



FACT SHEET

ABOUT SPORTS ILLUSTRATED SWIMSUIT

- On Tuesday, February 14, 2012, the 49th edition of SPORTS ILLUSTRATED Swimsuit will be on newsstands, SI.com/Swimsuit, tablet and iPhone.
- The 2012 SPORTS ILLUSTRATED Swimsuit Issue cover will be revealed Monday, February 13 on *The Late Show with David Letterman*.
- The SPORTS ILLUSTRATED Swimsuit launch is fully interactive
 - On Twitter check out @SI_Swimsuit and follow the hash tag #SISwim.
 - On Facebook (Facebook.com/SISwimsuit).
- Senior Editor MJ Day has worked on every Swimsuit issue since 1999, most recently as Senior Associate Editor.
- This year's issue features 18 franchise SPORTS ILLUSTRATED Swimsuit models and 6 world class athletes.
- This year's issue shot in Apalachicola, Fl., Australia (Sydney + Cairns), Panama (Bocas del Toro + San Blas), Seychelles and Zambia.

SPORTS ILLUSTRATED SWIMSUIT'S REACH

- 70 million adults read the 2011 SPORTS ILLUSTRATED Swimsuit issue
- 1 in 3 U.S. adults read the issue
- SI Swimsuit reaches more men 18-34 than the Super Bowl
- The issue generated more than 1.36 billion media impressions in the three weeks surrounding the 2011 launch

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