



The Undersea
JOURNAL
Keeping PADI Professionals Informed, Inspired and Involved Since 1967

MEDIA KIT

INFORMATIVE. INFLUENTIAL. PROFESSIONAL.



The Undersea Journal is the key communication vehicle to PADI Professionals and business members worldwide – the professionals that influence the buying and travel decisions of more than one million student divers and consumers each year.



PADI: PROFESSIONAL ASSOCIATION OF DIVING INSTRUCTORS

- Founded in 1966 by John Cronin and Ralph Erickson
- World's largest diver training, certification and membership organization
- Based in Rancho Santa Margarita, California, USA, with offices in Sydney, Australia; Port Coquitlam, Canada; Bristol England; and Tokyo, Japan
- Develops and produces the educational materials (textbooks, videos, online learning, support videos) its members use to teach scuba diving
- More than 133,000 individual members and 6,400 dive centers and resorts operating in more than 186 countries and territories
- PADI Members have issued more than 25 million certifications since 1966
- PADI is the largest diver training organization in the world
- PADI programs are recognized for college credit recommendations by the American Council on Education (ACE), by the Canadian Open Learning Agency, New Zealand Qualifications Authority (NZQA) and by the National Qualification Framework in England, Wales and Northern Ireland.

PADI MISSION STATEMENT

We teach the world to scuba dive.

PADI is the world's most respected and successful organization in recreational scuba diving and snorkeling. The PADI organization is committed to product and service excellence, the professional growth and security of all members, healthy competition and partnership within the dive industry, and to providing training and diving opportunities for all who seek to enjoy, safely explore and protect our planet's oceans, lakes and waterways.

TYPES OF PADI MEMBERSHIP

Individual: Includes divemasters, assistant instructors, instructors, Master Scuba Diver Trainers, IDC Staff Instructors, and Course Directors

PADI Resort Association: Includes Dive Resorts, Five Star Dive Resorts and Five Star Instructor Development Center Dive Resorts.

PADI Retailers Association: Dive Centers, Five Star Dive Centers, Five Star Instructor Development Centers and Five Star Career Development Centers



DISTRIBUTION

105,000
Distribution

1966
Established

The Undersea Journal is PADI's membership publication, written for, and distributed to, the world's finest dive professionals.

INSTRUCTORS/DIVEMASTERS

29,480
U.S./Terr.

103,579
International

DIVE CENTERS/RESORTS

991
U.S./Terr.

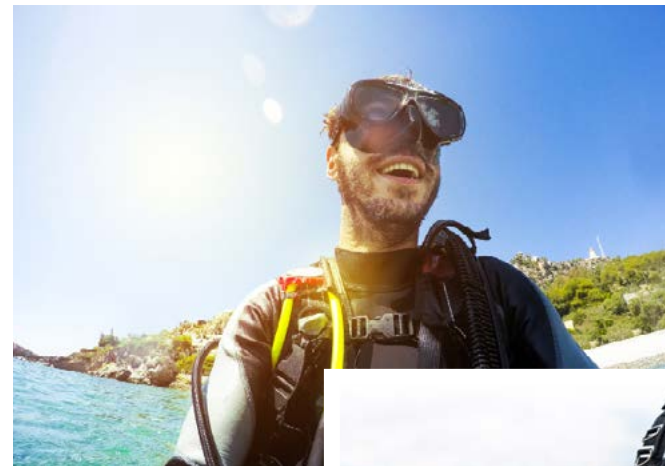
5,541
International

TOTAL DISTRIBUTION
105,000*

*2016 Undersea Journal Circulation Statistics

PADI Members are the people who buy and sell your products.

They influence the buying decisions of an estimated one million divers a year. But above all else, PADI Members are educators and dive business professionals with a passion to share their joy of the underwater world with those less fortunate than themselves — those who are not yet divers.



READER PROFILE

Who Reads *The Undersea Journal*?

PADI Members are more than just dive industry professionals. When you advertise in *The Undersea Journal*, you reach scientists, astronauts, actors, environmentalists, writers, journalists, photographers and more. Despite their diverse backgrounds and reasons for diving, PADI Members share a number of characteristics. They are gadget geeks, explorers and adventurers who believe there is no such thing as aqua incognito.

If it's underwater, they'll want to discover it, explore it and experience it. And if they can't go there themselves, they'll design, develop or buy the tools they need to see what lies beneath. They are intrepid travelers and thrill seekers who journey to the deepest depths, the highest heights and beyond.

INDIVIDUAL MEMBERS GLOBAL EXCLUDING JAPAN

GENDER

83% Male
17% Female

EDUCATION

2% Full time student
11% High School

MARITAL STATUS

56% Married
10% Divorced

GRADUATE

20% Some College
23% Graduate Degree

30%

Single, Never Married

29%

College Degree
15% Post Graduate Degree

AGE

16% 18-29
15% 50-59

38% 30-39
2% 60+

29%

40-49

IRRA MEMBERS STORE OWNERS/MANAGERS GLOBAL EXCLUDING JAPAN

GENDER

82% Male
18% Female

EDUCATION

0% Full time student
19% High School

MARITAL STATUS

68% Married
10% Divorced

GRADUATE

20% Some College
22% Graduate Degree

18%

Single, Never Married
1% Widowed

29%

College Degree
9% Post Graduate Degree

AGE

5% 18-29
16% 50-59

41% 30-39
3% 60-69

34% 40-49
1% 70+

Source: 2008 Individual and IRRA Member Survey

WHY ADVERTISE IN *THE UNDERSEA JOURNAL*?

Advertising in *The Undersea Journal* lets you reach dive industry professionals worldwide. In addition to being potential clients, PADI Professionals influence the buying and travel decisions of nearly 1,000,000 students and consumers each year. Be sure to tap into this unique advertising opportunity.

