



Since 2010  
**underwater**  
360°



www.facebook.com/AsianDiverMag  
www.facebook.com/ScubaDiverAA  
www.facebook.com/ScubaDiverOP

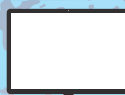


Collectors' Edition

**SCUBA DIVER**  
**oceanplanet**  
THROUGH THE LENS



Print



www.uw360.asia



Digital



Issue 1

**SCUBA DIVER**  
ONE OCEAN, ONE LOVE

Issue 1

**AsianDiver**  
THE BIG BLUE BOOK

ADEX Special Edition

**DIVEAHOLIC**  
underwater 360°

Issue 2

**SCUBA DIVER**  
ONE OCEAN, ONE LOVE

Issue 2

**AsianDiver**  
BY DIVERS, FOR DIVERS

Issue 3

**SCUBA DIVER**  
ONE OCEAN, ONE LOVE

Issue 3

**AsianDiver**  
BY DIVERS, FOR DIVERS

Issue 4

**SCUBA DIVER**  
ONE OCEAN, ONE LOVE

Issue 4

**AsianDiver**  
BY DIVERS, FOR DIVERS

SHOWGUIDE  
**ADEX CHINA**  
**亚洲潜水展**

## SCUBA DIVER/ASIAN DIVER Simplified & Traditional Chinese Version



### Covering the Chinese Market

The world of diving cuts across borders and cultures. Increasingly, Mandarin-speaking divers from China, Hong Kong, Taiwan, Singapore and Malaysia are becoming regular customers at destinations across Asia Pacific and the world. This is a growing market within the dive industry and NOW is the time to get in on the action by becoming a part of the Asian Diver/Scuba Diver Chinese e-magazine.

**13,000+** Average monthly online downloads  
(Desktop/App Edition)

CHINA 74%, HONG KONG/TAIWAN 18%, SINGAPORE/MALAYSIA 3%, OTHER 5%

Issue 1

**AsianDiver**  
**亚洲潜水者**  
Simplified Chinese

Issue 1

**SCUBA DIVER**  
**潜水者**  
Traditional Chinese

Issue 2

**AsianDiver**  
**亚洲潜水者**  
Simplified Chinese

Issue 2

**SCUBA DIVER**  
**潜水者**  
Traditional Chinese

Issue 3

**AsianDiver**  
**亚洲潜水者**  
Simplified Chinese

Issue 3

**SCUBA DIVER**  
**潜水者**  
Traditional Chinese

Issue 4

**AsianDiver**  
**亚洲潜水者**  
Simplified Chinese

Issue 4

**SCUBA DIVER**  
**潜水者**  
Traditional Chinese

Since 1992

# AsianDiver

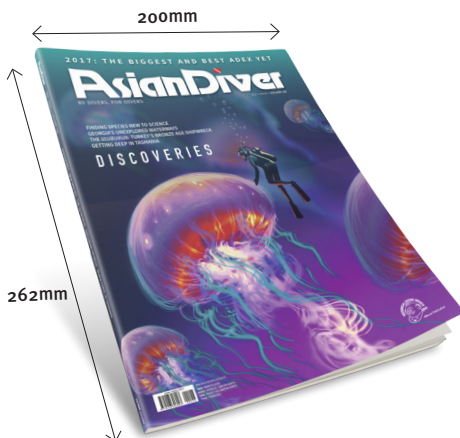
BY DIVERS, FOR DIVERS  
www.uw360.asia/AD

**MAR | JUN | SEP | DEC**

**Asian Diver magazine is for the serious diver who understands the challenging lure of the deep blue**

**Asian Diver** – the Official Publication of **Asia Dive Expo (ADEX)** – has become a brand known around the world for its penetrating and unique insights into the world's richest dive region. Aimed at industry leaders, avid divers and our intrepid instructors and dive leaders – the magazine supports a community committed to the sport we all love.

