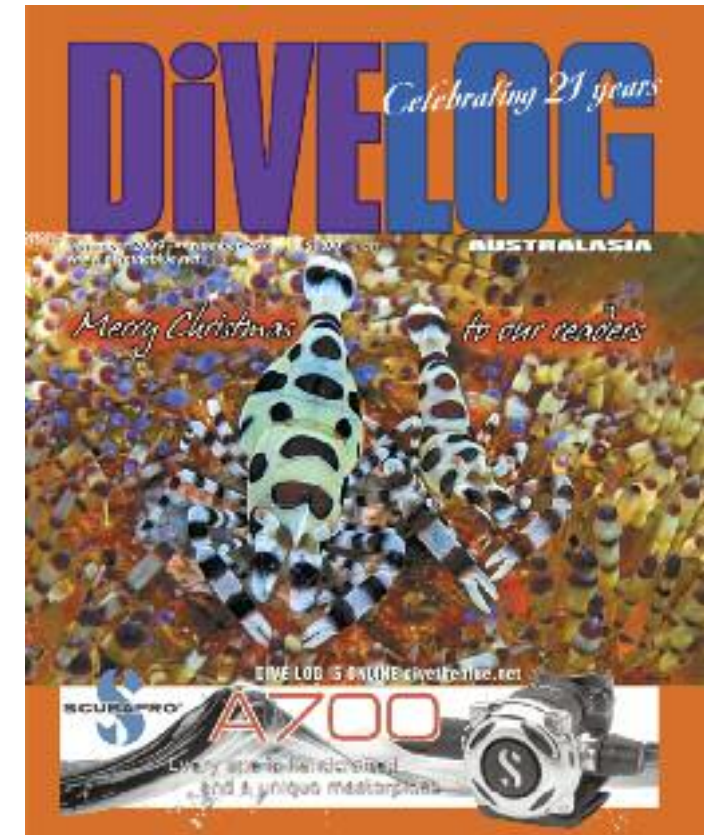


divelog australasia 2011 media kit...



Attracting readers everywhere!

divelog is online divetheblue.net



be seen with the best...

For 22 years now DiveLog Australasia has been accessed by divers through supporting dive retailers and by subscription. Its format remains unique within Australasia, and may well be unique worldwide.

'Your news, your forum' was the corporate philosophy behind its creation and this is why it remains a market leader to this day. DiveLog's local market penetration and diver readership is unmatched by any other titles.

This monthly tabloid is a 4-colour plus mono mix and 10,000 copies are distributed free to Australasian divers via the dive industry.



readership at a glance...

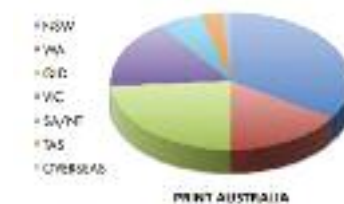
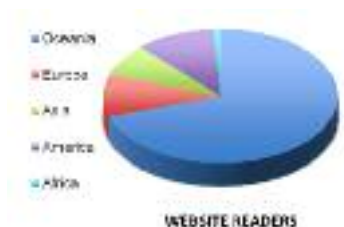
120,000 print copies of Dive Log circulate regionally every year. International marketing data claims 3-7 add-on (extra) readers sight each printed magazine copy - on that basis, 360,000-840,000 consumers can access Dive Log every year.

Demographics

- Age: 18 - 50 years
- Gender: 59% male - 41% female
- Income: US\$50,000 - \$100,000 per year
- Occupation: business owners, managers & professionals, including dive shop owners, dive industry professionals and dive instructors
- Interests: travel, sports, outdoor activities

