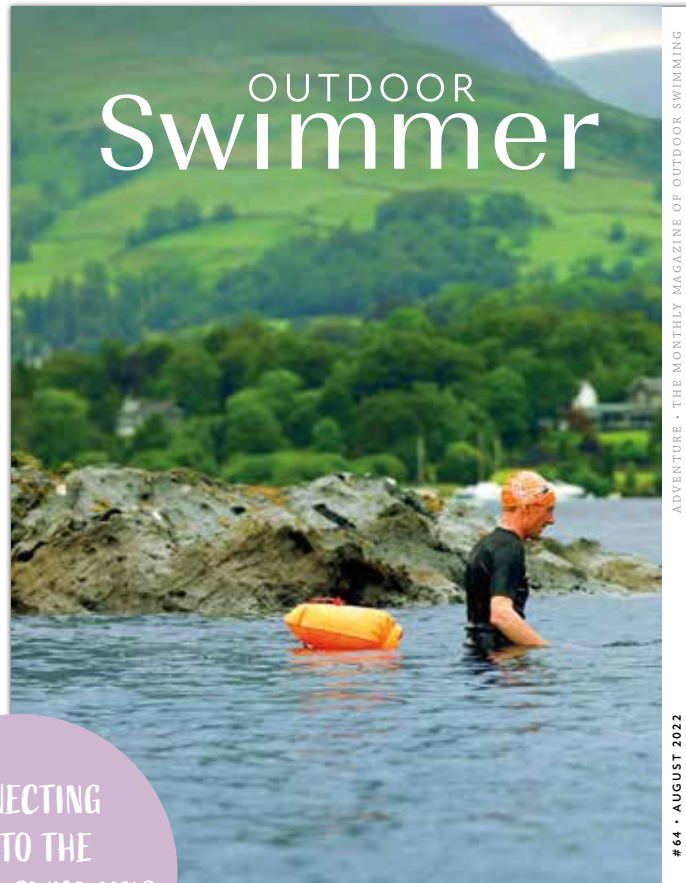




OUTDOOR
Swimmer

Media Pack
2022

The world's only devoted open water swimming media and magazine brand



CONNECTING
YOU TO THE
OUTDOOR SWIMMING
COMMUNITY

We're very excited to launch a new-look Outdoor Swimmer across both our print magazine and our website, the result of dedicated and passionate behind-the-scenes work from the team at Outdoor Swimmer.

It's not just about how we look. We're introducing new writers and content for the magazine to reflect changes in the world of outdoor swimming, and with this comes new creative ways of bringing to life your brand offerings.

Our new content is designed to engage directly with the sectors of the outdoor swimming market where we see the most growth. Based on the research we did for our *2022 Trends in Outdoor Swimming Report*, more than 70% of our readership is female with an average age of 50. More than half of our readers continue to swim outside at least once per week in winter and nearly two thirds say outdoor swimming is hugely important for their mental health. The new look magazine will speak even more directly to this audience.

Our refresh creates an opportunity for our partners to help promote growth in the whole outdoor swimming sector and celebrate your commitment to the outdoor swimming community by championing Outdoor Swimmer magazine – the voice of the community.

Outdoor Swimmer is the go-to media brand for exposure to an outdoor swimming audience

Connect your business to the outdoor swimming community by showcasing, inspiring and educating the audience about your products or services via outdoor swimmer magazine and its multiple channels.



13,000
Readership

- Advertising opportunities include:
- Advert
 - Advertorial, sponsored section or column
 - Promoted event
 - Wrap, insert, special promotions
 - Supplement

75,000
Unique website visits per month

- Digital advertising options include:
- Sponsored content and video
 - Promotional slots including leader board and rectangle advert
 - Featured events

33,000
Email newsletter subscribers

- Open rate of 26%+ and 9% click rate (average 1800 clicks per email).
- Advertiser clicks are 200-500 per week.
- Competitions average 2.5k entries and 1k opt in emails.

60,000
Social media following

- Opportunities include:
- Boosted posts
 - Sponsored events
 - Social take-over
 - Instagram Live
 - Social Q&A including key influencers
 - Giveaways