

Media kit

ONLINE September
PRINTED December
2021

NEW ZEALAND'S ONLY DIVE MAGAZINE

DIVE

PACIFIC

NEW ZEALAND
Underwater
ASSOCIATION

Clean Seas Best Practice Home Safe.

Dive Magazine promoting and advocating safe and enjoyable underwater activities in a protected marine environment



Two 2021 issues coming up!

DIVE FREE ONLINE issue available for distribution September
DIVE PRINTED issue available for full distribution December

4500 NZUA members PLUS 4000 Legasea members PLUS Dive subscribers and more

Dive Pacific

Unlike other Dive magazines each issue covers a vast range of diving topics, news and features to entertain and inform divers and non-divers alike. Regular features include: diving medicine; technical; wreck and commercial diving; free diving spearfishing; dive equipment/training.

Each issue has a travel section showcasing dive destinations from different parts of the globe. These stories are supplied by our contributors or we work with the Tourism office to supply advertorial to promote certain destinations. These destinations are world class or have a special appeal that will intrigue our readers and are predominately in the Asia and Pacific regions. Although we have had great feedback from the readers when we offer stories from other parts of the globe.

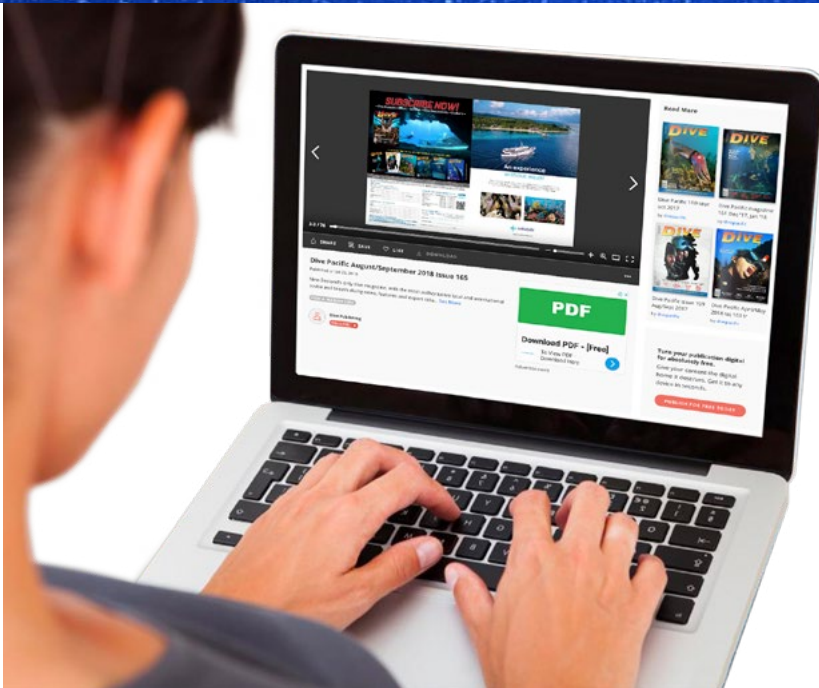
Dive New Zealand / Dive Pacific is your opportunity to reach the discerning – affluent buyers.

So contact us to for both your advertising and editorial requirements as we cover your target market not only in New Zealand and Australia but globally through the on line magazine.

The Online edition delivers the same content as the printed edition – with extras. Links throughout the text and the advertisements are live as are the email addresses. Giving you the digital opportunities that comes with online media to our readers your customers.

www.divenewzealand.co.nz

Statistics and Advertising Rates



Advertising Rate

\$250 plus GST per issue per part page.

Full Page \$780 plus GST per issue.

Multi-page presentation:

Rates by discussion and agreement.

Live links direct from your advertisement to the Home page of your own business website.

Deadline for decision and material:

August 15th

Issue due for release: **September**

Digital Online Issue **SEPTEMBER** Material Deadline 15th August

Links to all club members with page turning technology.

Our online digital readers user device preferences are; Desktop 51%.

Smartphone 39%. Tablet 10%.

84% males 26-55 [Discretionary spenders]

73% all year round divers, Adventurers.

66% Own a boat

71% Planning an offshore Dive visit when borders re-open.

Our online edition will deliver the same content as in print - with extras such as hyperlinks throughout the editorial text and live links to websites and email addresses in the advertisements.

Live Links of this 50+ page edition will be emailed widely.

AND advertisers will be able to *FORWARD* their online magazine issue to their clients/customers.

Printed Issue **DECEMBER** Material Deadline 8th November

Reader Profile your target market

84% of our readers are male between the ages of 26 and 55 with discretionary spending. 73% are all round year divers with 66% owning their own boat or kayak. These people are adventurers and when not diving will be looking for other adventure like activities to enjoy. Our surveys indicate that 25% will be planning on buying new gear with in the next 12 months.

Preferred position has 10% loading.

All design, artwork, typesetting, production and file conversion costs are additional to the advertising rate. Quotes available on request. All prices quoted are in New Zealand Dollars and exclude gst. All prices are non-agency bearing.

Rates

Advert size	1 issue	3 times	6 times
Outside Back	\$2,928	\$2,662	\$2,420
Inside front	\$2,662	\$2,420	\$2,200
Double Page spread	\$3,650	\$3,460	\$3,280
Full page	\$2,400	\$2,172	\$1,900
1/2 page	\$1,264	\$1,149	\$995
Advertorial page	\$2,400	\$2,172	\$1,900
1/3 page	\$865	\$786	\$715
1/4 page	\$659	\$599	\$545
1/8 page	\$495	\$470	\$445
Directory single	–	–	\$750
Directory double			\$1,400

Classified max 50 words

Classified Reverse out text +10%

A4 Inserts = \$250 per 1000