

sportdiving magazine 2011 media kit...



Attracting readers everywhere!



be seen with the best...

CELEBRATING 41 YEARS MAY NOT SEEM LIKE A MAJOR EVENT IN THE SCALE OF THINGS, BUT THE AQUALUNG WAS ONLY INVENTED 67 YEARS AGO, AND BECAME COMMERCIALY AVAILABLE IN FRANCE THREE YEARS LATER. BUT SCUBA DIVING AS A RECREATIONAL SPORT REALLY ONLY BEGAN 55 YEARS AGO - SO 41 YEARS OF DIVE PUBLISHING MEANS WE'VE BEEN AROUND A VERY LONG TIME!

“ You have consistently mesmerized your readers in the highest quality diving magazine ever produced and I am honored, proud, and grateful to have been a modest part... ”

- Jean-Michel Cousteau

Founder & President Jean-Michel Cousteau's
Ocean Futures Society

For four decades Sportdiving Magazine has consistently informed its readers about the best dive destinations world wide by publishing reports from real dive travellers. Sportdiving features stories and articles from industry experts covering the hottest new destinations, technical diving, critter and species specials, digital photography, wreck diving, natural history, news and issues, equipment, and much more.

To this day Sportdiving Magazine remains the longest established scuba diver magazine in the Asia/Pacific region. It's also now the only Australian owned-and-published scuba title with international readership, and one of a handful of dive magazines world wide still owned and published by divers.



read worldwide by discerning divers...

90,000 print copies of Sportdiving circulate worldwide every year. International marketing data claims 3-7 add-on (extra) readers sight each printed magazine copy - on that basis, 270,000-630,000 consumers can access Sportdiving 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.)

“Forty years of fine publishing, bringing the diving news to all us diving enthusiasts. Well done, you are the best. We salute you...”