Website Dynamics

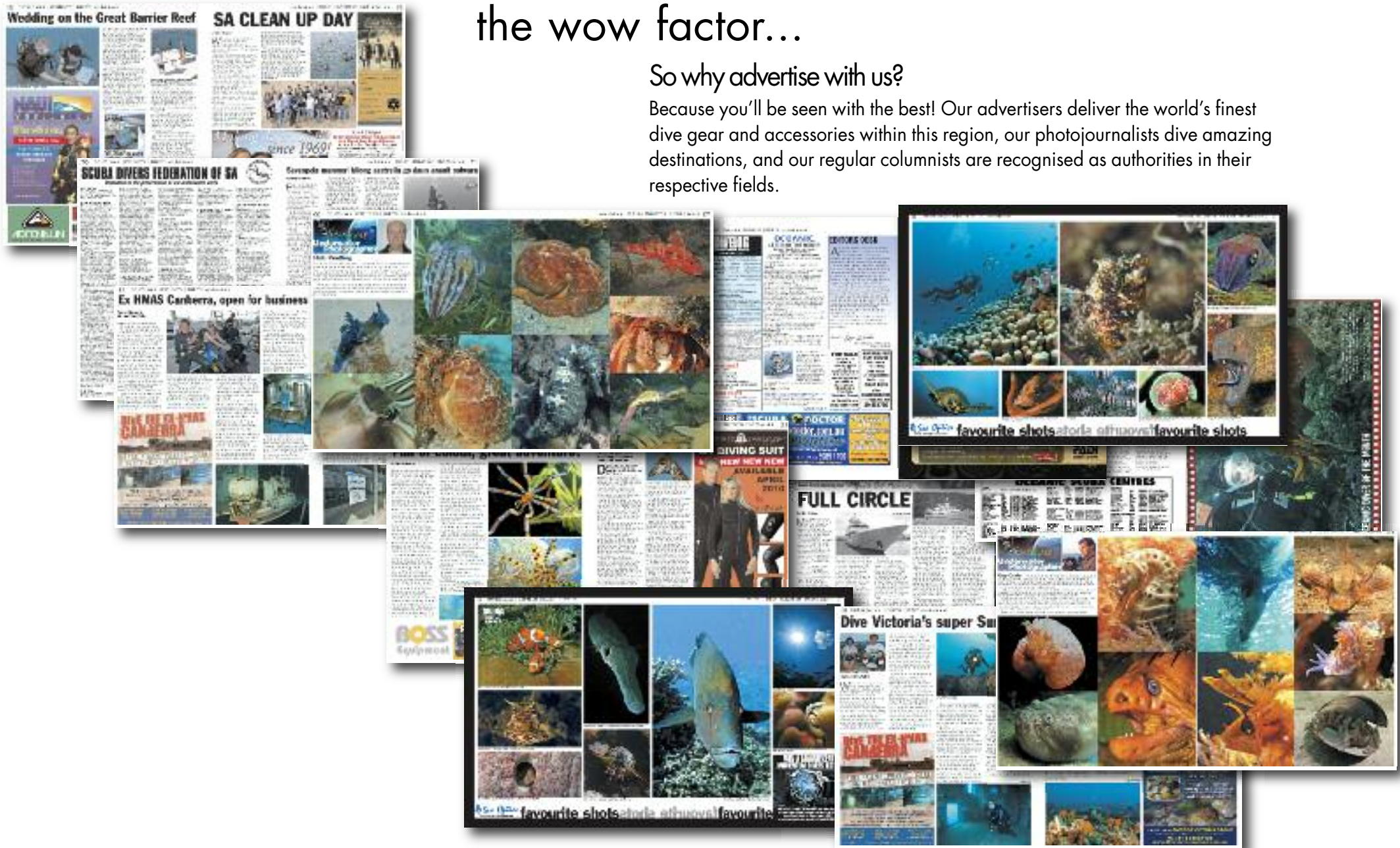
- 2010 saw over 23,000 unique people use our website, and over 800,000 hits. (This data does not include access to separate pdf pages which average 4.5 pages per article.)



the wow factor...

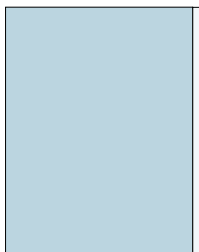
So why advertise with us?

Because you'll be seen with the best! Our advertisers deliver the world's finest dive gear and accessories within this region, our photojournalists dive amazing destinations, and our regular columnists are recognised as authorities in their respective fields.



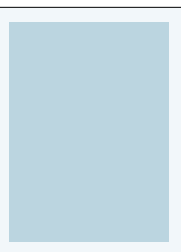
print advertising formats...

FULL PAGE
280 x 340
(+5mm bleed)



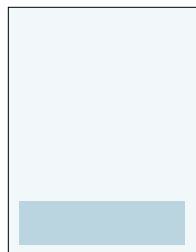
12x	6x	1x
COLOUR		
\$1524	\$1751	\$1978
MONO		
\$906	\$1020	\$1133

FULL PAGE
255 x 307
image area



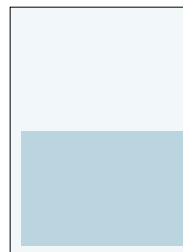
12x	6x	1x
COLOUR		
\$1524	\$1751	\$1978
MONO		
\$906	\$1020	\$1133

