



## **ABOUT SPORTS PUBLICATIONS INTERNATIONAL**

Sports Publications International has been known as the most recognizable voice of swimming for almost a half a century. *Swimming World Magazine*, the first of a now growing family of products developed by Sports Publications International, was first published in January of 1960 and has been in continuous publication ever since.

Publishing is the core business of Sports Publications International and the staff prides itself in being the world's leading independent resource for swimming news. This is illustrated through their commitment to bring the swimming community the latest in breaking news coverage from around the world.

### **Other products developed by Sports Publications International include:**

*Swimming Technique*, first published in 1963  
*SWIM Magazine*, first published in January of 1992  
*SwimmingWorldMagazine.com*, launched in July of 1996  
*SwimInfoWire*, launched August of 2004  
*Swimming World TV*, launch pending

Many of Sports Publications' mediums serve as official publications of national governing bodies in addition to receiving recognition for excellence.

### ***SwimmingWorldMagazine.com* recognized by:**

*PC Magazine* at being part of their "Best of the Internet" as the #1 Swimming Website.

### ***Swimming World Magazine* is an official supplier of:**

USA Swimming

### ***Swimming World Magazine* is an endorsed by:**

American Swim Coaches Association (ASCA)

### ***Swimming World Magazine* is the official publication for:**

College Swimming Coaches Association of America (CSCAA)  
National Interscholastic Swimming Coaches Association of America (NISCA)  
Swimmers of America (SOA)  
United States Swim School Association