



2005 Holiday Gift Guide

SHOWCASE YOUR PRODUCT

In the 2005 Holiday Gift Guide in *Swimming World Magazine* and online at SwimmingWorldMagazine.com

Each year *Swimming World Magazine* and SwimmingWorldMagazine.com offer advertisers an opportunity to promote holiday gift ideas to subscribers and visitors. October, November and December are peak months for holiday buying and shoppers look for those hard to find gift items and begin collecting holiday gift ideas. By taking advantage of the affordably priced four-color ads and online listings, advertisers are setting their business up for a successful holiday season to their target audience.

Who Will See My Advertisement?

You will reach the entire aquatic market both domestically and internationally through:

145,000* readers per issue of *Swimming World Magazine*

510,160 visitors per month of SwimmingWorldMagazine.com

*Pass along readership has been measured at 4.16 per issue

Parents, swimmers of all ages, coaches and officials

Swimming World Magazine is the official publication for:

- American Swimming Coaches Association (ASCA)
- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- Swimmers of America (SOA)
- U.S. Swim School Association

Swimming World Magazine is the official supplier for USA Swimming

What Do I Get?

Single Insertions - \$250 each

Approximately a 1/6 page four-color ad in *Swimming World Magazine* or SwimmingWorldMagazine.com.

Holiday Gift Guide Package - \$900

Includes the months of October, November and December

- Ad in *Swimming World Magazine*
- Ad on SwimmingWorldMagazine.com with a hyperlink to company web site

What Do You Need From Me?

Copy

50-word description of the product including a headline, price, and ordering address, phone number, fax and website

Photos

Send a good color photo or a high-resolution jpeg (300 dpi or higher)

Closing Dates

Swimming World Magazine	Space	Art
October 2005	8/3	8/12
November 2005	9/2	9/12
December 2005	10/3	10/17

Where Do I Send Artwork?

Sports Publications International

Attn: Betsy Houlihan

90 Bell Rock Plaza, Suite 200

Sedona, AZ 86351

BetsyH@SwimInfoWire.com

Phone: 928-284-4005

Fax: 928-284-2477



2005 HOLIDAY GIFT GUIDE ADVERTISING AGREEMENT and RATES

Please print out agreement, then complete, sign at the bottom, and return by fax to: 310-376-7175

Please check the advertising option(s) below, total the amount where indicated.

- A) Holiday Gift Guide ad in Swimming World Magazine (Circle Months) \$250 x # of Months
B) Holiday Gift Guide ad on SwimmingWorldMagazine.com \$250 for three months
C) Value Package: \$900

Total Amount Due \$

Acct#

Date

(SPI Office Use Only)

Company:

Representative:

Address:

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Telephone: Fax:

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Signature: Title:

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Card Number: Exp. Date:

We will not use your credit card unless instructed, but we do require that you supply the information.

324 10th Street, Manhattan Beach, CA 90266
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Holiday Gift Ideas



Aquacise Coiled Leash Training Belt

Train in a compact or crowded pool at home or when travelling. The unique Aquacise coiled leash is designed to create a progressive, continuous hydro-resistance Swim-in-Place exercise. This gives the short-pool swimmer all of the benefits of continuous open-water free-swimming. **\$29.95. Go to www.SwimInfo's SwimShop and look under "Gift Ideas."**



Ian Thorpe—Beneath the Suit DVD

Ian Thorpe—Beneath the Suit DVD, is the foremost interactive profile of the world renowned swimmer. A sports info-tainment product that provides an accurate, informative and "holistic" insight into one of the greatest swimming champions of all time—Ian Thorpe. While the DVD is certainly entertaining, it is also educational, motivational and inspirational, and intended to stimulate people the world over to chase their dreams or simply live a more active lifestyle. The DVD also contains an Ian Thorpe screen saver and wall papers for your PC or Mac computer. **\$29.95.**

Go to www.SwimInfo's SwimShop and look under "Gift Ideas."



VEW Corrective Goggles

Super Anti-fog treatment. 100% UV Protection. Hypo-allergenic. Cushion Seal-type face pad. Corrective smoke tinted lenses available in 1/2 increments from -2.0 to -7.0. Wear these instead of contact lenses! **\$29.95. Go to www.SwimInfo's SwimShop and look under "Gift Ideas."**

Speedo Swimmer's Backpack

Our best selling bag, Speedo's durable, water resistant Team Backpack makes a great gift whether heading off to the pool, or on your way to school. Comfortable shoulder straps, ventilated side pockets, and mesh outer wet pocket. Dimensions are 16" x 8.5" x 18." **Order on-line at www.swimoutlet.com or call us at 1-800-691-4065.**



Make Your Swim Rock!

Listen to hours of your own music during your swim workout using the new SwiMP3 Player. The SwiMP3 uses bone conduction—the direct transfer of sound vibrations from the cheek bone to the inner ear—to provide the swimmer with exceptional sound clarity. The SwiMP3 is fully waterproof and can be used with all the competitive swim strokes. **\$249**

By Finis. 888-33-FINIS www.finisinc.com



Halo Swim System

This system targets three key factors of successful competitive swimming: High Elbow Catch, Proper Stroke Path and Race Pace Tempos. Package includes: the swim platform for prone position training; Halo templates to guide stroke technique; Sport Vector tube trainer for swim specific strength; Olympic race pace tempo training charts; and a metronome. Recommended by Sheila Taormina, 2004 Triathlon World Champion and 3 time Olympian. **\$349 + s/h**
www.lanegainer.com/halo or call 1-800-443-8946.

SAMPLE LAYOUT FROM SWIMMINGWORLD MAGAZINE.COM

Holiday Gift Guide - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail

Address <http://www.swimmingworldmagazine.com/swimshop/buyersguide/holidaygift.asp> Go Links


Google Search Web blocked AutoFill Options

--- Swim Shop ---

2004 Holiday Gift Guide


As seen in Swimming World and SWIM Magazines

Order your holiday gifts today from the **Swim Info Swim Shop** or directly from the following companies:




Great athletes deserve to remember special achievements!!!
Sportiva's Swimming Picture Frames, Christmas decorations, Mugs, Clocks, Lamps and Statues are all available at Sportivagifts.com. Giftware designed to capture the best of competitive swimmers special achievements.

Gifts starting at \$6.99. Ask about our team fundraiser program. 866-830-9900.
www.sportivagifts.com



Hydro Training Fins
Comfort, high quality, and performance describe these swim training fins. The wide blade and "V" channel edge provide powerful and equal thrust in both directions. Hydro fins are soft, flexible and built to last. Ideal for fitness swimming, competitive training and aqua-robics.

White Water Ventures, Inc. • 2320 LaLinda Place, Newport Beach, California 92660 • 949-646-8611 • Fax 949-646-5664 • hydro4fins@aol.com






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Your Place for Swim Art!
We offer t-shirts, cups, cards and more at our online store! Terrific gifts priced from \$2.99 to \$39.99.
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