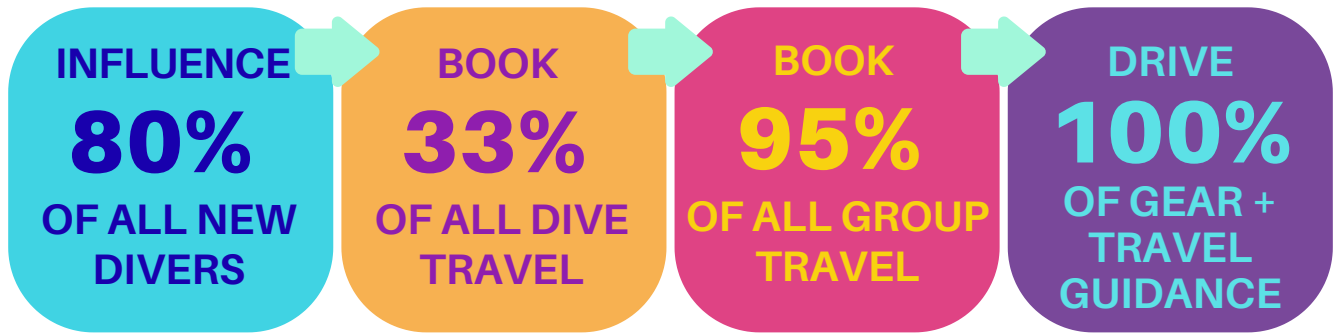


# WHY REACH DIVE RETAILERS IN THE USA?

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

## RETAILER'S INFLUENCE

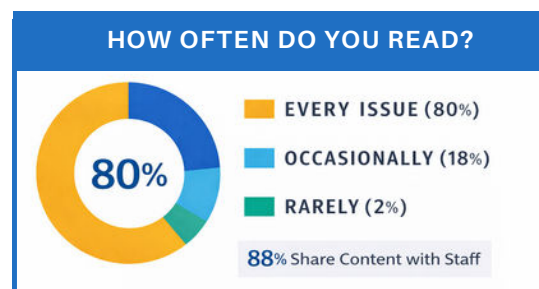
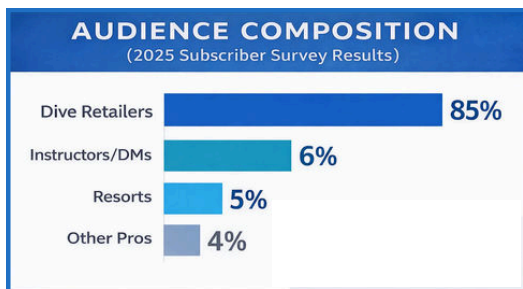