FRONT COVER
BOTTOM STRIP
250 x 50



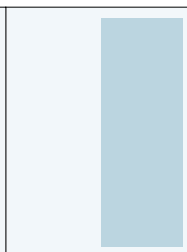
1x
COLOUR
\$515

HALF PAGE
HORIZONTAL
255 x 151



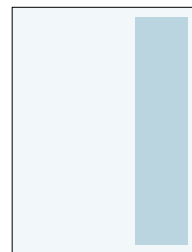
12x	6x	1x
COLOUR		
\$845	\$958	\$1071
MONO		
\$680	\$742	\$783

VERTICAL
125 x 307



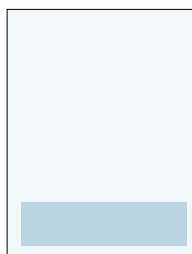
12x	6x	1x
COLOUR		
\$845	\$958	\$1071
MONO		
\$680	\$742	\$783

THIRD PAGE
VERTICAL
82 x 307



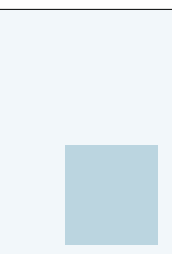
12x	6x	1x
COLOUR		
\$675	\$696	\$716
MONO		
\$525	\$546	\$566

QUARTER PAGE
HORIZONTAL
255 x 73



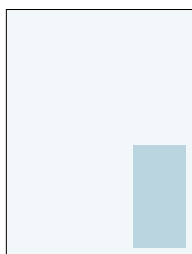
12x	6x	1x
COLOUR		
\$474	\$536	\$587
MONO		
\$381	\$412	\$433

VERTICAL
125 x 151



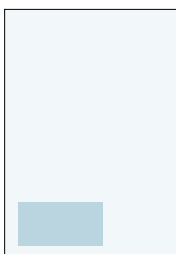
12x	6x	1x
COLOUR		
\$474	\$536	\$587
MONO		
\$381	\$412	\$433

SIXTH PAGE
VERTICAL
82 x 151



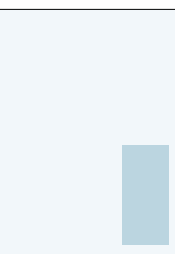
12x	6x	1x
COLOUR		
\$363	\$389	\$409
MONO		
\$288	\$314	\$334

EIGHTH PAGE
HORIZONTAL
125 x 73



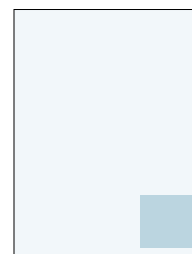
12x	6x	1x
COLOUR		
\$260	\$295	\$323
MONO		
\$210	\$227	\$244

VERTICAL
60 x 151



12x	6x	1x
COLOUR		
\$260	\$295	\$323
MONO		
\$210	\$227	\$244

TWELFTH PAGE
VERTICAL
82 x 73



12x	6x	1x
COLOUR		
\$199	\$214	\$224
MONO		
\$158	\$175	\$192

ADVERTISING DEADLINE

ads@motpub.com.au
Booking is required by the 3rd of every preceding month.
Material deadline is the 7th of every preceding month.
Note: January deadline is 4th December.

EDITORIAL DEADLINE

diveLog@motpub.com.au
Editorial material is required by the 1st of every preceding month.

Space rates quoted in AUD\$,10% GST applies to Australian residents. Rates quoted valid to 30 June 2012.

special packages...

LOOKING FOR MARKET PENETRATION IN AUSTRALASIA...

Did you know advertising in Sportdiving Magazine will bring you a 20% discount on your ads in DiveLog Australasia.

YOU'LL BE SEEN 35,000 TIMES EVERY 2 MONTHS IN SPORTDIVING & DIVELOG AUSTRALASIA'S PRINT VERSIONS

MINI ADS 12 FREE mono ads in DiveLog Australasia if 6 issues of Sportdiving Magazine are booked
Price per 2 months -
AUD146

DIRECTORY LISTING OPTION ONE 12 listings in DiveLog Australasia only
Price per year, prepaid -
AUD124

DIRECTORY LISTING OPTION TWO 18 listings total - 12 in DiveLog Australasia, PLUS 6 in Sportdiving Magazine
Price per year, prepaid -
AUD247

