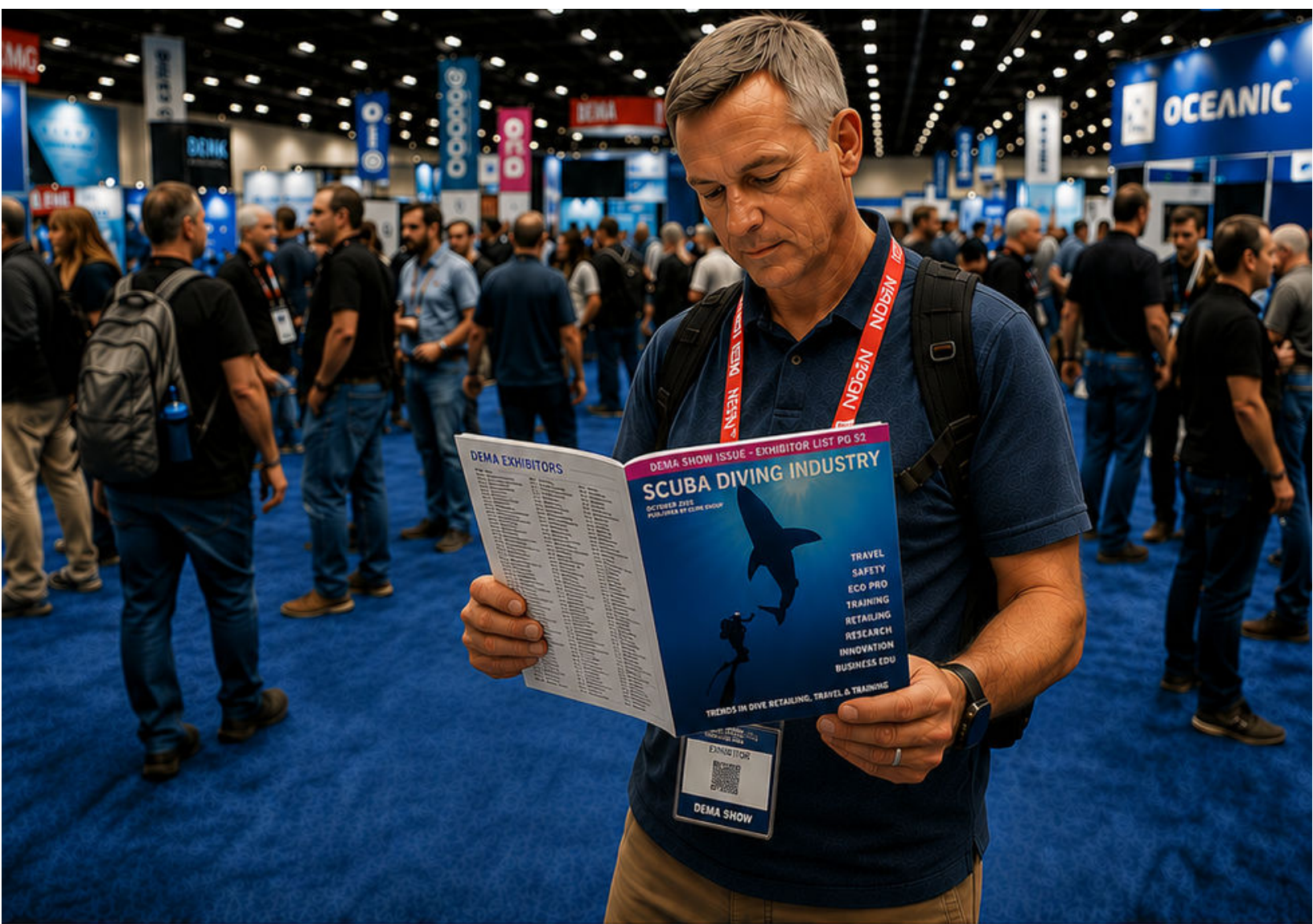




THE ONLY PRINTED  
MONTHLY TRADE  
MAGAZINE FOR DIVE  
RETAILERS & PROS

2026/2027  
MEDIA KIT

# REACH THE PEOPLE DIVERS TRUST



The only printed monthly trade magazine reaching  
U.S. DIVE RETAILERS and INDUSTRY DECISION-MAKERS

PRINT • DIGITAL • EMAIL • PODCASTS • EVENTS

## WHY REACH DIVE RETAILERS?

Because they influence what gets sold, booked and recommended.

