

WHY REACH DIVE RETAILERS IN THE USA?

Because retailers decide what gets sold, booked, and recommended.

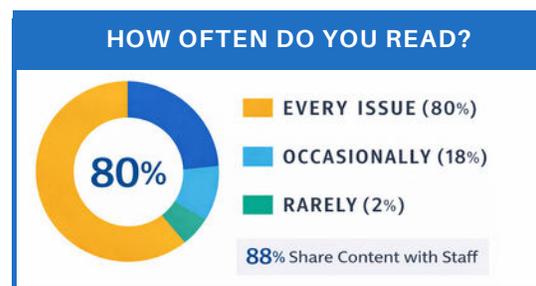
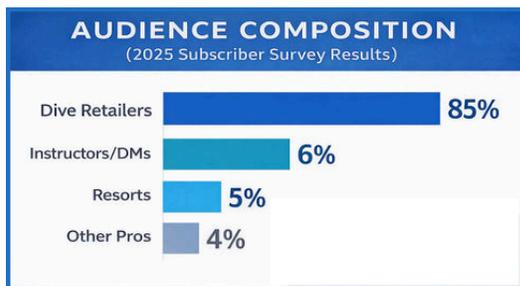
RETAILER'S INFLUENCE



Source: DEMA's Consumer & Retailer Surveys 2022-2024

“Our mission is to keep the dive industry connected through trusted conversation, data-driven reporting, and actionable support for dive retailers and all industry stakeholders.”

2025 SUBSCRIBER SURVEY RESULTS



RETAILERS TRUST US - AND THEY TRUST THE BRANDS THAT ADVERTISE WITH US



WHY 12 ISSUES WORKS

Annual advertisers generate more retailer inquiries, stronger repeat visibility, and better conversion.



RECOGNITION

Retailers Start to Recognize You



- Your brand becomes **visually familiar**
- Owners, managers and staff recognize your name
- Seen consistently, not occasionally

TRUST & CONFIDENCE

Familiar Brands Feel Safer to Recommend



- Staff confidence increases
- Brand feels proven, not experimental
- Retailers stop asking “Who are they?”

Recognition precedes trust

MONTHS 7-9

RETAILER

Your Brand Enters the Conversation



- Staff mention **your brand** organically
- Owners feel **confident** adding **inventory or trips**
- Group leaders recognize your name

MONTHS 10-12

PULL-THROUGH & RESULTS

Influence Turns Into Action



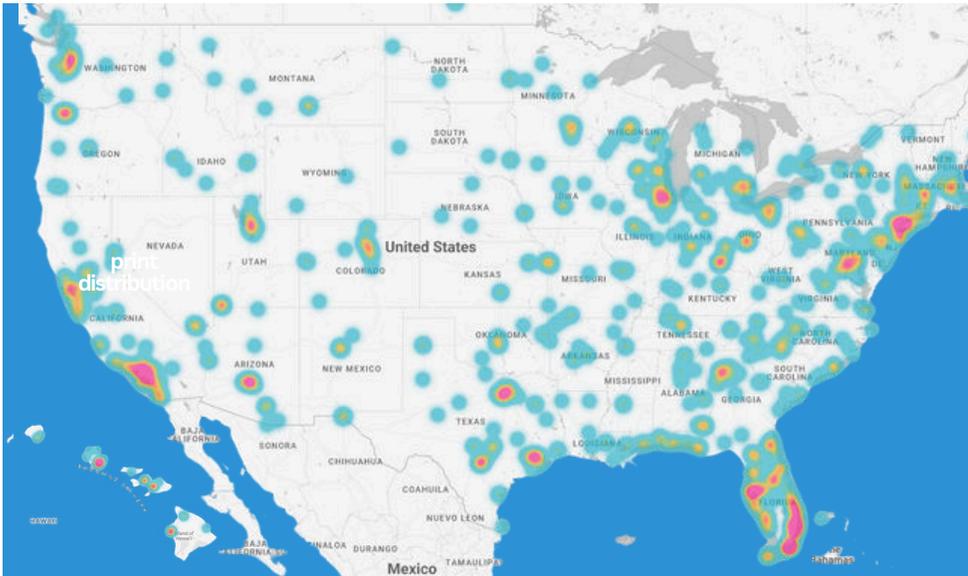
- **Inbound** retailer inquiries
- Increased bookings and orders
- Strong positioning for launches and **promotions**

One Ad Introduces You. Twelve Ads Establish You.
That's why most long-term advertisers choose annual programs.