Source: DEMA's Consumer & Retailer Surveys 2022-2024



**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.



MONTHS 1-3

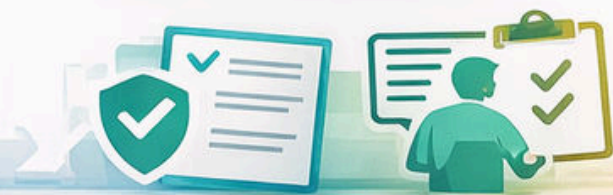
MONTHS 4-6

### RECOGNITION

### TRUST & CONFIDENCE

Retailers Start to Recognize You

Familiar Brands Feel Safer to Recommend



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

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

*Recognition precedes trust*

MONTHS 7-9

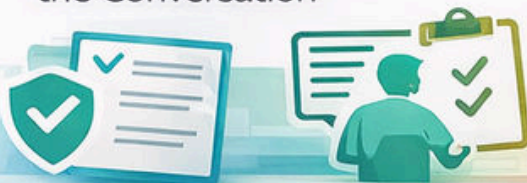
MONTHS 10-12

### RETAILER

### PULL-THROUGH & RESULTS

Your Brand Enters the Conversation

Influence Turns Into Action



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

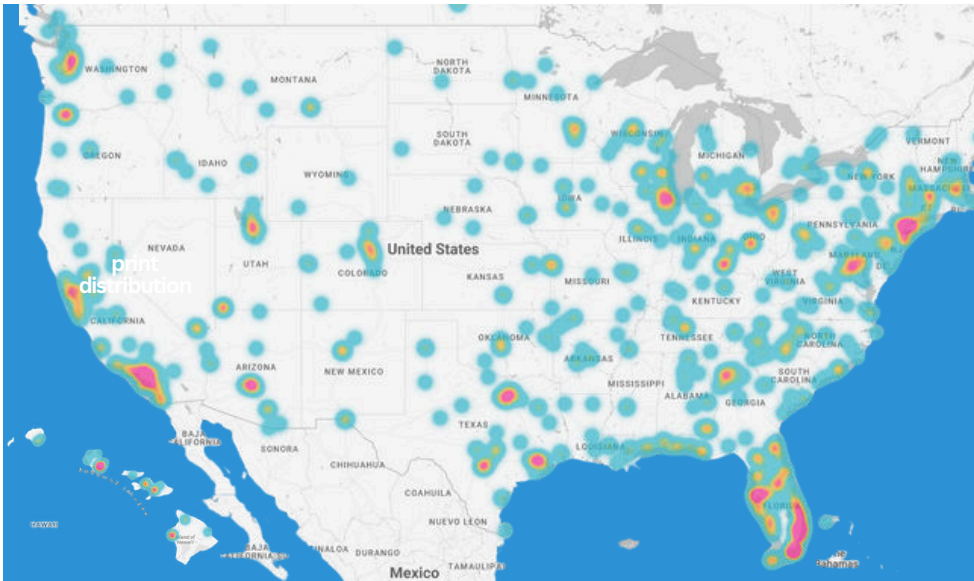
- **Inbound** retailer inquiries
- Increased bookings and orders
- Strong positioning for launches and **promotions**

**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**

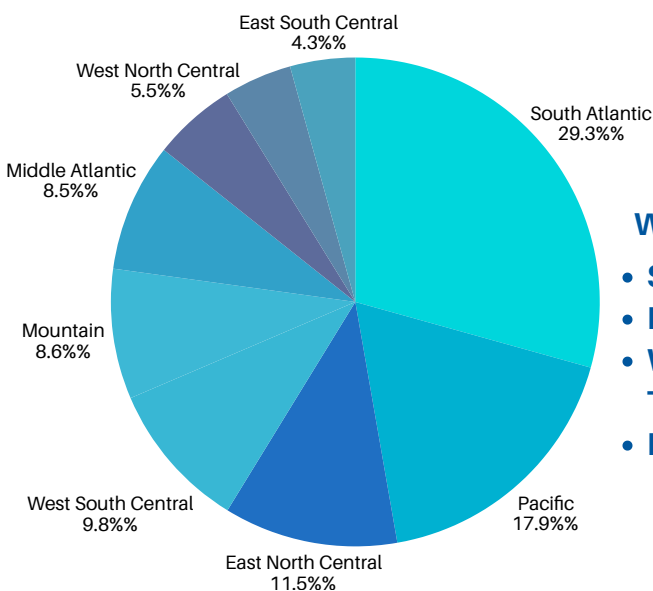
**We are the #1 Advertising Partner  
for Reaching Dive Retailers**

**100% of USA Reached**

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

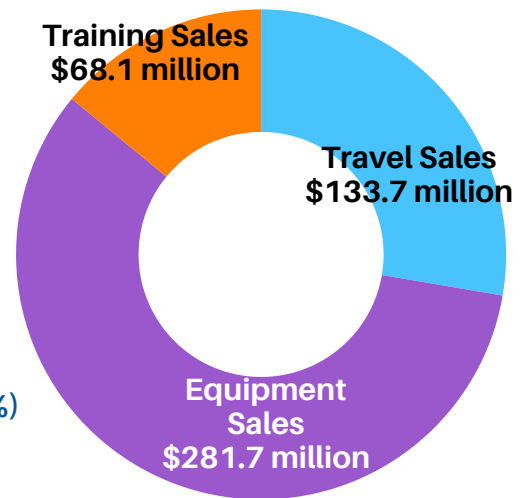
Annual USA Retailer Sales:  
\$483.5 million

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

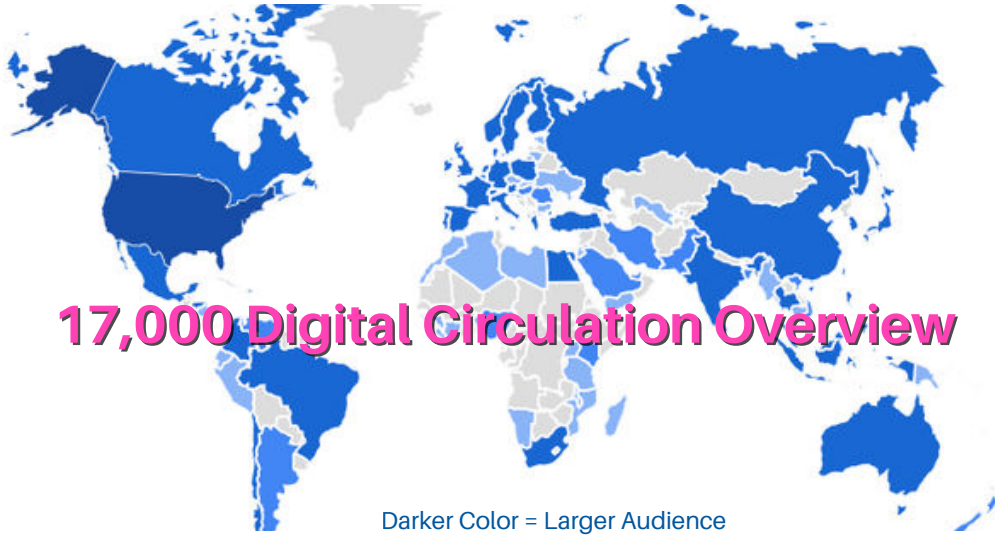
Our subscribers are active buyers and decision-makers - representing the exact individuals who influence inventory, trips, and training purchases.

