

OUTDOOR Swimmer

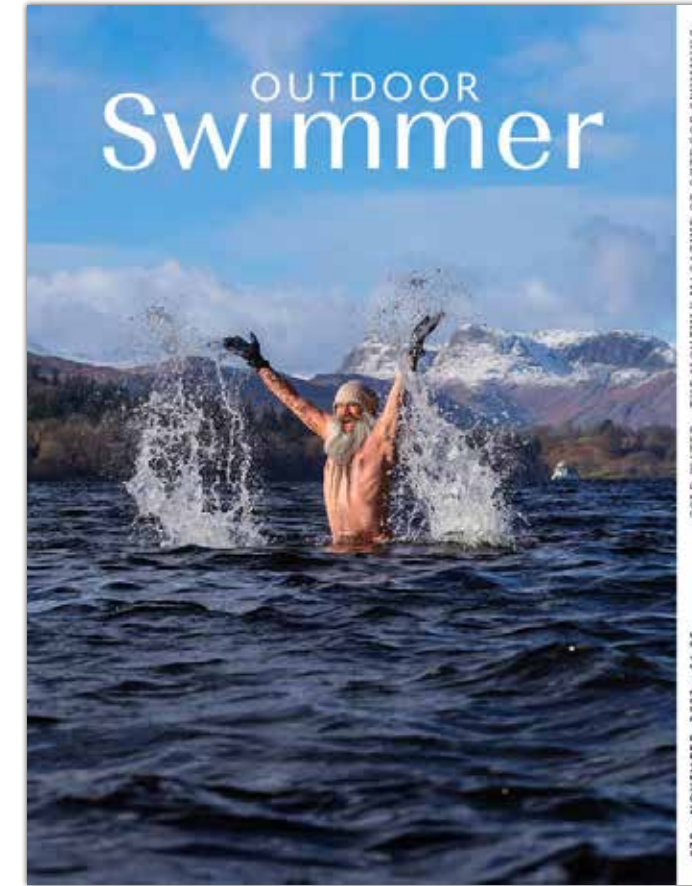
Media Pack 2024



The world's leading open water swimming media and magazine brand

Outdoor Swimmer creates opportunities for our partners to grow their brands within the outdoor swimming community and also support the many benefits of outdoor swimming.

Outdoor Swimmer magazine is the voice of the community. By working with us you champion its development and growth.



OUTDOOR Swimmer

The go-to media brand for outdoor swimming

Connect with the outdoor swimming community 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

70,000
Unique website visits per month

Digital advertising options include:

- Sponsored content and video
- Promotional slots including leader board and rectangle advert
- Featured events
- Advertorial

33,000
Email newsletter subscribers

Email opportunities include:

- Lead sponsorship of our weekly newsletter, The Dip
- Competitions
- Solus themed emails to our database

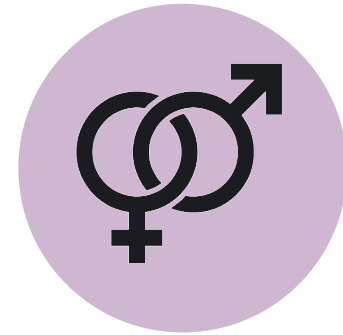
67,400
Social media following

Opportunities include:

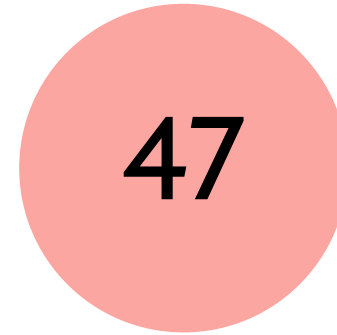
- Boosted posts
- Sponsored events
- Social take-over
- Instagram Live
- Social Q&A including key influencers
- Giveaways

Outdoor Swimmer audience

Connecting you to a diverse and engaged audience across all platforms.