Printed & Mailed to 986 Verified Brick-and-Mortar Dive Retailers in the USA

**MONTHLY
PUBLICATION**

12X Frequency PRINT & DIGITAL



**Retailer Density Predicts
Buying Power
1 in 3 retailers are located in the
Southeast Region of the USA**

**60, 23, 6, 8
Content Created By:
60 Dive Pros,
23 Dive Retailers, 6 Ph.D's
from 9 Countries**

**Scuba Diving Industry's Omni-Channel Platform Mirrors how
Retailers Prefer to Learn:
Print + Digital + Video + Podcasts**

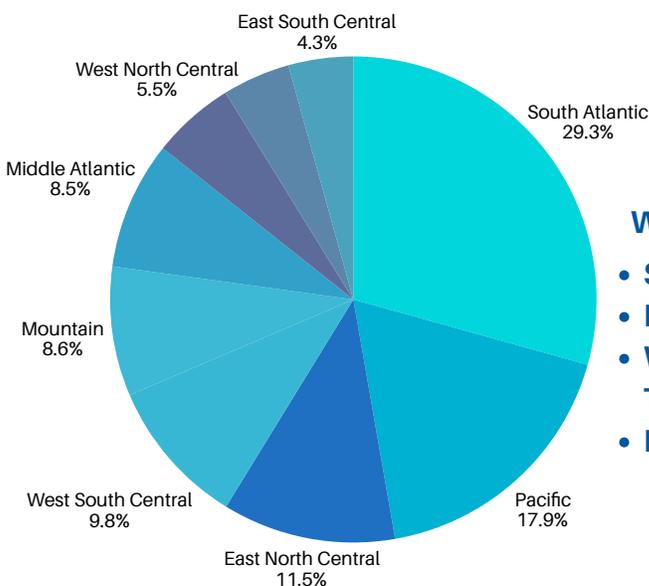
**We are the #1 Advertising Partner
for Reaching Dive Retailers**

100% of USA Reached

85% Sell Some Form of Group Travel, the Other 15% influence 100% of Their Customers' Travel Decisions

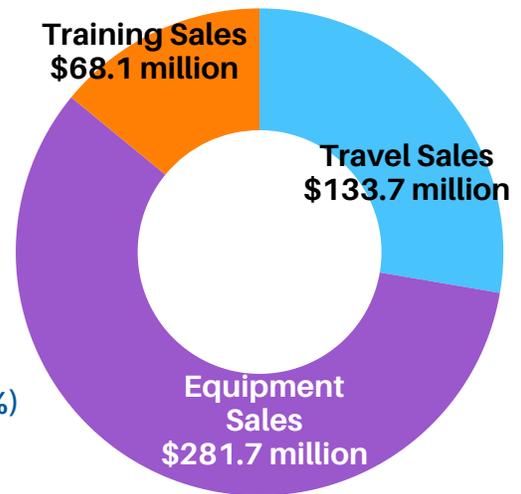
Annual USA Retailer Sales:
\$483.5 million

PRINT Circulation by U.S. Region



We have the Print Reach:

- South Atlantic (29.3%)
- Pacific (17.9%)
- West South Central / Texas region (9.8%)
- East North Central (11.5%)



source: DEMA 2024 Retailer Study

Our subscribers are active buyers and decision-makers - representing the exact individuals who influence inventory, trips, and training purchases.

COUNTRIES
REACHED

165

MONTHLY
PUBLICATION

**12X Frequency
PRINT & DIGITAL**



45 to 54
Average Age of Digital Readers

75.3%
Access via Laptop/PC/Desktop

33,819 per month
Total Digital Magazine & Web
Page Views Each Issue

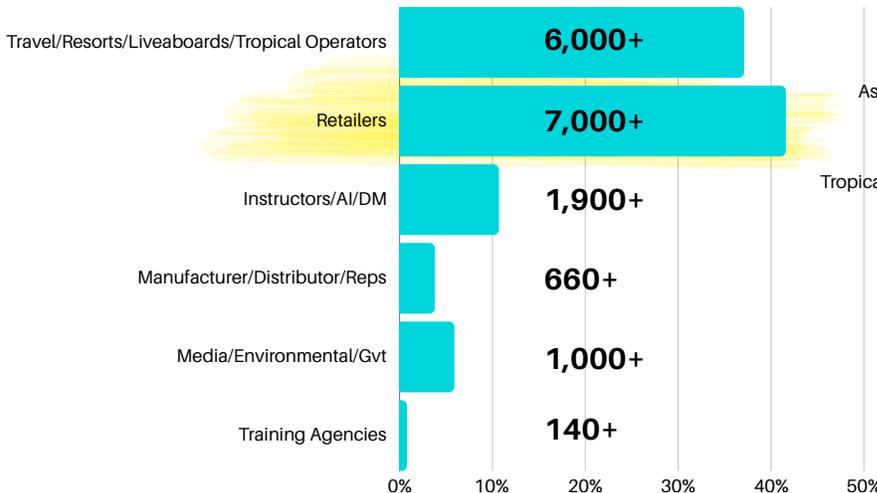
45,208 per month
Total Digital Magazine
Interactions per Issue
(page turns, clicks, zooms,
downloads, etc since Jan 2024)

