

# THE **SWIM** JOURNAL

## 2020-2021 MEDIA INFORMATION



***The Leading Trade Publication  
Serving the Swimwear, Beachwear,  
Resortwear, Surfwear and Accessories  
Industries for 28 Years***

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# THE **Swim** JOURNAL

## MISSION STATEMENT

For 28 years, *The Swim Journal* has been recognized throughout the swimwear, beachwear, resortwear, surfwear and accessories industries as the leading business-to-business publication for buyers, retailers, manufacturers and suppliers including: department stores, specialty stores and chains, boutiques, beach and surf shops, catalog companies, and more, both foreign and domestic.

The Swim Journal has secured its reputation of being the industry's leading publication and wishes to thank our dedicated partners, advertisers and readers for helping us maintain that status.

*The Swim Journal* is often referred to as the "bible of the industry" due to its dedication to providing important news and the latest information on season trends.

The well-designed July issue, and the following eNewsletters and supporting website, are filled with beautiful high-color photographs and product layouts and are distributed to approximately 14,000 industry buyers and industry professionals through direct mail and email.

The Swim Journal is distributed at most industry trade shows and each digital issue remains on the website with all ads hyperlinked to the advertiser's website for 2 years.

Look to The Swim Journal as the number-one source for products and information that swimwear, resortwear and accessory retailers need in order to make their inventories more rounded, their store or department more efficient and their sales more profitable.

*The Swim Journal keeps its finger on the pulse of the industry, highlighting the trends in all categories – assuring sales success for all.*



## 2020- 2021 Editorial Calendar

### >> **Print and Digital Issue** **The Premier Issue for Season 2021**

**Ad Materials Due: 6/21/2020**

#### **Editorial Departments:**

Diving In (New Lines Debuting This Season) Splash (Industry News)  
Fashion Swimwear, Accessories & Cover-Ups  
Designer Profiles, Special Features Focusing on Men's Beachwear,  
Children's Beachwear, Sun Protective Wear, Specialty Swimwear  
Categories, the Hottest Trends and More (TBA)

#### **Bonus Trade Show Distribution:**

CURVEXPO NY, CURVEXPO LV, NEW YORK MARKET,  
OFFPRICE SHOW, SURF EXPO, SWIM COLLECTIVE, SWIMSHOW

### >> **eNewsletters** **October, November and December 2020**

**Banner Materials Due: 9/20/2020**

### >> **eNewsletters** **January, February and March 2021**

**Banner Materials Due: 12/12/2020**

# Circulation & Distribution

## JULY PRINT ISSUE

14,000+ print subscription base, mail-certified

## eNEWSLETTER ISSUES

8,000+ Digital subscribers in  
October, November, December 2020  
and January, February, March 2021

## PRINT BONUS DISTRIBUTION

CURVELASVEGAS  
CURVENEWYORK MODE LINGERIE & SWIM  
NEW YORK MARKET  
OFFPRICE SHOW  
SURF EXPO  
SWIMSHOW  
SWIM COLLECTIVE & ACTIVE COLLECTIVE CALIFORNIA



### Terms and Conditions

Net 30 days. Advertiser and advertising agency are jointly and severally liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted. 15% agency commission applies on all display advertising generated by acknowledged advertising agencies, provided the account is paid in full within 30 days of invoice date.

### Foreign Payments

Please contact International Media Group, Inc. for wire payment details.

### Advertising

#### Make Up & Design

In-house creative services billed at cost.

### Material Requirements

Preferred format for all advertising material is Adobe PDF file (Distiller for Print). Native files, with the exception of image files made in Adobe Photoshop are discouraged. All material must be made using CMYK color, and black text should be made by using black only. Never make black text using CMYK. All art must have a resolution of 300 dpi or greater, and line art should be scanned at 1200 dpi.

### SEND EMAIL FILES TO:

Suzanne@theswimjournal.com

**SAFETY MARGINS:**  
1/4" (.96cm)  
from Trim Size

**PUBLICATION TRIM SIZE:**  
8 1/8 x 10 7/8  
(20.63 x 27.11 cm)

## Display Advertising Rates

**Rates below reflect full color, gross charge.**

### Print Sizes:

Spread: \$6,805	Full: \$3,760	2/3: \$3,135
1/2: \$2,710	1/3: \$2,050	1/4: \$1,730

**Cover Gatefold:** Full Color, 2 pages \$ 7,400  
4 pages \$12,500

### Premium Positions:

Back Cover add 20 percent  
Inside front or back cover add 15 percent  
Across inside front cover, Table of Contents, Publisher or Editor's Letter add 10 percent

### CLASSIFIEDS:

1/6 Vertical: \$500 (no agency discounts)

### MARKETPLACE:

1/4 Vertical: \$950 (Excl. production, no agency discounts)

### POLYBAGGED INSERTIONS:

Postcard, Flyer, Brochure or Catalog  
Single Page: \$4,800 2 - 4 Pages: \$6,800  
5 or more Pages, *call for quote*  
(Price based on 10,000 copies)

## Web Banner Rates

**(Banner ads may rotate with other ads)**

### Premium Banners 728 x 90 pixels

12 months	\$400 mo.
9 months	\$450 mo.
6 months	\$500 mo.
3 months	\$550 mo.

