

ADVANCED DIVER MAGAZINE

Media Kit

- Equipment
- Training
- Travel
- Photography
- Decompression
- Exploration
- Research
- Wreck
- Cave
- Rebreather



Exploring Our Underwater World

ADVERTISING OPPORTUNITIES

UNBEATEN PRINT ADVERTISING

Reaching over **20,000** readers each issue, **ADVANCED DIVER** Magazine targets the individuals who are serious about their diving. Divers who pursue continued education to advanced levels are the bread-and-butter of the diving industry. These divers spend thousands of dollars annually on equipment, dive charters, and both foreign and domestic travel. Reaching these divers will ensure a profitable year for the diving industry as a whole.

In addition to customers reached through our paid circulation, **ADVANCED DIVER** gives advertisers direct exposure every issue to divers and key consumers by having a major presence at trade shows, rebreather seminars, and other dive related events throughout the U.S.

DISTRIBUTION

Distribution of **ADVANCED DIVER** includes:

- Newsstand (Books-a-Million, Borders, and Barnes & Nobel)
- Dive trade shows (Our World Underwater, Beneath the Sea, Sea Space, Boston Sea Rovers, etc.)
- Manufacturer trade show (DEMA)
- National and International Dive Events (Zero Gravity, NSS-CDS and NACD Cave Conference, Ghostship Festival, etc.)
- Dive club meetings and special training events throughout the year

DEMOGRAPHICS

20,000 readers each issue

The majority of **ADVANCED DIVER** prospective readers are affluent professionals that embrace new technology and have the means to purchase all sorts of gear, apparel, and equipment.

Distribution percentages of printed magazines:

- 53% Paid Subscribers
93% U.S. 7% Foreign
- 26% Promotional giveaways at trade shows and dive events
- 11% Foreign distributors
- 10% In-house back issue and advertisement promotions

Percentages are subject to change according to scheduled dive events, new subscriptions, and foreign distribution.

ADVERTISERS BONUS

Dive Equipment Manufacturers:

Advertising with ADM provides much more than an advertisement on a single page. Paid advertisers have priority space over non-advertisers for new product listings. Advertisers also have priority for equipment articles and reviews with ADM along with receiving free banner space, links and new product information on ADM On-Line.

Dive Facilities, Resorts, and Liveaboards:

Along with the standard advertisement, ADM offers these location advertisers special editorial privileges such as a one time, three to five page color article on their local diving, hospitality and specialties.

Boards of Tourism:

ADM offers countries promoting dive resort tourism special editorial privileges in each issue contracted, such as a three to five page color article on their local diving, hospitality and specialties.

(ADM holds the right to approve or deny all materials for publication. Special editorial privileges only apply for those advertisers who contract a 2/3 page or larger ad space for 4 or more issues. Editorial content must coincide with the direction of Advanced Diver Magazine. ADM offers professional staff writers and photographers for assistance with editorial, graphics and photography.)



RATE CARD & PRINT SPECS

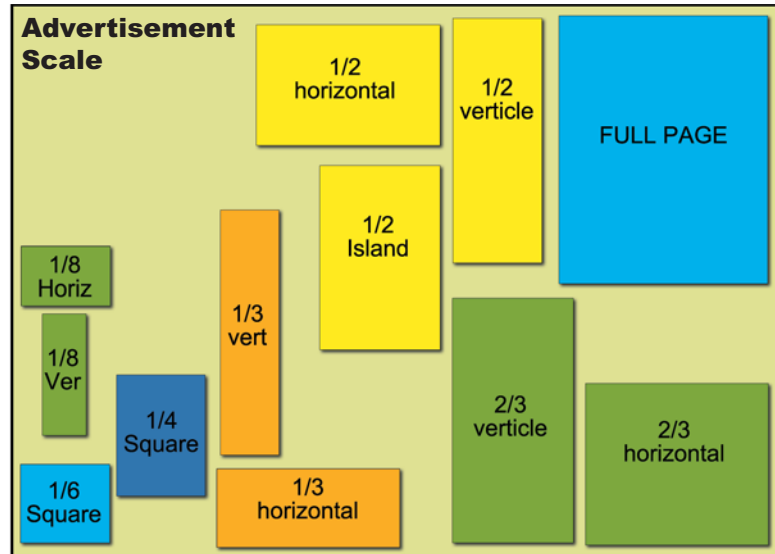
ADVERTISING RATES

ADVANCED DIVER Magazine (ADM) takes pride in its high-quality graphical illustrations, and professional writers, and photographers. ADM has limited its advertisement to editorial ratio to 70% editorial and 30% advertisement. To ensure this ratio, **ADM** will continue to grow by adding additional pages as advertisements increase. **ADVANCED DIVER Magazine** desires to work closely with your company by providing the link between your front door and the rest of the diving world.

