



SwimmingWORLD magazine

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4-Color Rates	1X	6X	9X	12X
1 Page	\$3,150	\$2,870	\$2,730	\$2,550
2/3 Page	\$2,775	\$2,520	\$2,400	\$2,245
1/2 Island	\$2,615	\$2,385	\$2,270	\$2,120
1/2 Page	\$2,450	\$2,230	\$2,120	\$1,980
1/3 Page	\$2,150	\$1,950	\$1,855	\$1,735
1/4 Page	\$1,950	\$1,770	\$1,685	\$1,575
Back Cover*				\$4,850
IFC, IBC*				\$4,250
3 rd and TOC Pages*				\$3,930
Center Spread*				\$7,550
2-Page Spread*				\$5,685
Gatefold*				\$7,965

B&W Rates	1X	6X	9X	12X
1 Page	\$2,155	\$1,970	\$1,875	\$1,705
2/3 Page	\$1,775	\$1,620	\$1,540	\$1,400
1/2 Island	\$1,620	\$1,470	\$1,400	\$1,275
1/2 Page	\$1,445	\$1,315	\$1,250	\$1,135
1/3 Page	\$1,225	\$1,030	\$980	\$890
1/4 Page	\$820	\$725	\$690	\$630
1/6 Page**	\$605	\$575	\$550	\$510
1/9 Page**	\$360	\$345	\$330	\$315
1/12 Page**	\$245	\$230	\$215	\$200
Center Spread*				\$6,130
2-Page Spread*				\$4,040

Classified \$50 first column inch, \$45 every additional column inch

^Early commitment rates are only valid for multiple placements only.

*Only sold the 12x rate

** Sizes are available to appear in "Swim Mart" within *Swimming World Magazine*.