- What's Bubbling
- What Bubbled
- ADEX Ambassador
- Diving by Numbers
- Seafood Guide
- Man & Sea
- Courses
- Science
- History
- Gone Tek
- Freediving
- Dos and Don'ts
- Gear
- Features



The Historical Diving Society Asia (HDSA), a not-for-profit society established in Singapore to serve the Asian region, aims to educate and preserve the history of diving in all forms. It produces stories and information on Asia's diving history in every issue of *Asian Diver*, its official publication. All subscribers to *Asian Diver* automatically become members of HDSA.

## MARCH THE BIG BLUE BOOK

*Asian Diver* magazine, famously "By Divers, For Divers", is a powerful beacon for the region's dive industry and has been supporting ADEX for years with the annual *Big Blue Book*. With the revelation that 100 million sharks are slaughtered annually, we dedicate this 2018 special edition to sharks. Read up on the profiles of shark species and find out about the latest in conservation efforts from the experts – and things that we can all do to make a difference!



Since 1981

# SCUBA DIVER

ONE OCEAN, ONE LOVE  
www.uw360.asia/SD

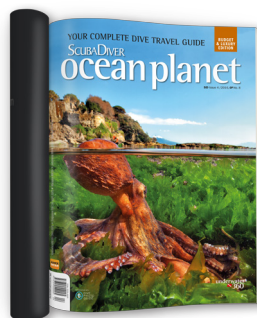
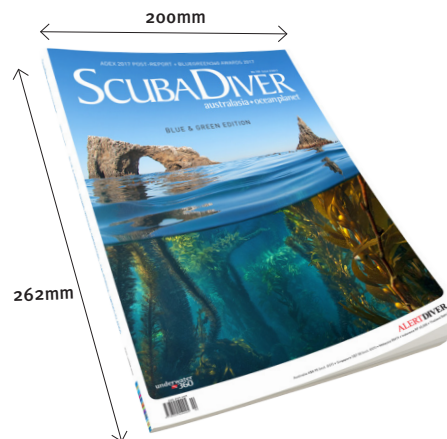
**FEB | MAY | AUG | NOV**

**With a fresh new look, *Scuba Diver* brings divers everything they need for expanding their underwater horizons**

Presenting an extended gear and gadgets section, as well as the most desirable destinations, in-depth creature features, and insights into dive training, ***Scuba Diver*** is a pillar of the dive industry and a must-read for anyone exploring the blue.

## #australasia

- #briefing
- #uw360
- #uwphotography
- #sealife
- #conservation
- #wow
- #bucketlist
- #whatitfeelslike
- #scuba101
- #portfolio
- #divetrip
- #icon



## oceanplanet

Back under one title, ***Scuba Diver*** now brings readers the whole world of diving with ***Ocean Planet!*** This dedicated section is a thrilling exposé of the best diving in the Americas, Europe, and Africa. With photography tips and tricks throughout, the spirit of our original *Through The Lens* magazine lives on. Now, wherever they are and wherever they want to go, divers can turn to one trusted title for the best dive journalism from around the world!



**SDAA** is the official media partner of DAN Asia Pacific, the region's only established, international specialist dive medicine and safety organisation that also covers divers in the event of any dive related accidents. **SDAA** includes 24 pages of authoritative, engaging dive safety content from DAN Asia Pacific in every issue, and every one of DAN AP's members (12,000 and growing) has free access to the e-version of **SDAA**.

FREE  
e-Version



**12,000+**  
Members have **FREE**  
online access to every  
issue of **SDAA**

**JAN (COLLECTORS' EDITION)**

*One of the world's greatest underwater photography magazines*

The annual **SD OCEAN PLANET** showcases the best in underwater photography, from the greatest underwater shooters in the industry. This year's edition **"Around the World in 80 Shots"** presents the most exciting dive destinations around the world, and includes the secrets behind the shots as well as insights into the gear that the professionals use.

Showing off the world's hottest dive destinations, with some of the most inspirational underwater photographs ever, **SD OCEAN PLANET** is a must-have for dive travellers and aspiring photographers alike!