**ONE RETAILER CAN INFLUENCE THOUSANDS OF DIVERS**

**986 RETAILERS.  
2,465,000 CONSUMERS INFLUENCED.**

986 U.S. Retailers × approximately 2,500 customers each

### WHAT RETAILERS INFLUENCE



**80%**

OF ALL  
NEW DIVERS



**33%**

OF ALL  
DIVE TRAVEL



**95%**

OF ALL  
GROUP TRAVEL

Retailers also drive their customers' gear and travel decisions.

**80% OF RETAILERS READ EVERY ISSUE  
AND 88% SHARE CONTENT WITH THEIR STAFF.**

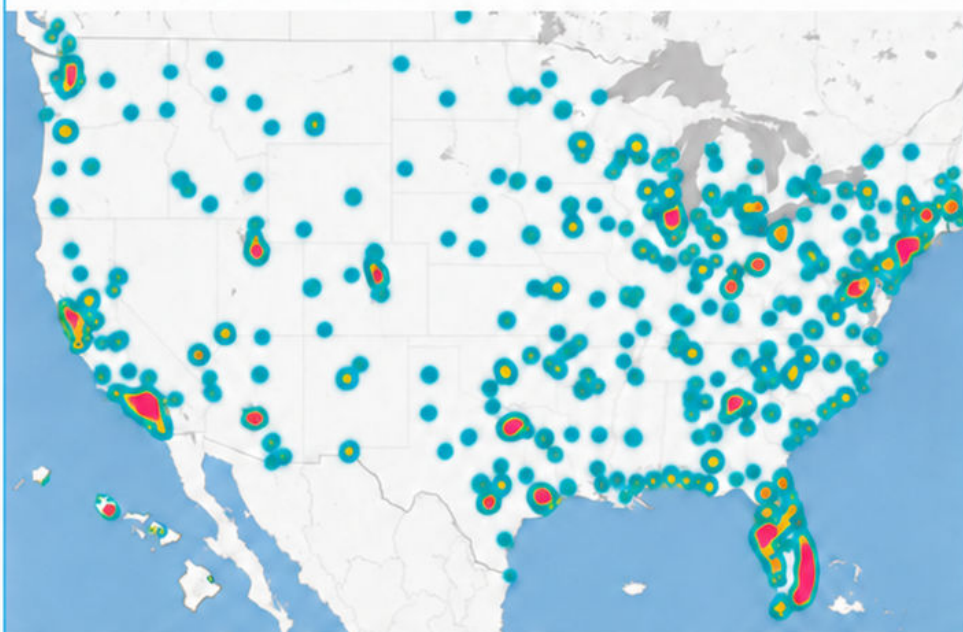
*Sources: Subscriber Survey, Cline Group & DEMA's Consumer & Retailer Surveys*

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

# REACH THE BUSINESSES POWERING THE U.S. DIVE INDUSTRY

1,100 copies printed and mailed monthly to key dive businesses and industry decision-makers nationwide.

## NATIONWIDE PRINT DISTRIBUTION



## 986 VERIFIED U.S. DIVE RETAILERS

Reaching established dive businesses across every major U.S. region.

## 114 INDUSTRY LEADERS & INFLUENCERS

Major manufacturers, travel sellers, wholesalers, training agencies, sales reps and other influential dive professionals.