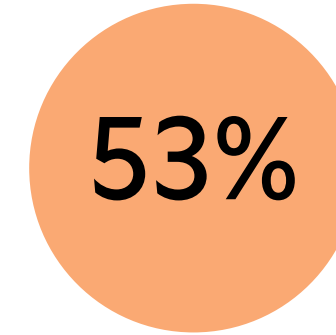
Male readers: 47%
Female readers:
53%



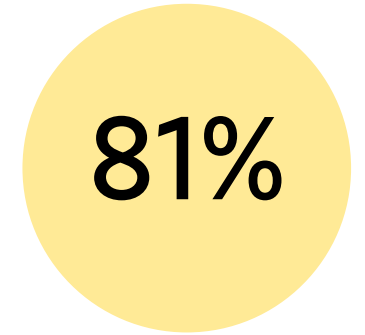
Average age
20-30: 2.5%
31-40: 11.3%
41-50: 32.3%
51-60: 36.4%
60+: 17.5%



Average household income



Planned to take part in 1-3 events in the next 12 months



Percentage of readers who also swim in a pool

FAST FACTS

- 35% are serious swimmers who train regularly and take part in events
- 37% are experienced swimmers who occasionally take part in events
- 10% are new to outdoor swimming
- 23% attend group coaching sessions to improve their swimming
- 19% take one-to-one lessons
- 18% are members of masters clubs
- 9% have taken part in swim training camps
- 66% say walking is their most popular 'other activity' while 55% enjoy travelling, 50% cycle, 40% run and 18% do triathlon.

Where do they swim?

Lakes: 59%
Sea: 50%
Supervised venues: 28%
Lidos: 25%
Rivers: 22%

Attitudes to outdoor swimming

The results of our 2023 *Trends in Outdoor Swimming* report show continued growth in the sport.

77%

Growth in outdoor swimming continues to be driven by women, who made up 77% of our survey sample, up from 73% last year.

41%

Sewage pollution and water quality is seen as the biggest barrier to continued growth in outdoor swimming, with 41% of people ranking it highest.

35%

35% said they will definitely buy a new swimsuit next year. 43% said it was quite likely they would and 10% said they would make-do and mend.

1/3

The most common motivation cited for outdoor swimming is for mental health and general wellbeing, which was the first choice of one third of respondents

40 to 49

A quarter of respondents are age 40 to 49, just over a third are 50 to 59 and a fifth are in their 60s.

“I love it. I get a real buzz from it and do it as often as I can.”

65% of respondents can't get enough of winter swimming

Editorial pillars

We deliver inspirational stories that capture the diverse community that makes outdoor swimming a unique sport and pastime.



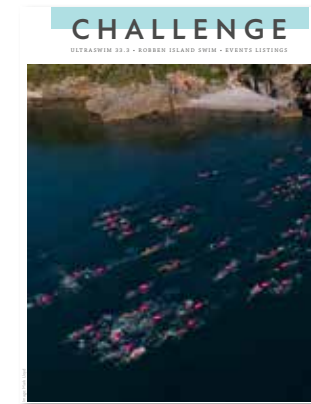
Inspirational stories, features and interviews from the world of outdoor swimming form the core of Outdoor Swimmer's editorial content.



The Coach section includes training and technique advice, nutrition, dryland exercises and guidance on how to swim safely outdoors. Regular contributors include Olympian Cassie Patten.



We showcase open water swimming products, pool training kit and outdoor adventure lifestyle gear in trusted reviews by the Outdoor Swimmer editorial staff and a team of experienced swimmers.



Every issue includes comprehensive UK and international event listings, teamed with in-depth reviews of races and swims to inspire readers to sign up to events and take on new challenges.



The Explore section features swim destinations and inspiring travel stories from around the world. The section includes long-read articles showcasing organised holidays and independent wild swimming destinations.



Community is at the heart of outdoor swimming and Outdoor Swimmer magazine. The Swim Life section celebrates individuals, achievements and community stories from swimmers around the world.

2024 magazine editorial calendar

The editorial themes and highlights of the year –
including gear reviews and pull-out supplements.