**APR (ADEX SPECIAL EDITION)**

*From ADEX product listings to speaker portfolios, Underwater360's Diveaholic magazine is the official show guide for Asia's biggest dive show*

With the official ADEX show guide, we bring our readers and event exhibitors a comprehensive listing of all that you need to know about ADEX. From speaker portfolios, to the top products on sale, underwater360's Diveaholic magazine is the divine bible of Asia's biggest dive show. Ideal for those in the show to promote their deals, this show guide will be free for all ADEX visitors and allows advertisers to feature more products, with more column inches and more images.



**PRINT & DIGITAL ADVERTISING SIZE**

Double Spread 370(W) x 262(H)mm  
Full Page 185(W) x 262(H)mm  
1/2 Page 92(W) x 262(H)mm (Vertical)  
1/2 Page 185(W) x 131(H)mm (Horizontal)  
1/4 Page 92(W) x 131(H)mm

Get this exclusive showguide for **FREE** when you sign up for the free Basic Diveaholic Membership



**ADEX CHINA SHOW GUIDE 2018  
BEIJING, SHENZHEN CHINA 2018 EXHIBITORS**

Each booth entitles the exhibitor to a 1/4 page ad in the **ADEX China Show Guide**

**FEATURING**

Speaker profiles, programme schedule, engaging articles, exhibitor listings, stunning images



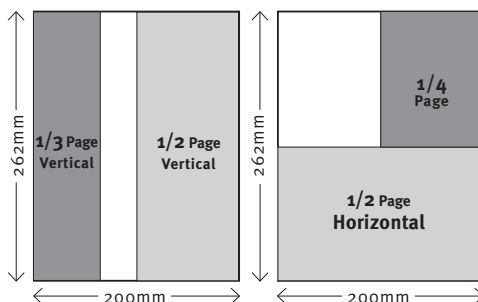
Published by  
**SCUBADIVER**  
潛水者

**PRINT & DIGITAL ADVERTISING RATES  
(Per issue)**

Outside Back Cover 200(W) x 262(H)mm USD5,000  
Inside Front Cover 200(W) x 262(H)mm USD4,000  
Inside Back Cover 200(W) x 262(H)mm USD3,500  
Double Spread 400(W) x 262(H)mm USD5,300  
Full Page 200(W) x 262(H)mm USD3,000

1/2 Page 100(W) x 262(H)mm USD1,800 (Vertical)  
1/2 Page 200(W) x 131(H)mm USD1,800 (Horizontal)  
1/3 Page 66.5(W) x 262(H)mm USD1,500  
1/4 Page 100(W) x 131(H)mm USD1,000

Advertorial write-up USD3,800 for one page



**PREMIUM POSITION  
LOADING FEE**  
Add to published rate

- Front half 15%
- Facing editorial 15%
- Right-hand page 15%
- Front half, right-hand facing editorial 25%

**Series Discount**

- 4 insertions 5%
- 8 insertions 10%
- 12 or more insertions 15%
- Pay 100% in advance 30%

**MATERIAL DEADLINE**

4 weeks before publishing date.

**NOTE**

Rates are subject to change. Credit card payment will be processed in Singapore dollars. **Agency Commission:** Standard agency commission applies for accredited agencies. **Outstanding invoices:** Payment must be made within 30 days from the date of invoice. A penalty charge of 2% per month will be made on outstanding invoices.

\*An additional 7% GST applies to companies invoicing from a Singapore address





# underwater 360°

## DIVERS' DAILY DIGEST

The platform that offers everything you need to know about exploring the world of water. Bringing the dive community, and the whole diving industry, informative, up-to date, and exciting information, all of which is easy to digest on the go. You can find our B2B online platform, **Trade360**, as well as our other titles (*Asian Diver* and *Scuba Diver*), available in three languages!

## Marine

### MONDAY

We kick off the week with advice, information and news relating to marine conservation, and select from the thousands an "Ocean Defender of the Week".

## Wildlife

### WEDNESDAY

Everything in the world of marine wildlife – we bring you the latest news, breathtaking images and "top lists" of life in the sea.