## THE BUSINESSES WE REACH GENERATE

**\$483.5 MILLION**  
IN COMBINED ANNUAL SALES



**\$281.7 MILLION**  
EQUIPMENT SALES



**\$133.7 MILLION**  
TRAVEL SALES



**\$68.1 MILLION**  
TRAINING SALES

*Source: DEMA 2024 Retailer Study*

## LARGEST CONCENTRATIONS OF U.S. DIVE RETAILERS



**29.3%**  
SOUTH ATLANTIC



**17.9%**  
PACIFIC



**11.5%**  
EAST NORTH CENTRAL



**9.8%**  
WEST SOUTH CENTRAL



**YOUR MESSAGE REACHES THE RETAILERS AND INDUSTRY LEADERS  
WHO DRIVE EQUIPMENT, TRAVEL AND TRAINING SALES.**

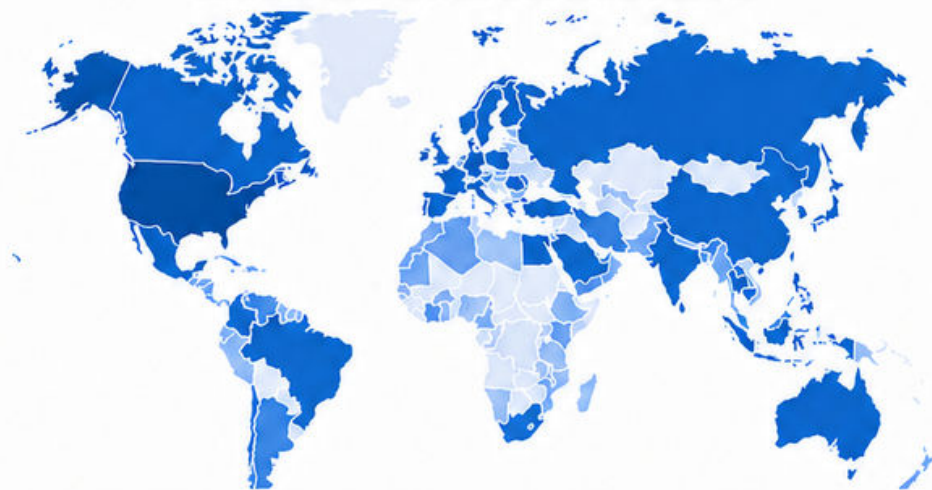
*source: Cline Group & DEMA 2024 Retailer Studies*

**REACH THE PROFESSIONALS WHO DRIVE GEAR, TRAVEL AND TRAINING SALES**

# REACH 19,000+ DIVE PROFESSIONALS WORLDWIDE

A digital audience of retailers, travel sellers, instructors, manufacturers and industry professionals in 165 countries.

## GLOBAL DIGITAL DISTRIBUTION



**19,000+**  
DIGITAL RECIPIENTS



**58.7%**  
NORTH AMERICA

## AUDIENCE ENGAGEMENT EACH MONTH

**33,819**

DIGITAL MAGAZINE &  
WEB PAGE VIEWS

**45,208**

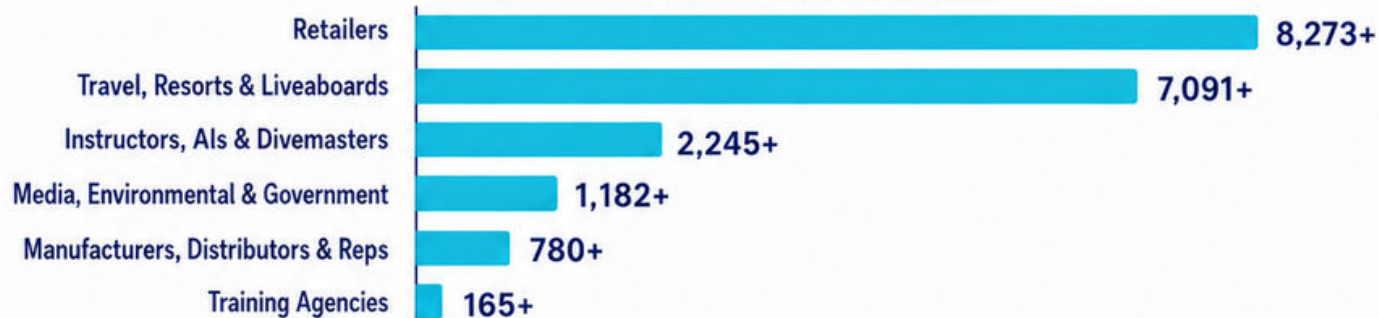
DIGITAL MAGAZINE  
INTERACTIONS

**9,000+**

VIDEO & PODCAST  
MINUTES WATCHED

Digital engagement averages since January 2024.