January

CREATIVITY

Gear

- After swim care – our guide to layering up after your swim

July

WATERSPORTS: COMPLIMENTARY WATER ACTIVITIES

Gear

- Paddle boards
- Kayaks
- Water shoes
- Other dual kit

February

SUSTAINABILITY AND CAMPAIGNING

Gear

- Period swimwear and kit
- Safety gear
- Tow floats

August

SWIM SAFE

Gear

- Summer kit for kids
- Car seat covers
- Light change towel robes
- Towels
- Sunglasses

March

ENDURANCE AND LONG DISTANCE SWIMMING

Gear

- Nutrition: gels, feeding and hydration
- Swim leggings

Supplement

- Event Guide

September

INDIAN SUMMER - CELEBRATING AUTUMN WARMTH

Gear

- Change robes
- Coats
- After swim shoes

April

SWIM TRAVEL

Gear

- Goggles
- Masks
- Prescription goggles

Supplement

- Travel Guide

October

HEALTH & FITNESS

Gear

- Pool training kit
- Dryland training Kit
- Tech
- Skincare
- Shampoos and haircare

Supplement

- Winter Swim Guide

May

BACK TO BASICS

Gear Special

- Wetsuits
- Swimsuits
- Plus-size suits
- Two-piece suits
- Modestysuits
- Shorties
- Skincare: suncream

November

WINTER SWIMMING

Gear

- Neoprene accessories
- Layering

Supplement

- Christmas Buying Guide

June

SWIM WALKING

Gear

- Walking boots
- Sit mats
- Changing mats
- Backpacks for wet/dry gear

December

JOY

Gear

- Fun printed gear
- Inflatables
- Swim toys

WAYS TO ENGAGE Website

We reach 70,000 unique browsers every month.

outdoorswimmer.com is the home of Outdoor Swimmer magazine online. The website and community portal attracts more than 70,000 unique visits per month. It's the place to access the latest news, reviews, features, inspirational stories and training advice for open water swimmers.

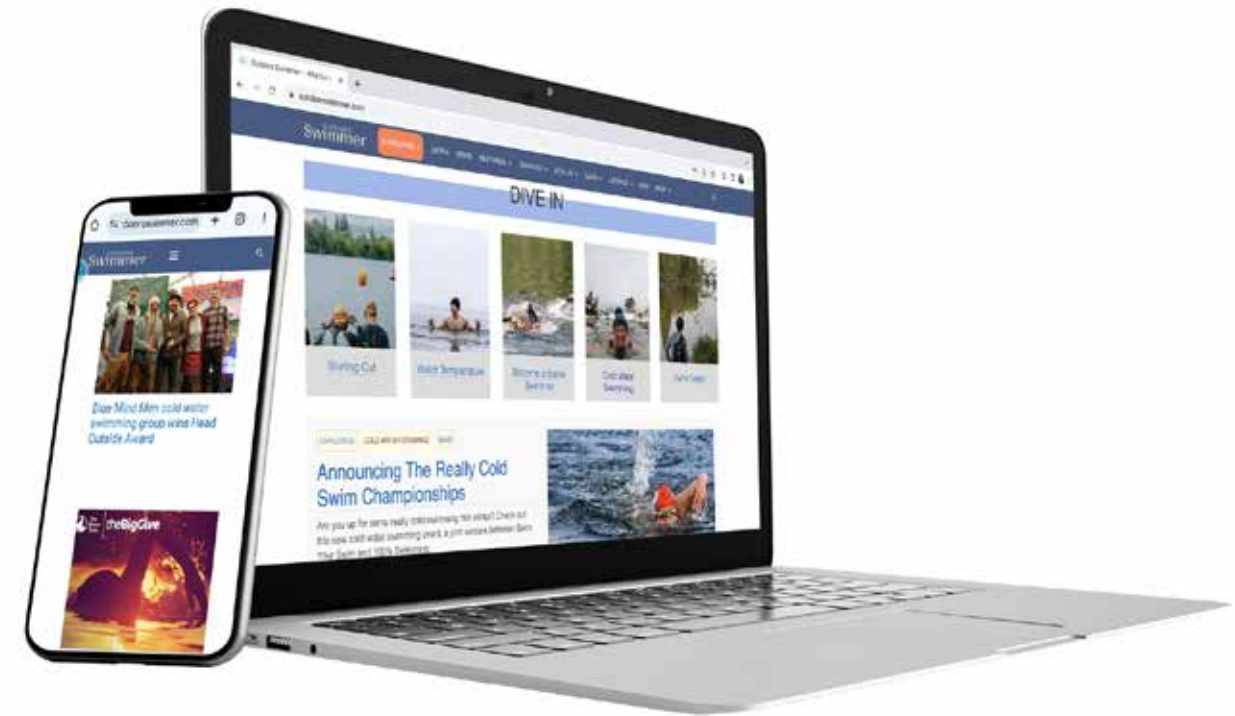
Advertisers benefit from the adverts being in a content framework, so optimised viewing with no advert blockers. It offers an inventory of exciting digital advertising options such as sponsored content and video, as well as standard promotional slots including leader board, rectangle advert and featured events.