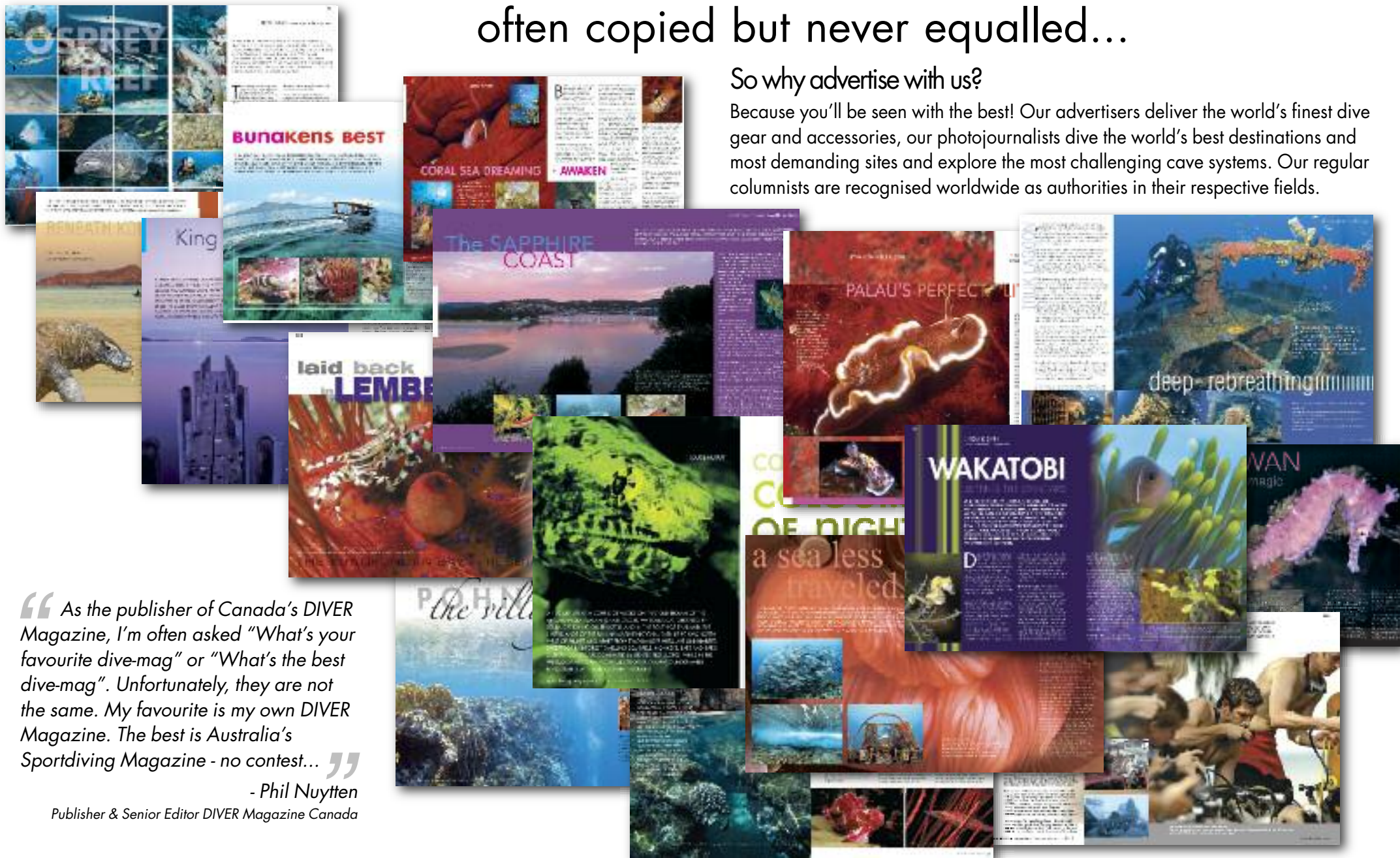
- Ron & Valerie Taylor



often copied but never equalled...

So why advertise with us?

Because you'll be seen with the best! Our advertisers deliver the world's finest dive gear and accessories, our photojournalists dive the world's best destinations and most demanding sites and explore the most challenging cave systems. Our regular columnists are recognised worldwide as authorities in their respective fields.



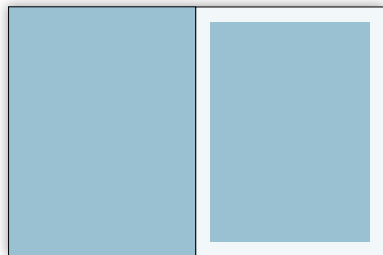
“ As the publisher of Canada’s DIVER Magazine, I’m often asked “What’s your favourite dive-mag” or “What’s the best dive-mag”. Unfortunately, they are not the same. My favourite is my own DIVER Magazine. The best is Australia’s Sportdiving Magazine - no contest...”

- Phil Nuytten

Publisher & Senior Editor DIVER Magazine Canada

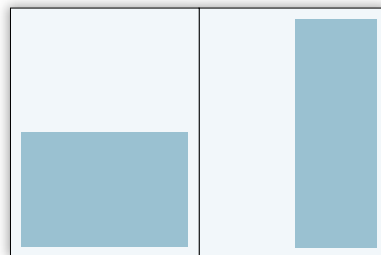
print advertising formats...

FULL PAGE
210 x 276 mm
(+5mm bleed)



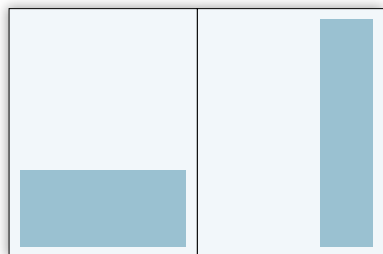
6x 3x 1x
AUD1973 AUD2131 AUD2488

HALF PAGE
HORIZONTAL **VERTICAL**
184 x 121 mm 90 x 246 mm



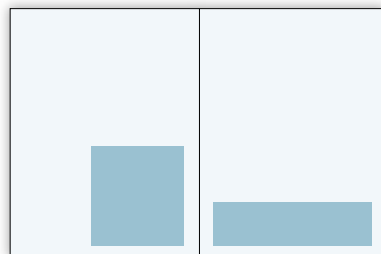
6x 3x 1x
AUD1302 AUD1413 AUD1637

THIRD PAGE
HORIZONTAL **VERTICAL**
184 x 83 mm 59 x 246 mm



6x 3x 1x
AUD792 AUD859 AUD1002

QUARTER PAGE
VERTICAL **HORIZONTAL**
90 x 121 mm 184 x 62 mm



6x 3x 1x
AUD693 AUD748 AUD873

| Issue Cover Date | Booking/Copy Deadline |
|------------------|-----------------------|
| December/January | 1 September |
| February/March | 1 November |
| April/May | 1 January |
| June/July | 1 March |
| August/September | 1 May |
| October/November | 1 July |