Our Videos & Podcasts Average
Over 9,000+ Minutes Watched
Each Month

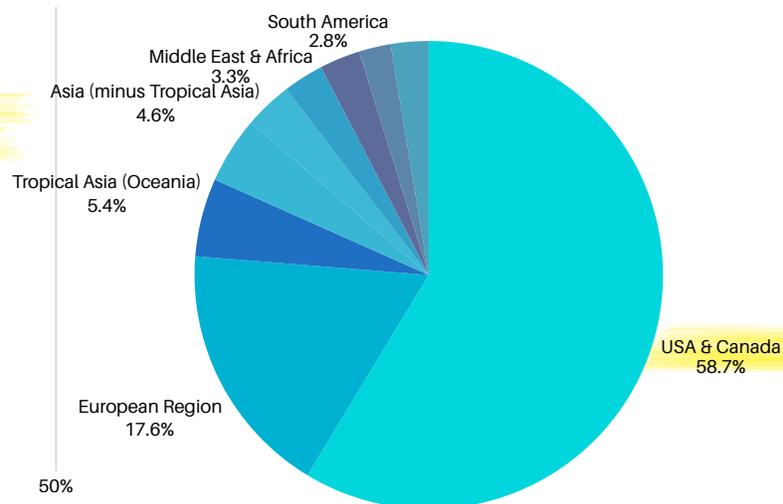
58.7%
Digital Audience within
North America.

We reach the entire dive industry:
Retailers, Resorts, Liveaboards,
Manufacturers, and Dive Pros.

Digital Circulation by Category



Digital Circulation by Region



We deliver the most diverse and complete digital audience of dive professionals — reaching the owners, instructors, and buyers who drive gear, travel, and training sales across the industry.

NET RATES PRINT & DIGITAL EDITIONS

| | |
|-------------------------------------|---|
| 7+ X Full Page Rate | \$1,997 |
| 4 to 6 X Full Page Rate | \$2,197 |
| 1 to 3 X Full Page Rate | \$2,397 |
| Inside Front Cover Spread (2 Pages) | Page Rate X 20% Premium (minimum 6 consecutive issues) |
| Inside Back Cover Spread (2 Pages) | Page Rate X 10% Premium (minimum 6 consecutive issues) |
| Back Cover (1 page) | Page Rate X 40% Premium (minimum 12 consecutive issues) |
| 1/2 Page (horizontal or vertical) | \$1,250 (10% discount for 6 or more issues) |
| 1/4 Page (non-bleed only) | \$650 (10% discount for 6 or more issues) |
| Polybag Catalog or Brochure | Quoted upon request |
| 8-Pg Gate Foldout Mini-Brochure | Quoted upon request |
| Belly-Band or Cover-Foldouts | Quoted upon request |
| Insert Cards or Tip-in Cards | Quoted upon request |

DIGITAL OPTIONS

| | |
|----------------------------------|--|
| Mailer Sponsorship | \$750/per email (1 sponsor allowed per email) |
| Homepage Banner (1 month) | \$1,200 per month (exclusive top of homepage location) |
| Embedded Video in Ads/Website | \$500/issue (1 video link per ad/issue) |
| Exclusive Social Media Promotion | \$500/post to all main social channels |

| ART DUE DATES | Art Due Date | Print/Digital Publish Date | Email 1 Preview | Email 2 Issue Release | Email 3 Podcast |
|------------------------|--------------|----------------------------|-----------------|-----------------------|-----------------|
| January | 01/20/25 | 01/30/26 | 01/20/26 | 01/30/26 | 02/10/26 |
| February | 02/20/26 | 02/28/26 | 02/20/26 | 02/28/26 | 03/10/26 |
| March | 03/20/26 | 03/30/26 | 03/20/26 | 03/30/26 | 04/10/26 |
| April | 04/20/26 | 04/30/26 | 04/20/26 | 04/30/26 | 05/10/26 |
| May | 05/20/26 | 05/30/26 | 05/20/26 | 05/30/26 | 06/10/26 |
| June | 06/20/26 | 06/30/26 | 06/20/26 | 06/30/26 | 07/10/26 |
| July | 07/20/26 | 07/30/26 | 07/20/26 | 07/30/26 | 08/10/26 |
| August (pre-DEMA) | 08/20/26 | 08/30/26 | 08/20/26 | 08/30/26 | 09/10/26 |
| September (DEMA Issue) | 09/20/26 | 09/30/26 | 09/20/26 | 09/30/26 | 10/10/26 |
| October (post-DEMA) | 10/20/26 | 10/30/26 | 10/20/26 | 10/30/26 | 11/10/26 |
| November (post-DEMA) | 11/20/26 | 11/30/26 | 11/20/26 | 11/30/26 | 12/10/26 |
| December | 12/20/25 | 12/30/25 | 12/20/25 | 12/30/25 | 01/10/27 |

DEMA print issue includes regular print & digital distribution, plus at-show circulation as well as distributed via kiosk in the lobby of the DEMA show. DEMA Show-related sponsored emailers are indicated in **ORANGE** above and subject to a 20% premium charge.