GEAR AND ONLINE ADVERTORIALS

Gear and online advertorials are fast becoming the most read articles on the website. On top of the monthly gear reviews in the magazine, our Gear Editor produces regular content to appeal to swimmers online. Commission a bespoke Tried & Tested article where we test, photograph and review the product to create an honest journalistic feature that is widely read and easily found through wider SEO searches.

COMPETITIONS

Competitions average 2,500 entries and 1,000 opt-in emails. These can be featured in our monthly magazine, with a full page advert, as well as being shared on our website, weekly in our newsletters and throughout the month on social media, offering data capture and coverage across all of our channels.



WAYS TO ENGAGE Email

Speak directly to 33,000 outdoor swimmers.

THE DIP

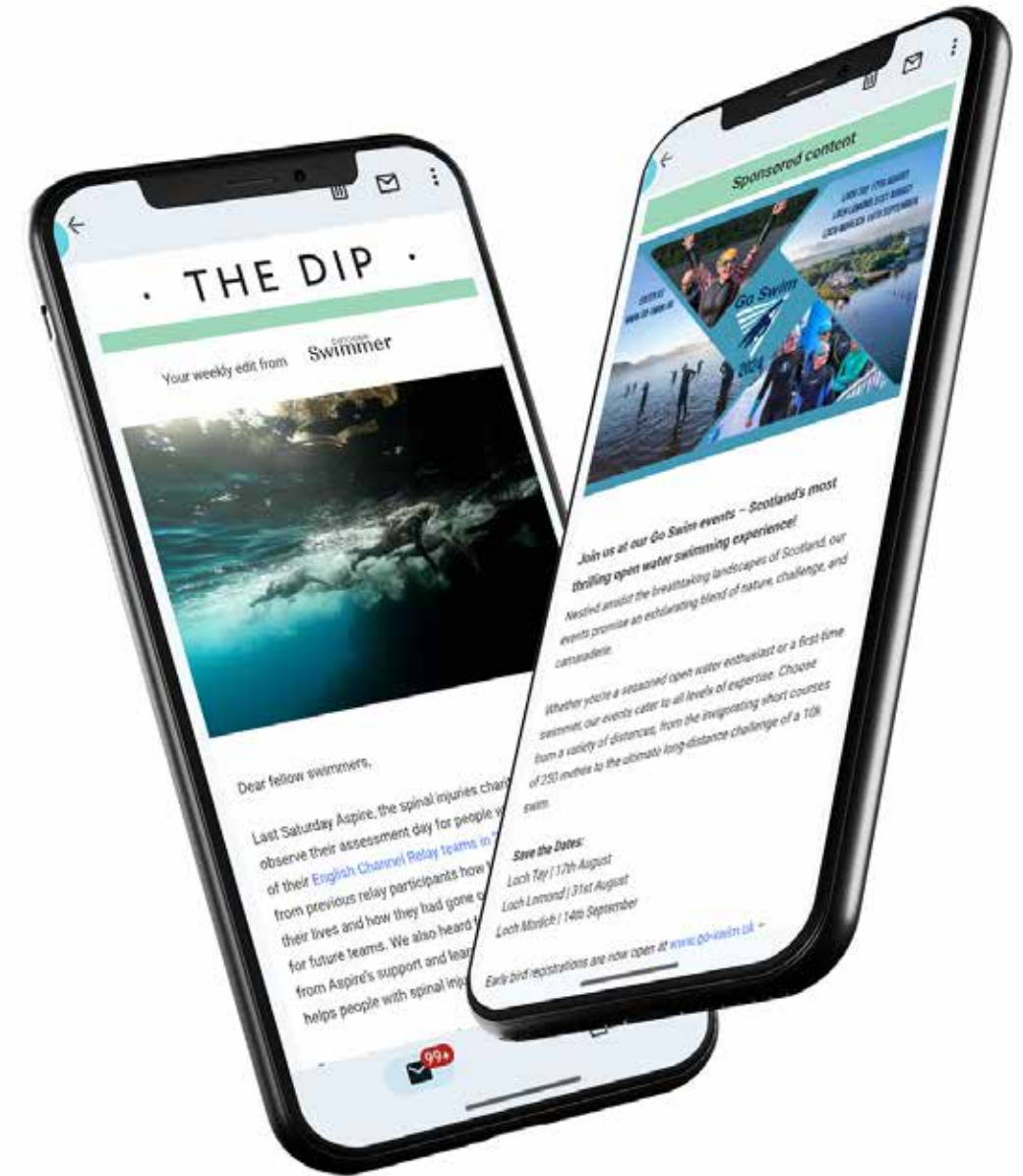
Our weekly email newsletter is distributed to more than 33,000 keen outdoor swimmers, and influencers, every week with up-to-the minute news and opinion.