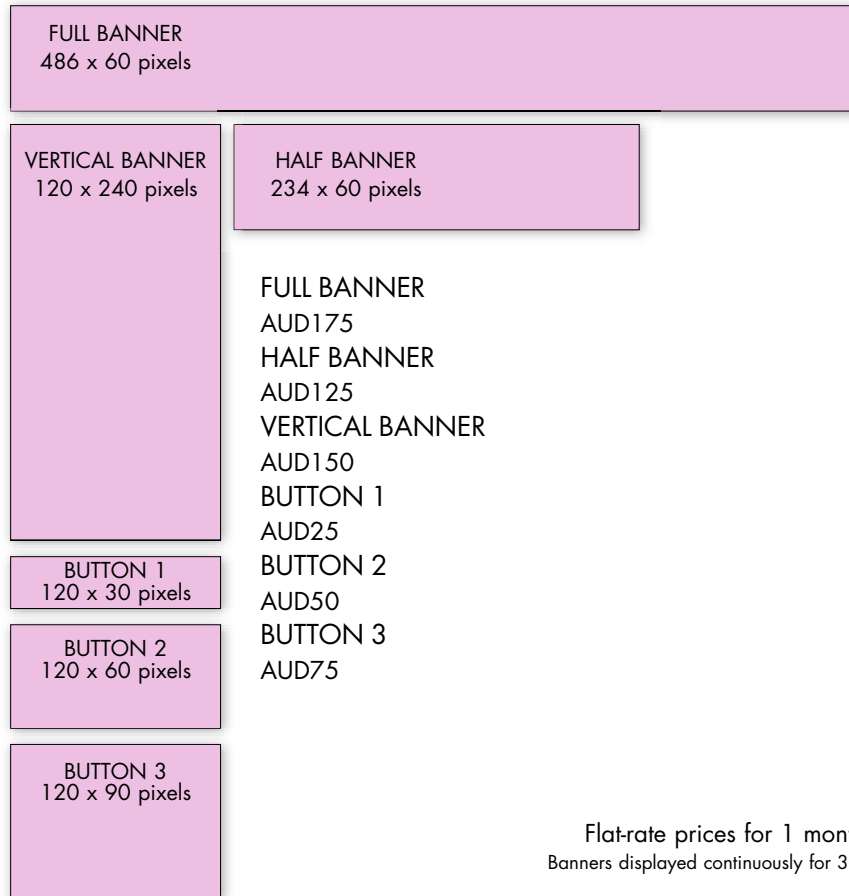
BOAT DIRECTORY DiveLog Australasia only (dimensions: 82x73)
Price per issue -
MONO COLOUR
AUD72 AUD102

LOADINGS

BACK COVER + 20%
PAGE 2 & 3 + 15%
EARLY RHP + 10%

*Ad design & production on special colour offers is free of charge

digital advertising formats...



Flat-rate prices for 1 month.
Banners displayed continuously for 30 days.

DIVE LOG AUSTRALASIA

PUBLISHERS Barry Andrewartha, Belinda Barnes
ADVERTISING COORDINATOR Leanne Wylie ads@motpub.com.au
ART DIRECTOR/DESIGNER Helga Hawkes
PRODUCTION ASSOCIATE Jodie Lennon

MOUNTAIN OCEAN & TRAVEL PUBLICATIONS PTY LTD
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Telephone: + 61 3 5944 3774 Fax: + 61 3 5944 4024
dive@motpub.com.au www.divetheblue.net
Websites managed by Creative Prospects, Melbourne

mechanical data...

PLATFORM

All supplied artwork for Apple Mac Files accepted are PDFs, TIFs, JPGs. Images and text must be CMYK.

MEDIA

- CD-ROM, DVD, PDF, email.
- A laser print must be supplied with all disks to check files supplied.
- Quark (v 5-6) documents with all graphics, screen and postscript fonts.
- Adobe Illustrator (v 5.5 - v10), all fonts converted to outlines/curves.
- Adobe Photoshop JPG, high quality
- PDFs - note specific distilling is required by our printer. Please request this file info before creating PDF files.

EDITORIAL - IMAGES

- Internet pictures at 72dpi are NOT acceptable.
- Scans to be supplied 15cm wide at 200dpi, saved as .jpg, 'high quality'.

EDITORIAL - TEXT

- Use 'text only' format, or send text copied and pasted into an email document.
- Do NOT embed images into text files

IMPORTANT!

- Truetype fonts must be converted to 'outlines'.
- No compressed graphics, Freehand, Pagemaker, Publisher, InDesign, or CorelDraw documents will be accepted.
- Avoid under 8 point bold coming out of more than 2 colours for press registration reasons.
- Black backgrounds must be supplied as CMYK separated with a percentage for each plate, to avoid printing as grey.
- Printer colour settings are available if desired.

IMAGE SETTINGS

- Graphics only accepted as .eps or .tif format with no compression.
- All custom colours and RGB must be converted.

DIVELOG
AUSTRALASIA

Advertiser enquiries & bookings
Ph + 61 3 5944 3774 or email ads@motpub.com.au