Advertorials: Contact publisher for copy & image requirements.

Ad Requirements & Submissions: Format: CMYK @ 300 dpi, high-resolution PDF or PNG. A QR code will be added to each ad or advertorial for tracking. If using your own QR code, contact William for the exact link to encode. All ads/advertorials are subject to approval. Please submit all art to: william@williamcline.com or call +1-972-267-6700 (also What'sApp) **with questions.**

Three Versions Created Monthly:

- 1) Printed & Mailed to:
 - All Dive Retailers and select
 - Travel Sellers
 - Training Agencies
 - US-Based Resorts & Liveaboards
 - Manufacturers & Sales Reps
- 2) Flippingbook digital edition
- 3) Website HUB edition

Digitally Editions are Emailed To Over 17,000 Dive Professionals In 165 Countries

EDITORIAL PLAN

Our Main Editorial Themes:

- 1) Trends in Retailing
- 2) Trends in Travel & Tourism
- 3) Trends in Safety & Training
- 4) Business Research & Education
- 5) Sustainability for Today's Eco Pros
- 6) News & Innovations

All written by today's most progressive and respected industry professionals, leaders, and influencers, covering a wide range of today's topics.

Editorial Due Date:
15th of each month.

RETAILERS TRUST US - AND THEY TRUST THE BRANDS THAT ADVERTISE WITH US



PRINT • DIGITAL
PODCASTS • EMAIL
DEMA DISTRIBUTION

2026
MEDIA KIT

Specifications:

- Magazine Trim Size: 8.375" w x 10.875" h (212.8 mm x 276.3 mm)
- Full-Page Bleed Ad: 8.884" w x 11.375" h (225.6 mm x 288.92 mm)
- Full-Page Non-Bleed Ad: 7.875" w x 10.375" h (200 mm x 263.53 mm)
- Half-Page Bleed Ad: 8.9" w x 5.6" h (226.1 mm x 142.2 mm)
- Half-Page Non-Bleed Ad: 7.87" w x 5.2" h (200 mm x 129.5 mm)
- Vertical Half-Page Bleed Ad: 4.39" w x 11.5" h (111.4 mm x 289.5 mm)
- Vertical Half-Page Non-Bleed Ad: 3.889" w x 10.378" h (98.8 mm x 263.6 mm)
- Quarter-Page Non-Bleed Ad: 3.9" w x 5.2" h (99 mm x 133 mm)
- Bleed Ads: Keep all live content no closer than .5" (12.7 mm) from edges
- Sponsored Emailers Banners: Top 800px w x 90px h, Bottom 800px w x 400px h

Digital Special Notes:

Full-page ads include website banners at no charge. Please supply:

- A second digital ad sized: 740px w x 960px h (web editorial inclusion)
- A digital banner sized: 1456px w x 180px h (for web rotation)
- Note: Half and Quarter-Page ads can be converted as submitted.

Please submit all art to: william@williamcline.com or call +1-972-267-6700 (also What's App) with questions.



[click here for ad templates](#)



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Podcasts by Scuba Diving Industry Magazine:



Weekly Business Insights by Today's Diving Companies



Monthly Deep Dive into Each Issue's Articles by our Writers

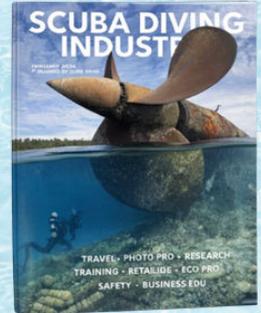


Retailer-To-Retailer Business Advice, Inspirations & Best Practices

3 Ways Read Scuba Diving Industry Magazine
INTRODUCING THE DIGITAL ISSUE HUB
Table of Contents • Online Articles • Sponsor Index



Mailed Monthly To U.S. Dive Shops



Page-Turn Digital Magazine



Table of Contents • Sponsor Index
Full Articles • Digital Ads



Explore the Issue Hub

Print • Flipbook • Issue Hub • Online Articles

Print: 986 U.S. Dive Shops • Digital: 17,000+ Dive Pros in 165 Countries
The Only Printed Monthly Trade Magazine For Dive Professionals