LEAD SPONSORSHIP

Take prominent place in the much-awaited weekly newsletter with a lead banner and sponsored news item, including 70 words and an image. Advertiser clicks are 200-500 per week. The newsletter has a consistent unique open rate of 38% and 5% click rate (average 1,500 total clicks per email).

SOLUS THEMED EMAIL

Communicate directly with the targeted database with a dedicated email themed around your brand and offering. Our journalists work on a brief to write and design a compelling email that will deliver interest to our readers and results for the brand. Brands often repeat this activity based on successful sales uplift. Open rates vary from 35-45% and click rates from 3-8%.



WAYS TO ENGAGE Social media

A global audience of over 67,000 outdoor swimmers.

Outdoor Swimmer has an engaged community of followers keen to digest news, features and products as shared by the editorial team. The perceived endorsement and recommendation from the high-profile editorial team delivers valuable results for advertisers. This can be with supplied or created content.

Opportunities include:

- Boosted posts
- Sponsored / boosted events (retargeting interested swimmers)
- Social take-over
- Instagram story
- Social Q&A with influencers
- Giveaways



28k followers



16k followers

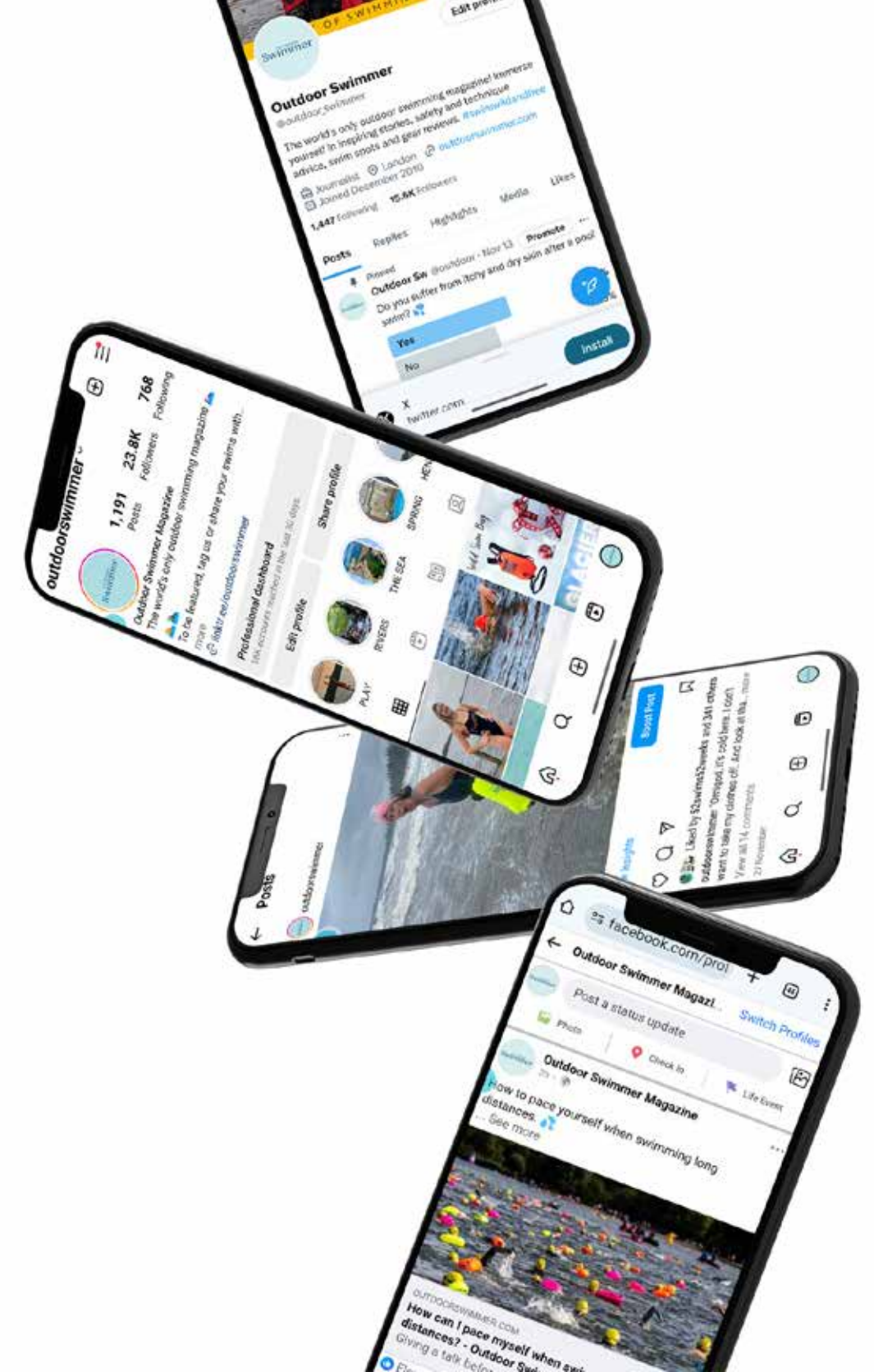


24k followers



800 followers

OUTDOOR
Swimmer



WAYS TO ENGAGE Print

Enhance trust with a traditional media campaign.

PRINT ADVERTISING AND SPECIAL PROMOTIONS

Advertising and magazine exposure available in a variety of formats.

Opportunities include:

- Advert – DPS, full-page, half-page or classified
- Advertorial, sponsored section or column
- Promoted event
- Wrap, insert, special promotions
- Supplement
- *Outdoor Swimmer can design adverts for clients on request*

ADVERTORIALS

Advertorials allow you to capitalise on the trust and reputation of Outdoor Swimmer with content created for you by our highly experienced team. The client has full editorial control.

Photoshoots to incorporate bespoke lifestyle imagery can also be arranged.



SPONSORED SECTIONS

Sponsorship of a regular section or column of the magazine offers space for content sharing and brand promotion as well as traditional advertising. Section sponsorship also includes social media posts, online advertising and content, and newsletter activity.

Sponsorship opportunities include:

- Coach section
- Challenge section
- Explore section
- Swim Life section

WAYS TO ENGAGE Special supplements

From travel to training, our special supplements inform, inspire and entertain.

SPECIAL SUPPLEMENTS

Four times a year the team create a supplement which is inserted in the magazine and also available online via the website. The estimated readership for each guide is 20,000 to 40,000 and we know readers keep and refer back to the guides multiple times. The current supplement titles are:

