

Media Kit 2020

# DIVER

**The longest-established scuba diving  
magazine in North America**

# DIVER



## Over 46 years of dive publishing

- Averaging 17,500 dedicated readers per issue
- Over 52% of our readership is in the USA, 46% Canada, 2% international
- New quarterly format has more pages, making these are our biggest issues ever!
- Established in 1974. Experience counts, earns respect, and proves our passion for success
- Digital edition available through Magzter - online, iOS, and Android devices
- Hugely respected in the dive industry with an advisory board including: Sylvia Earle, James Cameron, Jean-Michel Cousteau, David Doubilet, Michael AW, and Stan Waterman
- 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
- New redesigned website
- New quarterly format offers increased advert exposure time
- **The USD to CAD dollar exchange rate makes this the best time ever to buy an ad!**

*All prices in CAD plus applicable taxes*





# DIVER

New ideas,  
old school quality

We publish thought-provoking, passionate, and original content.

We're not afraid to print articles of substance, we're not against strong opinions, and we won't tell you how to improve your buoyancy.

We have an incredible group of contributors, and we can't wait to share their knowledge every issue.



**Jill Heinerth** - Underwater Video columnist and regular feature writer

**Jean-Michel Cousteau** - Conservation columnist

**Michael Menduno** - Tech Diving History columnist and regular feature writer

**Steve Lewis** - Tech Diving columnist

**Michel Gilbert & Danielle Alary** - Underwater Photography columnists and regular feature writers

**Kirk Krack** - Freediving columnist

**Divers Alert Network** - Safety diving columnist

**Margo and Tom Peyton** - Kids in diving columnist

**Natalie Gibb** - Cave Diving columnist



## In each issue:

Dive News  
Diver Interview  
Dive Facts  
Dive Gear  
Underwater Photography  
Underwater Video  
Dive Safety

Cave Diving  
Tech Diving  
Dive Travel  
Tech Diving History  
Freediving  
Kids and Diving  
Interviews

How It's Made  
Behind the Brand  
Dive Traveller  
Exploratory Diving  
Adventure Diving  
Pro Tips  
Big Picture Photography

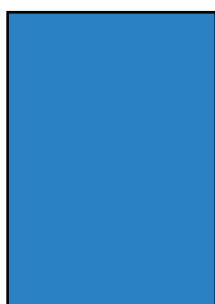




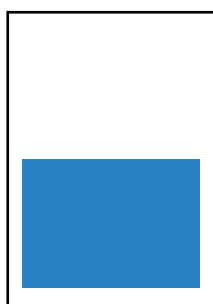
**All prices in CAD (and include digital edition)**  
**(US advertisers - you save \$\$ with the currency exchange!)**

Magazine rates	One issue	Four issues
Full Page	<b>\$1500</b>	<b>\$5000</b>
Outside Back Cover	<b>\$2500</b>	<b>\$8500</b>
Inside Back Cover	<b>\$2000</b>	<b>\$7000</b>
Half Page	<b>\$800</b>	<b>\$2500</b>
Quarter Page	<b>\$400</b>	<b>\$1200</b>
2/3 Page	<b>\$700</b>	<b>\$2000</b>
1/3 Page	<b>\$500</b>	<b>\$1500</b>
Double page footer	<b>\$800</b>	<b>\$2800</b>

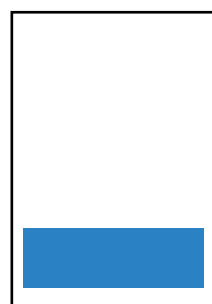
**AMAZING  
VALUE  
ALL YEAR!**



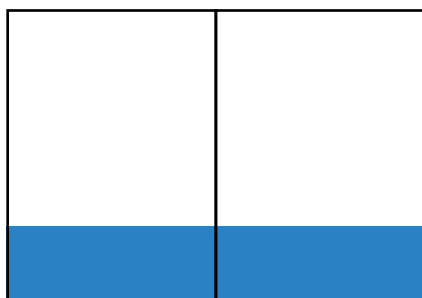
Full Page



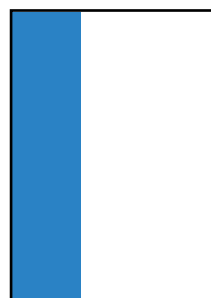
Half Page



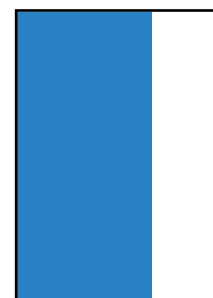
Quarter Page



Double page footer



1/3 page



2/3 page

**Social media may give you quantity - but we give you a quality, focused audience. Our readers are dedicated divers, with money to spend and bucket lists to fulfill!**

DIVER is published four times per year: spring, summer, fall, and winter. Making it easy for you to target your advertisements seasonally.