## Camera

### FRIDAY

We'll introduce you to our "Underwater Photographer of the Week", and take you through the best photography and videography, equipment and insider techniques to help you build on your photo skills.

## Skill-Set

### SUNDAY

From dive-fit information, to the best dive courses out there – we keep you informed with safety advice and training tips to help you grow as a diver.

## Travel

### TUESDAY

Looking for your next dive getaway? We scour the globe to find you the best hotspots, and best-kept secrets.

## Throwback

### THURSDAY

It's throwback Thursday! We dive to the depths of diving history to find you the most interesting facts, pioneers and old tales.

## Gear

### SATURDAY

[www.uw360.asia](http://www.uw360.asia) is the place to stay ahead of the game with brand new gear releases, reviews and equipment comparisons. We help you get the best bang for your buck!

**Underwater360** ([www.uw360.asia](http://www.uw360.asia)) is the umbrella group that represents every major pillar of diving in Asia Pacific, including:

- *Scuba Diver* magazine
- *Asian Diver* magazine
- ADEX Singapore
- ADEX China
- Diveaholics Community
- Corporate Membership Community
- **Scuba360** Business Forum at ADEX
- **Trade360** – trade platform for the dive industry

Our Web portal ties all of these together and offers an innovative, interactive and cutting-edge way for you to engage with our massive community!

### NEWS & FEATURES

Regular news and feature articles, including dive adventures in the hottest destinations, industry updates, training tips, interviews with respected dive personnel, and more! **All of this can be leveraged to support your business!**

### SOCIAL MEDIA

Links to our hugely popular social media platforms, which allow users to share online content with the rest of the World Wide Web.

### E-SHOP

Featuring merchandise including magazines, books, tickets, dive trips, gear, clothing, and more!

### ADVERTISING MEDIA

Eye-catching banners on the [www.uw360.asia](http://www.uw360.asia) homepage **directing viewers to a page of your choice.**

### PHOTOGRAPHY AND VIDEO GALLERY

Showcases of the most mind-blowing underwater video and unique underwater photography. **Bring your products and services to life!**

### E-MAGAZINES

Access to our magazines anytime, anywhere, in four major languages (English, Chinese, Indonesian, Russian) for subscribers.

### TRADE360

Regular updates and features on all things related to the business of scuba diving. We cover topics from sustainable marine tourism to branding and marketing in Asia Pacific.

## ONLINE ADVERTISING RATES

COMMERCIAL CLIP/VIDEO (SQUARE BANNER 2)	W x H (Pixels)	Monthly Rate
Formats: AVI, MPEG and MOV. Display of YouTube clips is possible also. Duration: Max. 30 seconds; audio optional	260 x 260*	USD300
Leaderboard 1, Top (Rotational)**	728 x 90*	USD300
Leaderboard 2, Middle (Rotational)**	728 x 90*	USD225
Leaderboard 3, Bottom (Rotational)**	728 x 90*	USD175
Square Banner 1, Top (Rotational)**	336 x 280*	USD250

## ONLINE SPECIAL RATES

3-MONTH block: Save an additional 10%  
6-MONTH block: Save an additional 20%  
12-MONTH block: Save an additional 30%

## ONLINE PACKAGES

**Package A**  
1 Month Online Ad + 1 Advertorial = USD500  
**Package B**  
3 Months Online Ad + 1 Advertorial = USD1350  
**Package C**  
6 Months Online Ad + 2 Advertorials = USD3000  
**Package D**  
1 Year Online Ad + 4 Advertorials = USD5000

## ARTWORK CHARGES (PRINT + ONLINE MEDIA)

Artwork is available upon request and will remain the property of Asian Geographic Magazines Pte Ltd. Reproduction of the original or edited artwork is not permitted. However, advertisers who wish to own the artwork will be charged separately. Changed artwork has to be approved by the client before publishing.

\* Media of other dimensions will be scaled proportionally to fit.

\*\* File size: 100kb or less, Formats: JPG, GIF, PNG, Animated GIF, Duration for animated banners: Max. 15 seconds; audio optional.