales Close:** Jan. 6  
**Materials Due:** Jan. 16

- » Swimming and IQ
- » Swimmer Profile
- » Open Water Swims Around the World
- » Swimming Technique for Masters
- » Product Review: Body and Hair Products

### May-June

**Ad Sales Close:** March 4  
**Materials Due:** March 15

- » Swimming and Longevity
- » Swimmer Profile
- » High Finance for Masters Clubs
- » Swimming Technique for Masters
- » Product Review: Deck Sandals

### July-August

**Ad Sales Close:** May 5  
**Materials Due:** May 14

- » Body Fat Testing
- » Swimmer Profile
- » Short Course Nationals
- » Swimming Technique for Masters
- » Product Review: Paddles

### September-October

**Ad Sales Close:** July 6  
**Materials Due:** July 16

- » Colleges and Masters Swimming
- » Swimmer Profile
- » Hormonal Changes
- » Swimming Technique for Masters
- » Product Review: Recovery Drinks

#### Bonus Distribution:

- » American Swimming Coaches Association
- » United States Aquatics Sports Convention

### November-December

**Ad Sales Close:** Sept. 2  
**Materials Due:** Sept. 16

- » VO<sub>2</sub> Training
- » Swimmer Profile
- » Swimming for a Cause
- » Swimming Technique for Masters
- » Product Review: Fins
- » Holiday Shopping Guide

# ADVERTISING RATES AND DATA

## 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 . . . . .
1/3 page . . . . .	2,880 . . . . .	2,730 . . . . .	2,590 . . . . .
1/4 page . . . . .	1,940 . . . . .	1,680 . . . . .	1,450 . . . . .

## 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 . . . . .
1/3 page . . . . .	1,810 . . . . .	1,680 . . . . .	1,575 . . . . .
1/4 page . . . . .	1,370 . . . . .	1,280 . . . . .	1,220 . . . . .

## Classifieds

\$240 per vertical inch; ad width is 2.25 inches. Add \$110 for color.

## Holiday Shopping Guide

\$480 per listing; includes color photo and product description.

## Inserts, Special Sections, Polybagging

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.

## Readers Love *USMS SWIMMER*

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.

—Kate Oatis, Maumee, Ohio

My wife and I continue to enjoy *SWIMMER* magazine very much. We especially like the training tips, the articles about ordinary people (not the stars), and my personal favorite, the monthly historical endpaper “Splashback”. Keep up the good work!

—Bryan and Elizabeth Andrews,  
Pacific Masters Swimming

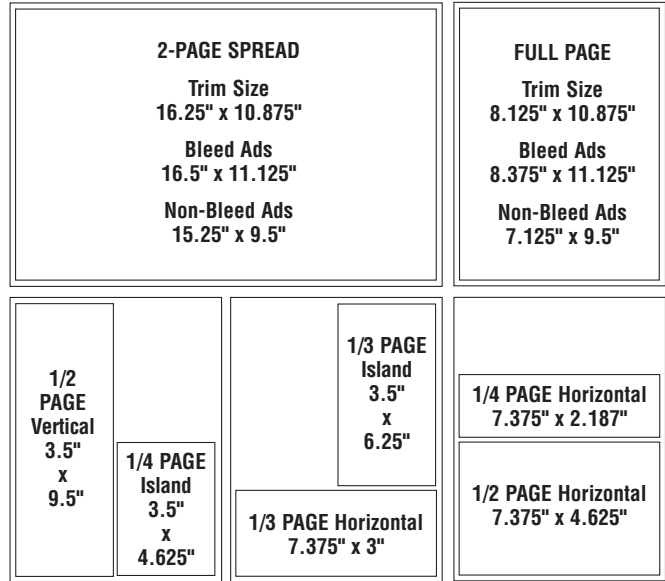
Excellent article on stress! (January-February 2009). Another reason, some research suggests, that because swimming is rhythmic, it can also enhance stress reduction. Keep up the articles and information on the broad aspects of health, especially the mental and spiritual aspects of swimming.

—Jennifer Parks, Michigan Masters

# MECHANICAL REQUIREMENTS

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

Advertisement Size	Width	Depth
<b>2-page spread</b>		
• trim size	.16.25"	.10.875"
• bleed ads	.16.5"	.11.125"
• non-bleed ads	.15.25"	.9.5"
<b>Full page</b>		
• 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"
1/3-page horizontal	.7.375"	.3"
1/3-page island	.3.5"	.6.25"
1/4-page horizontal	.7.375"	.2.187"
1/4-page island	.3.5"	.4.625"
Classifieds	.2.25"	.1" increments



**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 804-272-9100 x.116 and speak with our art director at least two weeks prior to materials due date.

**REQUIREMENTS FOR DIGITAL AD SUBMISSIONS**

**Acceptable Media:** CD-ROM

**Acceptable Formats:**

**• Illustrator EPS (preferred format for digital submissions):**

- Compatibility: Version 10 (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 Illustrator EPS and film 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 (Quark, 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 804-272-9100 x.116.

**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 *USMS 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.

**SHIP ADVERTISING MATERIALS TO:**

Douglas Murphy Communications Inc.  
Production Coordinator, *SWIMMER*  
8401 Mayland Drive • Suite D  
Richmond, VA 23294

**T** 804-272-9100 x.114

**F** 804-272-1694

## PUBLISHER'S CONDITIONS AND COPY REGULATIONS

(Publisher as used in the following refers to Douglas Murphy Communications Inc., United States Masters Swimming, its officers and staff.)

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The advertiser's most recent ad will be repeated if a new ad or instructions are not provided by the materials due date for the contracted issue.
3. The publisher's liability for any error will not exceed the charge for the advertisement in question.
4. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion, resembles editorial matter.
7. Requests for specific position are not guaranteed unless position premium has been provided for in the contract.
8. Advertisements pub-set and not used will be charged for composition and other direct expenses.
9. Advertisers will be short-rated, consistent with the terms herein, if within any 12-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for any published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates for space and for all items received through Bonus Program for Frequency Advertisers.
10. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
11. Advertisers who do not meet the publisher's credit criteria will be required to lodge a credit card as security for their display ad insertion orders. Classified advertisements must be paid in full prior to publication.
12. Payment terms are net 30 days. Overdue accounts may be charged 11/2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
13. A contract (except for cover, preferred and special positions or incentive plan) may be suspended or canceled upon 30 days written notice received by the publisher prior to published advertising close date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions.
14. Recognized advertising agencies providing complete print materials are allowed 15 percent commission on gross billing space, color and position, only if the account is paid within 30 days.
15. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
16. The publisher offers no cash discounts.
17. Verbal agreements are not recognized.
18. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be Virginia.
19. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
20. All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
21. Advertising insertion is conditioned upon acceptance of the publisher.
22. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the Commonwealth of Virginia, USA.

### Advertising Sales:

Betty Jo Bass, Advertising Director  
T: 804-360-3158 F: 804-360-0347  
E: bettyjo.bass@douglasmurphy.com

### Sponsorship Opportunities:

Kyle Deery, Account Executive  
T: 941-556-6274 F: 941-556-7946  
E: kdeery@usms.org

### Ship Advertising Materials to:

Douglas Murphy Communications Inc.  
Production Coordinator, *SWIMMER*  
8401 Mayland Drive • Suite D • Richmond, VA 23294  
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