### Standard Banners 300 x 250 pixels

12 months	\$250 mo.
9 months	\$275 mo.
6 months	\$300 mo.
3 months	\$350 mo.

### THE SWIM JOURNAL eNEWSLETTER:

Over 8,000 recipients will receive *The Swim Journal* eNewsletter 6 times, starting in October. eNewsletter banner advertising space is limited in availability and display advertisers in our July print edition have first placement choice.

Banner size 728 x 90 pixels:

1X \$1,500	3X \$1,200 each	6X \$900 each
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## PUT YOUR BRAND VIDEOS TO GOOD USE!

Click to play

Link your ad to your brand video, runway show or website

**FREE OF CHARGE!**



**Contact Suzanne Bernhardt - Advertising Manager  
for more information**

**Suzanne@theswimjournal.com - Tel: 770.722.7101**

AD SIZE	WIDTH		HEIGHT
Full Page	8.125" wide	x	10.875" tall
TRIM SIZE	206.375 mm	x	276.225 mm
Full Page with required bleed	8.375" wide	x	11.125" tall
	212.725 mm	x	282.575 mm
2-Page Spread	16.25" wide	x	10.875" tall
TRIM SIZE	412.75 mm	x	276.225 mm
2-Page Spread with required bleed	16.75" wide	x	11.125" tall
	425.45 mm	x	282.575 mm
2/3 page vertical	4.625" wide	x	10" tall
	117.475 mm	x	254 mm
1/2 island vertical	4.625" wide	x	7.625" tall
	117.475 mm	x	193.675 mm
1/2 horizontal	7" wide	x	4.875" tall
	177.8 mm	x	123.825 mm
1/3 square	4.625" wide	x	4.875" tall
	117.475 mm	x	123.825 mm
1/3 vertical	2.1875" wide	x	10" tall
	55.5625 mm	x	254 mm
1/4 vertical	3.375" wide	x	4.875" tall
	85.725 mm	x	123.825 mm
1/6 vertical	2.1875" wide	x	4.875" tall
	55.5625 mm	x	123.825 mm
1/6 horizontal	4.625" wide	x	2.1875" tall
	117.475 mm	x	55.5625 mm
Classified	2.1875" wide	x	4.875" tall
	55.5625 mm	x	123.825 mm
Live area*	7.625" wide	x	10.375" tall
	193.675 mm	x	263.525 mm

Type & Logos must be at least .325 inches from the trim.

## TERMS AND CONDITIONS

Net 30 days. Advertiser and advertising agency are jointly and severally liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted. 15% agency commission applies on all display advertising generated by acknowledged advertising agencies, provided the account is paid in full within 30 days of invoice date.

## FOREIGN PAYMENTS

Please contact International Media Group, Inc. for wire payment details.

## ADVERTISING MAKE UP & DESIGN

In-house creative services available. Call for a quote.

Tel: 770.722.7101

[theswimjournal.com](http://theswimjournal.com)

## Ads should be submitted as high-resolution cmyk PDFs.

- All PDF files must meet PDF/X-1A standards.
- CMYK .jpg files will be accepted at 300 DPI as a secondary option.
- Images must be 300 DPI (or larger) at size used in advertisement.
- Line art must be 1200 DPI at size used in advertisement.
- Fonts must be embedded (no subsets) in the PDF document or converted to outlines.
- All files must be CMYK only.
- Do not use RGB or spot colors for images, logos, blocks of color.
- If there are large areas of black, use a 4 color process build of 30 cyan, 30 magenta, 30 yellow, 100 black.

**EMAIL AD MATERIALS TO: [Suzanne@theswimjournal.com](mailto:Suzanne@theswimjournal.com)**





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## Contact Us

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## The Swim Journal

Published by  
*International Media Group, Inc.*  
60 E. Rio Salado Parkway, Suite 900  
Tempe, AZ 85281

[www.theswimjournal.com](http://www.theswimjournal.com)