Trim size: 210mm x 276mm
Bleed size: 216mm x 282mm
Cover: 192gsm, laminated
Text: 85gsm gloss art

Due to market fluctuations please contact ads@motpub.com.au for currency conversions
Rates quoted are valid to 31 December 2011. 10% GST applies to all Australian residents.

digital advertising formats...

FULL BANNER
486 x 60 pixels

VERTICAL BANNER
120 x 240 pixels

HALF BANNER
234 x 60 pixels

FULL BANNER
AUD175
HALF BANNER
AUD125
VERTICAL BANNER
AUD150
BUTTON 1
AUD25
BUTTON 2
AUD50
BUTTON 3
AUD75

BUTTON 1
120 x 30 pixels

BUTTON 2
120 x 60 pixels

BUTTON 3
120 x 90 pixels

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

To convert these prices into your local
currency we recommend:
www.oanda.com/convert/classic

SPORTDIVING MAGAZINE

PUBLISHERS Barry Andrewartha, Belinda Barnes
ADVERTISING COORDINATOR Leanne Wylie ads@motpub.com.au

MOUNTAIN OCEAN & TRAVEL PUBLICATIONS PTY LTD,
ABN 68 006 642 422
PO Box 355, Upper Beaconsfield, Victoria, Australia, 3808
Telephone: + 61 3 5944 3774 Fax: + 61 3 5944 4024
sportdiving@motpub.com.au www.divetheblue.net
Websites managed by Creative Prospects, Melbourne

yes we have special ad packages...

SMALL ADS, GREAT RATES, BIG EXPOSURE 15,000 AD UNITS PER 2 MONTHS

ONE-SIXTH PAGE

Special offer AUD369 per issue (6 times a year)

Normally AUD510 per issue

QUARTER PAGE

Special offer AUD488 per issue (6 times a year)

Normally AUD693 per issue

HALF PAGE

Special offer AUD983 per issue (6 times a year)

Normally AUD1302 per issue

*6 issue booking only

and if you're serious about market penetration in australasia...

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

MINI ADS

6 issues of Sportdiving Magazine in colour PLUS 12 FREE mono ads in Dive Log Australasia

AUD146 per 2 months

DIRECTORY LISTING OPTION ONE

18 listings in total - 6 in Sportdiving Magazine PLUS 12 in Dive Log Australasia

AUD247 per year, prepaid

DIRECTORY LISTING OPTION TWO

6 listings in Sportdiving Magazine only

AUD136 per year, prepaid

DIRECTORY LISTING OPTION THREE

12 listings in Dive Log Australasia only

AUD124 per year, prepaid

*Design & production on special colour offers is free of charge

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 - 10) with all fonts converted to outlines.
- Adobe Photoshop JPG, high quality
- Quark EPS with TIF preview, all screen and postscript fonts embedded.
- PDFs - specific distilling is required by our printer. Please request this file info before creating your PDF files.

FONTS AND SOFTWARE

- Truetype fonts must be converted to 'outlines' within an Illustrator file.
- No compressed graphics, Freehand, Pagemaker, Publisher, InDesign, or CorelDraw documents can be accepted.

IMAGE SETTINGS

- Graphics only accepted .EPS or .TIF format with no compression.
- All custom colours and RGB must be converted.

EDITORIAL - CONTRIBUTIONS

- Internet pictures at 72dpi are NOT acceptable.
- Scans to be supplied 15cm wide at 300dpi, saved as JPG, 'high quality'.

EDITORIAL - TEXT

- Use 'text only' format with MS Word attachments, or supply Word text copied and pasted into an email document.
- Do not embed images into MS Word text files; send images separately.

**S P O R T
DIVING
M A G A Z I N E**

Advertiser enquiries & bookings

Ph + 61 3 5944 3774 or email ads@motpub.com.au