## DIGITAL AUDIENCE BY CATEGORY



## LARGEST DIGITAL AUDIENCE REGIONS

**58.7%** USA & CANADA • **17.6%** EUROPE • **5.4%** TROPICAL ASIA / OCEANIA • **4.6%** ASIA

**REACH THE PROFESSIONALS WHO DRIVE GEAR, TRAVEL AND TRAINING SALES.**

**Our unique global reach covers all training agencies  
and dive businesses regardless of their affiliations.**

## ADVERTISING RATES

Every magazine ad includes **print + digital** distribution.

| AD SIZE                                                                                                                                                                                                              | 1-3 ISSUES<br>per issue | 4-6 ISSUES<br>per issue | 7-12 ISSUES<br>per issue |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|--------------------------|
|  <b>FULL PAGE</b>                                                                                                                   | <b>\$2,397</b>          | <b>\$2,197</b>          | <b>\$1,997</b>           |
|  OR  <b>HALF PAGE</b><br>Horizontal<br>or Vertical | <b>\$1,250</b>          | <b>\$1,125</b>          | <b>\$1,125</b>           |
|  <b>QUARTER PAGE</b>                                                                                                               | <b>\$650</b>            | <b>\$585</b>            | <b>\$585</b>             |

### PREMIUM POSITIONS

| POSITION               | ADD-ON      |
|------------------------|-------------|
| Inside Front Cover     | <b>+20%</b> |
| Inside Back Cover      | <b>+10%</b> |
| Back Cover             | <b>+40%</b> |
| Centerfold 2-Pg Spread | <b>+10%</b> |
| Premium Placement      | <b>+10%</b> |

### DIGITAL ADD-ONS

|                                                                                                      |                      |
|------------------------------------------------------------------------------------------------------|----------------------|
|  Sponsored Email  | <b>\$750</b>         |
|  Homepage Banner  | <b>\$1,200/month</b> |
|  Embedded Video   | <b>\$500/issue</b>   |
|  Sponsored Social | <b>\$500/post</b>    |



### CUSTOM OPPORTUNITIES

**Need something bigger?**

Polybagged catalogs • Gatefolds • Belly bands  
Cover foldouts • Insert cards • Tip-ins

Contact us for custom pricing.

*\*All rates are net.*

**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.

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



PRINT • DIGITAL  
PODCASTS • EMAIL  
DEMA DISTRIBUTION

2026/2027  
MEDIA KIT

2027-2027 ADVERTISING & DISTRIBUTION SCHEDULE

| Issue                       | Art Due  | Print + Digital Publication | Email 1 Preview | Email 2 Issue Release | Email 3 Podcast |
|-----------------------------|----------|-----------------------------|-----------------|-----------------------|-----------------|
| August 2026 (Pre-DEMA)      | 08/20/26 | 08/30/26                    | 08/20/26        | 08/30/26              | 09/10/26        |
| September 2026 (DEMA Issue) | 09/20/26 | 09/30/26                    | 09/20/26        | 09/30/26              | 10/10/26        |
| October 2026 (Post-DEMA 1)  | 10/20/26 | 10/30/26                    | 10/20/26        | 10/30/26              | 11/10/26        |
| November 2026 (Post-DEMA 2) | 11/20/26 | 11/30/26                    | 11/20/26        | 11/30/26              | 12/10/26        |
| December 2026               | 12/20/26 | 12/30/26                    | 12/20/26        | 12/30/26              | 01/10/27        |
| January 2027                | 01/20/27 | 01/30/27                    | 01/20/27        | 01/30/27              | 02/10/27        |
| February 2027               | 02/20/27 | 02/28/27                    | 02/20/27        | 02/28/27              | 03/10/27        |
| March 2027                  | 03/20/27 | 03/30/27                    | 03/20/27        | 03/30/27              | 04/10/27        |
| April 2027                  | 04/20/27 | 04/30/27                    | 04/20/27        | 04/30/27              | 05/10/27        |
| May 2027                    | 05/20/27 | 05/30/27                    | 05/20/27        | 05/30/27              | 06/10/27        |
| June 2027                   | 06/20/27 | 06/30/27                    | 06/20/27        | 06/30/27              | 07/10/27        |
| July 2027                   | 07/20/27 | 07/30/27                    | 07/20/27        | 07/30/27              | 08/10/27        |
| August 2027 (Pre-DEMA)      | 08/20/27 | 08/30/27                    | 08/20/27        | 08/30/27              | 09/10/27        |
| September 2027 (DEMA Issue) | 09/20/27 | 09/30/27                    | 09/20/27        | 09/30/27              | 10/10/27        |
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| November 2027 (Post-DEMA 2) | 11/20/27 | 11/30/27                    | 11/20/27        | 11/30/27              | 12/10/27        |
| December 2027               | 12/20/27 | 12/30/27                    | 12/20/27        | 12/30/27              | 01/10/28        |