MANUFACTURERS

Increase product awareness: Create demand at the professional level for your products by keeping industry pros up to date on new products, as well as on new and improved features of existing products. **Increase distribution:** with more than 6,300 dive center and resort members worldwide, this is your opportunity to speak directly to retailers about your product lines. **Increase sales:** Industry surveys show that instructors have the greatest influence on the buying decisions of their students. Make sure they're recommending your products!

TRAVEL DESTINATIONS

Promote your facility's highlights: PADI Members are always looking for great new travel destinations for themselves or for dive groups. Let them know what's special about your operation. **Increase group business:** Dive centers book group trips. Let trip organizers know how you cater to groups. This is a great way to build your client base and convert satisfied groups into repeat business.

INSTRUCTOR TRAINING

Fill your instructor training courses! *The Undersea Journal* reaches your target market. All renewed PADI Divemasters and Assistant Instructors receive the magazine. This is your opportunity to tell them why they should choose your facility for instructor-level training. Ask about the special Instructor Development Center/Career Development Center advertising co-op program.

+ **133,000** Instructors & Divemasters
 + **6,400** Dive Centers & Resorts
 + **1,000,000** Consumers Influenced



FOR MORE INFORMATION, CONTACT:

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**CONTACT
INFORMATION**



PRINT SPECIFICATIONS

Trim Size: 8.125" x 10.75"
Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from bleed.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

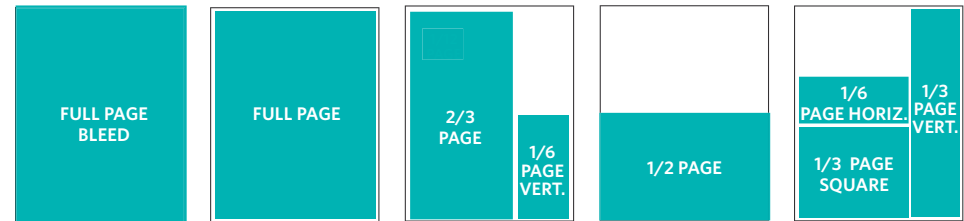
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Unit	Non-bleed	Bleed	Trim
Full Page	7" x 9.75"	8.375" x 11"	8.125" x 10.75"
2/3 Page Vertical	4.5" x 9.33"	—	—
1/2 Page Horizontal	6.875" x 4.75"	8.375" x 5.5"	8.125" x 5.375"
1/3 Page Vertical	2.125" x 9.33"		
1/3 Page Square	4.5" x 4.6"		
Marketplace			
1/6 Page Vertical	2.125" x 4.6"		
1/6 Page Horizontal	4.5" x 2.2"		
1/12 Page Square	2.125" x 2.2"		

Production Notes:

Allow .25 in. safety area within TRIM on all 4 sides (no live matter)

Ensure that crop marks are offset .125 in. from bleed.



AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. **We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

UNDERSEA JOURNAL
Attn: Shari Smith
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

PRODUCTION CONTACT

407-571-4794
Shari.Smith@bonniercorp.com

2019 CLOSING DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	Mailing Begins	Available on Zinio
Q1 '19	11/14/18	11/16/18	1/22/19	1/28/19
Q2 '19	2/19/19	2/22/19	4/10/19	4/15/19
Q3 '19	5/21/19	5/24/19	7/10/19	7/15/19
Q4 '19	8/20/19	8/23/19	10/8/19	10/14/19
Q1 '20	11/12/19	11/15/19	1/22/19	1/27/19

2019 PRINT ADVERTISING RATES

Effective January 2019

FOUR-COLOR	1x
Spread	\$16,695
Full Page	\$9,273
2/3 Page	\$6,873
1/2 Page	\$5,527
1/3 Page	\$3,823
TWO-COLOR	1x
Spread	\$14,396
Full Page	\$7,977
2/3 Page	\$5,941
1/2 Page	\$4,812
COVERS	1x
Cover 2	\$11,122
Cover 3	\$10,191
Cover 4	\$12,048

MARKETPLACE (FOUR-COLOR)	1x	2x	4x
1/6 Page	\$1,430	\$1,373	\$1,315
1/12 Page	\$894	\$858	\$831
MARKETPLACE (TWO-COLOR)	1x	2x	4x
1/6 Page	\$1,276	\$1,212	\$1,174
1/12 Page	\$805	\$765	\$732

PADI MEMBER DISCOUNTS

PADI Members advertising PADI programs receive a 5% discount.



105,000
Distribution

4x
Frequency

ADVERTISING POLICY

The Undersea Journal does not accept advertising in its publication, on its website, or in any other media that does not meet all of the following criteria for Manufacturers and Suppliers:

- Dealers must be the primary channel of distribution.
- If online / direct sales are offered, it must be no less than the MSRP.
- If a special offer is promoted online, no products can be offered for less than the authorized dealer can also provide consumer.
- Dealer Locator must be positioned before or more prominently than online sales option. Products and/or services similar to those offered by PADI and its subsidiaries are not permitted.

Advertising from PADI Retailer and Resort Associations Members who offer direct sales via internet, phone, or mail may be accepted.

Consumer magazines soliciting subscriptions may include retail pricing if approved by publisher prior to magazine closing date.

At its editorial discretion, PADI reserves the right to reject any ad.

Bonnier Dive Group Frequency/Volume Discounts

Frequency = Combined total number of display ad insertions in *Scuba Diving*, & *The Undersea Journal*. Discounts apply to 1x display rate in each publication.

FREQUENCY	DISCOUNT
1x	-
2x	4%
3x	6%
4x	8%
8x	12%
11x	15%
12x	17.5%
15x	20%
19x	22.5%
23x	25%