Issue	Advert Deadline	Ship
Winter 2019	November 28	December 20, 2019
Spring 2020	February 28	March 20, 2020
Summer 2020	May 22	June 12, 2020
Fall 2020	August 20	September 11, 2020
Winter 2020	November 11	December 10, 2020

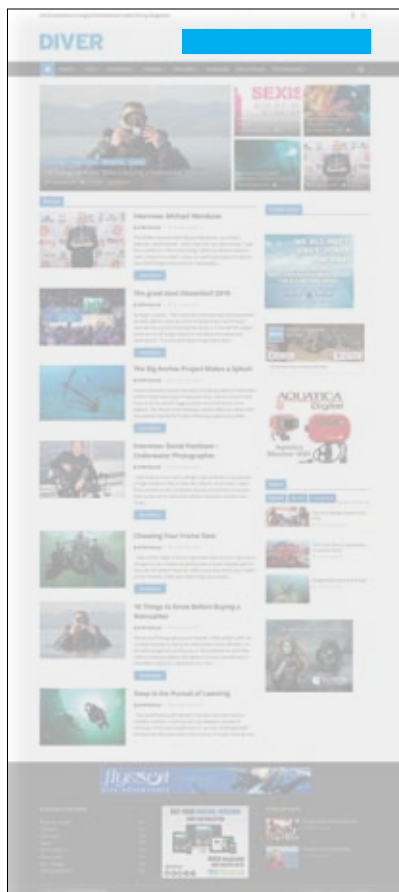
Multiple adverts can be submitted at once if preferred. Dates subject to change.

**Have something else in mind? Contact [russell@divermag.com](mailto:russell@divermag.com) to discuss your ideas. We'll be happy to help!**

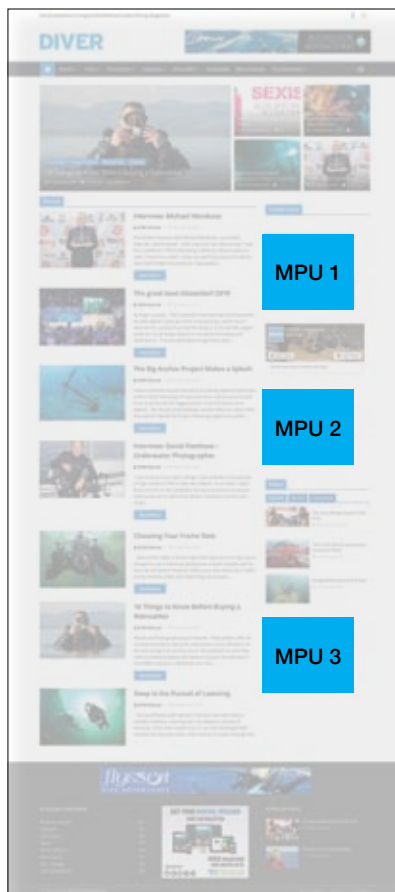


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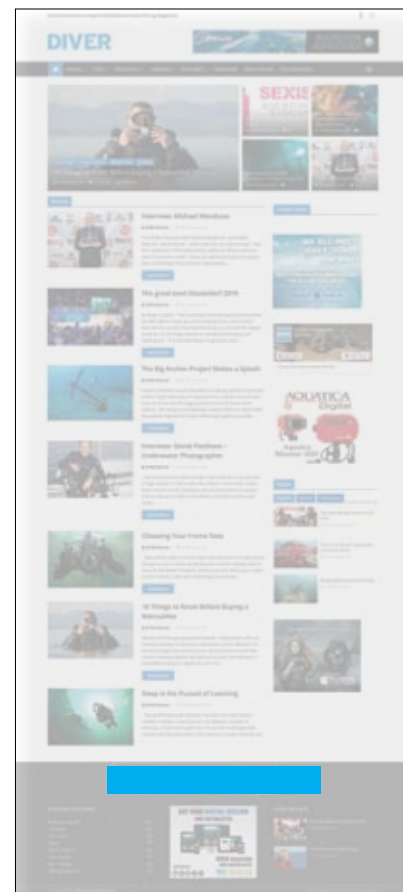
# Web Advertising



Exclusive head  
Leaderboard



MPU's



Footer  
Leaderboard

AD TYPE	DIMENSIONS	SIZE (KB)	MONTHLY RATE	ANNUAL RATE
Exclusive head leaderboard position (only one advertiser)	728 x 90	40 KB	\$400	\$3500
MPU level 1	300 x 250 pixels	40 KB	\$300	\$3000
MPU level 2	300 x 250 pixels	40 KB	\$250	\$2000
MPU level 3	300 x 250 pixels	40 KB	\$200	\$1500
Leadboard footer	728 x 90	40 KB	\$100	\$800

**File Size:** All ads, regardless of shape, 40 kilobytes or less

**File Types:** .jpg or .gif

**GIF animation length:** 15 seconds maximum

**Include:** Click-through URL's

# DIVER

Steeped in history, passion and experience.



Contact:

[russell@divermag.com](mailto:russell@divermag.com)