*Dates are subject to change. Art is due on the 20th of each month unless otherwise arranged. Publication and billing are typically on the 30th of each month.*

DEMA print issue includes regular print and digital distribution, plus expanded at-show circulation and distribution from our lobby kiosk at the DEMA Show. DEMA Show-related sponsored emailers are indicated in PINK above and are subject to a 20% premium.

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



Print: 986 U.S. Dive Shops • Digital: 19,000+ Dive Pros in 165 Countries

### PRINT & DIGITAL AD SPECIFICATIONS

|                              |                      |                   |
|------------------------------|----------------------|-------------------|
| Magazine trim                | 8.375" w × 10.875" h | 212.8 × 276.3 mm  |
| Full-page bleed              | 8.884" w × 11.375" h | 225.6 × 288.92 mm |
| Full-page non-bleed          | 7.875" w × 10.375" h | 200 × 263.53 mm   |
| Half-page bleed              | 8.9" w × 5.6" h      | 226.1 × 142.2 mm  |
| Half-page non-bleed          | 7.87" w × 5.2" h     | 200 × 129.5 mm    |
| Vertical half-page bleed     | 4.39" w × 11.5" h    | 111.4 × 289.5 mm  |
| Vertical half-page non-bleed | 3.889" w × 10.378" h | 98.8 × 263.6 mm   |
| Quarter-page non-bleed       | 3.9" w × 5.2" h      | 99 × 133 mm       |

**SPECIAL NOTE FOR ALL BLEED ADS:**  
Keep all live content at least 0.5" (12.7 mm) from ad edges.

### DIGITAL ASSET REQUIREMENTS

All advertisers must supply a logo, ideally no larger than 300 pix wide

Sponsored email banners: top 800 w × 90 h px; bottom 800 w × 400 h px

Full-page ads include complimentary digital ads. Please also supply:

- Digital editorial ad: 740 w × 960 h px
- Website rotation banner: 1456 w × 180 h px

SUBMIT ART: [william@williamcline.com](mailto:william@williamcline.com) • +1 972-267-6700 (WhatsApp)



**William  
Cline**  
Publisher

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



**Britain  
Cline**  
Ad Sales  
Manager

954-358-9660  
[britain@ScubaDivingIndustry.com](mailto:britain@ScubaDivingIndustry.com)



[click here for  
ad templates](#)

### Podcasts by Scuba Diving Industry Magazine:



Business Insights by  
Today's Diving  
Companies and  
Thought Leaders



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



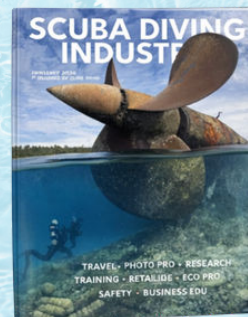
Retailer-To-Retailer  
Business Advice,  
Inspirations &  
Best Practices

### 3 Ways Read Scuba Diving Industry Magazine PRINT, DIGITAL FLIPBOOK & DIGITAL ISSUE HUB



**PRINT**

Mailed Monthly To U.S. Dive Shops



**FLIPBOOK**

Page-Turn Digital Magazine



**ISSUE HUB**

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: 19,000+ Dive Pros in 165 Countries**  
**The Only Printed Monthly Trade Magazine For Dive Professionals**