- Events Guide
- Travel Guide
- Winter Swim Guide
- Christmas Buying Guide



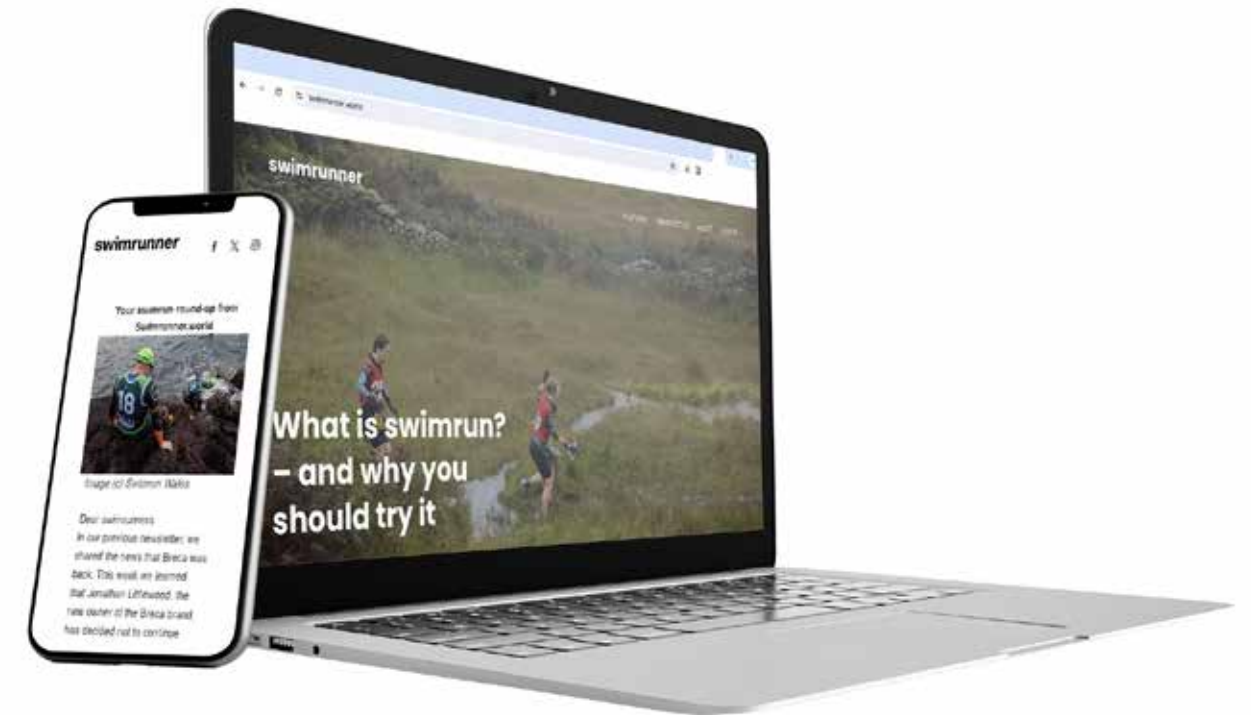
WAYS TO ENGAGE swimrunner.world

Reach a new audience of committed endurance athletes.

SWIMRUNNER

Swimrunner is an online magazine and newsletter for swimrunners. Each newsletter contains advice from the pros, interviews, gear reviews, training advice, travel inspiration, event listings and much more. Swimrunner.world is the place to access the latest news, reviews, features, inspirational stories and training advice for swimrunners.

The email newsletter is distributed to more than 800 swimrunners.



RATE CARD

Website, email and print

PRINTED AND DIGITAL MONTHLY MAGAZINE

Readership 13,000. Rate per issue

Advertising – artwork provided

Half page	£450
Full page	£850
Double page spread	£1,600

Advertorial – content written and designed by OS

Full page	£1,275
Column advertorial	£700
Double page spread	£2,400
Print advertorial replicated as a web feature and shared on social media	£250

Competition package across all media with opt-in email addresses and research opportunities

Full page, social media, newsletter x2. Hosted on the website for a full month	£1,200
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E-COMMUNICATIONS

Database 33,000, 38% average open rate and 5% click rate

Lead sponsorship of the weekly The Dip newsletter	£500
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Lead banner image in the popular email. 70 words and image in a sponsored news item

Secondary sponsorship of the weekly The Dip newsletter	£350
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Banner mid-way down email

Solus themed email

Email written and designed by OS and sent to the database. Email themed around the brand/product based on a specific brief	£1,200
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WEBSITE

70,000 visits per month. Rate per month

Web advertorial

Written by OS with imagery and links. Shared on social media and in one issue of the weekly The Dip newsletter	£650
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Digital competition

Web hosted competition gathering opt-in email. Competition shared on social media and in newsletter x2	£600
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Top banner on front page (1140 x 145px)	£450
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Large rectangle ad on front page (336 x 280px)	£300
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All prices exclusive of VAT

GET IN TOUCH

Key contacts

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Let us help you build and enhance your open water swim brand.

