

DIVER

ADVERTISING SPECIALS

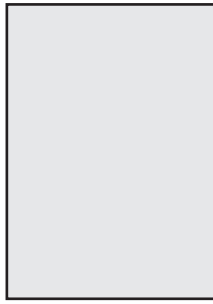


The longest-established sport diving magazine in North America

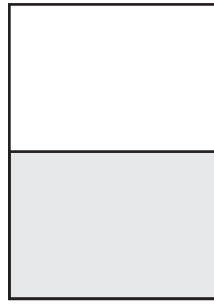
AT A GLANCE:

- We've been informing divers for over 40 years. Experience counts.
- New digital edition on Magzter just launched, website re-design coming in 2016
- Hugely respected in the dive industry, with an advisory board including: Sylvia Earle, James Cameron, Jean-Michel Cousteau, David Doubilet, Stan Waterman, and Bret Gilliam
- Over 50% of our readership is in the USA
- 70% share their copies with two to three other divers
- Nearly all keep their copies indefinitely for repeated reference
- Nearly 70% told us DIVER influences their travel plans
- OVER 80% say they have acted directly on advertising in DIVER
- More than 70% dive year-round
- Averaging 25,000 readers per issue
- Eight issues per year, distributed to over 42 countries
- Increasingly popular and growing online website
- The USD to CAD dollar exchange rate makes this the best time ever to buy an ad!

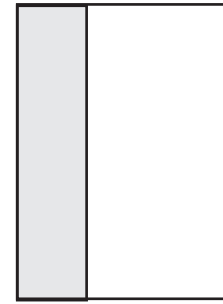




Single Page



Half Page

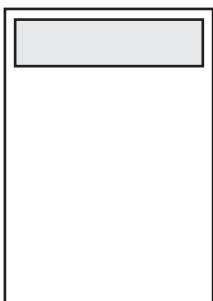


Skyscraper

DISPLAY ADVERTISING	One issue	4 issues (half year)	8 issues (1 year)
Full Page (Price per insertion - CAD\$)	Was: \$3,410 Now: \$2500	Was: \$3,190 Now: \$2200	Was: \$2,970 Now: \$2000
Outside Back Cover (Price per insertion - CAD\$)	Was: \$3,850 Now: \$2800	Was: \$3,630 Now: \$2400	Was: \$3,410 Now: \$2200
Inside Back Cover (Price per insertion - CAD\$)	Was: \$3,740 Now: \$2700	Was: \$3,520 Now: \$2300	Was: \$3,300 Now: \$2100
Half Page (1/2) (Price per insertion - CAD\$)	Was: \$2,530 Now: \$2000	Was: \$2,310 Now: \$1800	Was: \$2,090 Now: \$1600
Skyscraper (1/3) (Price per insertion - CAD\$)	Was: \$1,430 Now: \$1000	Was: \$1,320 Now: \$900	Was: \$1,210 Now: \$800

DIRECTORY:

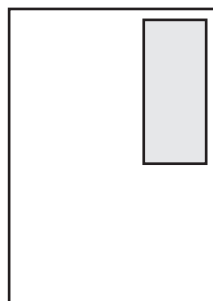
The DIVER Directory offers stunning value for money. One price, for one year. Simple! Choose from a horizontal or vertical ad, supply either one ad or eight (one per issue), and you'll get an entire year of coverage at an unbelievable rate. Double sized Directory ads are available upon request.



One year
8 issues:

Was: \$1755
Now: \$1500

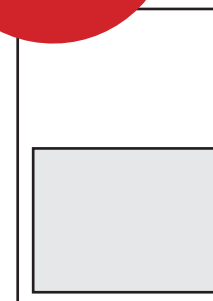
Horizontal
Directory Ad



One year
8 issues:

Was: \$1595
Now: \$1000

Vertical
Directory Ad



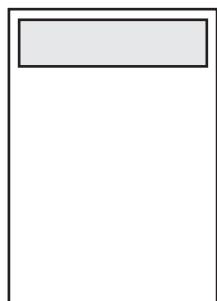
One year
8 issues:

Was: \$1795
Now: \$2000

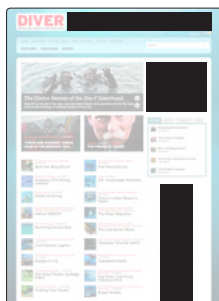
Half page
Directory Ad

TWO AMAZING DEALS. AVAILABLE FOR A VERY LIMITED TIME, AND A VERY LIMITED QUANTITY...

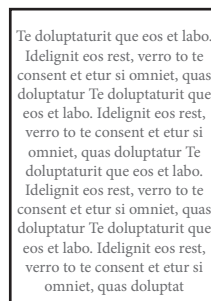
Directory and web package:



Horizontal
Directory Ad
1 year



MPU, Banner or
Skyscraper



Editorial
opportunity*

One year (8 issues) publishing of a horizontal Directory advertisement.

Choose one: web MPU, Skyscraper or banner, for one year of online publishing.

*Editorial opportunity to be arranged between advertiser and Editor, must be of value to DIVER readers. Could be a news story, Media page entry, Gear Stop product, or more.

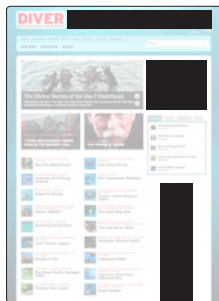
One year, one price: \$3500



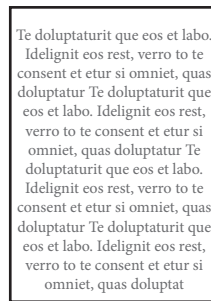
Display and web package:



Single Page
1 year



MPU, Banner or
Skyscraper



Editorial
opportunity*

One year (8 issues) publishing of a full page display advertisement.

Choose TWO: web MPU, Skyscraper or banner, for one year of online publishing.

*Editorial opportunity to be arranged between advertiser and Editor, must be of value to DIVER readers. Could be a news story, Media page entry, Gear Stop product, or more.

One year, one price: \$12,000

To talk about editorial and advertising opportunities please email: russell@divermag.com