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

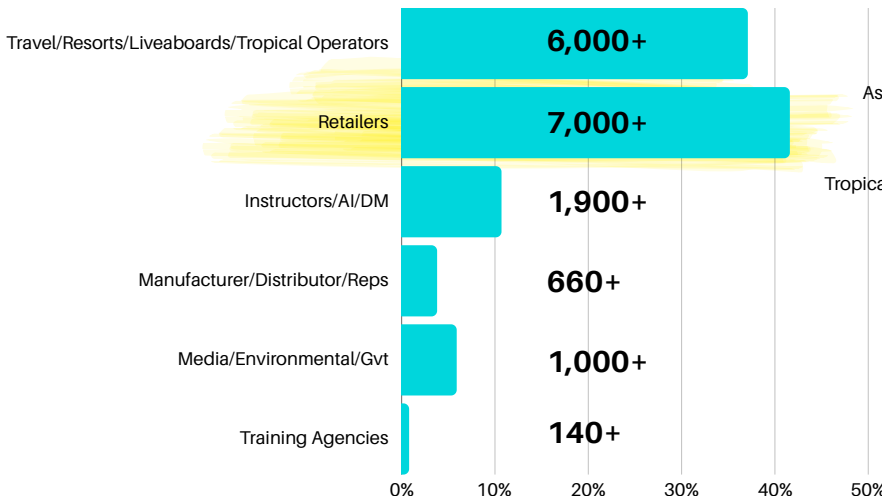
**45,208 per month**  
Total Digital Magazine  
Interactions per Issue  
(page turns, clicks, zooms,  
downloads, etc since Jan 2024)

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

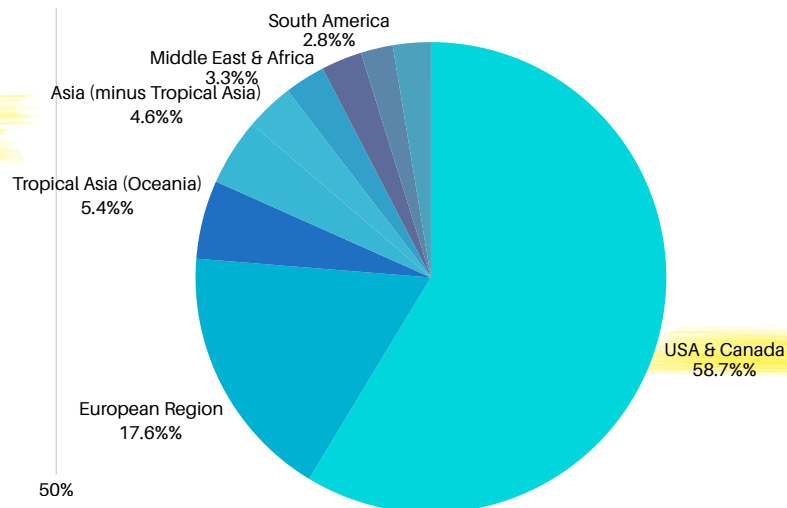
**58.7%**  
Digital Audience within  
North America.

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](mailto: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](mailto:william@williamcline.com) or call +1-972-267-6700 (also What's App) with questions.



[click here for ad templates](#)



**William Cline**  
Publisher

972-267-6700 (What's App)  
[william@williamcline.com](mailto:william@williamcline.com)



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Ad Sales Manager

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[britain@ScubaDivingIndustry.com](mailto:britain@ScubaDivingIndustry.com)

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

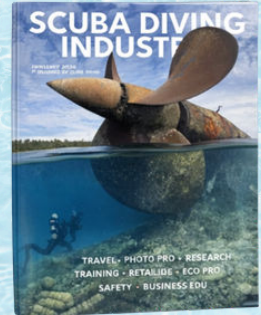


Retailer-To-Retailer Business Advice, Inspirations & Best Practices

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

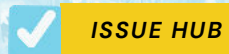


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Full Articles • Digital Ads



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