AD SIZE	X2	X4	X6	X8
1/8 Page	\$343.75	\$326.50	\$309.37	\$292.18
1/6 Page	\$476.00	\$452.00	\$428.40	\$404.60
1/4 Page	\$787.50	\$748.12	\$708.75	\$669.37
1/3 Page	\$1075.50	\$1021.72	\$967.95	\$914.17
1/2 Page	\$1475.00	\$1401.25	\$1327.50	\$1253.75
2/3 Page	\$1751.00	\$1663.45	\$1575.90	\$1488.35
Full Page	\$2350.00	\$2232.50	\$2115.00	\$1997.50
Two Page	\$4150.00	\$4050.00	\$3900.00	\$3795.00

MECHANICALS

Two Page Spread	Width - Inches / Pixels	Height - Inches / Pixels
Live Area	16.5" / 4950	10.406" / 3122
Trim Area	17.0" / 5110	10.922" / 3223
Full Page	Width - Inches / Pixels	Height - Inches / Pixels
Live Area	7.985" / 2396	10.251" / 3075
Trim Area	8.5" / 2550	10.922" / 3277
Partial Page	Width - Inches / Pixels	Height - Inches / Pixels
2/3 Verticle	4.626" / 1388	9.375" / 2813
2/3 Square	7.0" / 2100	6.188" / 1856
1/2 Verticle	3.42" / 1026	9.375" / 2813
1/2 Horizontal	7.0" / 2100	4.626" / 1388
1/2 Island	4.626" / 1388	7.0" / 2100
1/3 Verticle	2.25" / 675	9.375" / 2813
1/3 Horizontal	3" / 900	7.0" / 2100
1/4 Square	3.42" / 1026	4.626" / 1388
1/6 Square	3" / 900	3.42" / 1026
1/8 Verticle	1.683" / 505	4.626" / 1388
1/8 Horizontal	3.42" / 1026	2.25" / 675





ACCEPTABLE FILE FORMATS

All advertising should be provided in digital format. In order to process your digital files efficiently, please supply one composite high-resolution file per advertisement (i.e. TIF or EPS WITH FONTS CONVERTED TO OUTLINES OR EMBEDDED). Alternatively, we will accept the following Macintosh-native application files with all necessary images and fonts.

- ADOBE PHOTOSHOP, 300 dpi
- TIFF, 300 dpi
- Hi resolution, press-ready ADOBE PDF
- EPS, fonts converted to outlines

FILES INCLUDED

If your file was created in another program, such as Freehand, Pagemaker or InDesign etc., please save it as an EPS or TIF file format. If the program supports it, CONVERT ALL FONTS TO OUTLINES. Resolution should be 300 dpi.

FONTS

ALL FONTS MUST BE CONVERTED TO OUTLINES, EMBEDDED IN THE FILE OR INCLUDED WITH AD FILES. Provide printer and screen fonts including fonts used within imported files.

PAPER STOCK

COVER: 80# High Gloss BODY: 70# Gloss
 BINDING: Perfect Bound
 PRINTING: Heat-set web offset

DIMENSIONS

TRIM SIZE: 8 1/2" x 10 7/8"
 LIVE AREA: 8" x 10 1/2"
 BLEED: 1/2" beyond trim on all sides

PROOFS

All files must be accompanied by a proof. We cannot guarantee color fidelity or content on press if a color proof is not supplied with your files. Acceptable proofs are: Matchprint, Rainbow, and Iris.

ACCEPTABLE MEDIA

CD-ROM
 DVD

ALTERATIONS

Ads requiring alterations, such as editing, image manipulation, reductions or enlargements, trapping, etc., will be billed mechanical charges at the publisher's prevailing rates. PLEASE INCLUDE issue date, ad size reserved and contact information for your designer with all ad submissions.

AD MATERIALS SHIPPING ADDRESS

ADVANCED DIVER MAGAZINE
 327 Snapdragon Loop
 Bradenton, FL 34212

CONTACT INFORMATION

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