



**JANUARY: THROUGH THE LENS COLLECTOR'S EDITION**

"Ocean Planet: Celebrating Sharks"

Showcasing the work of some of the most talented photographers and filmmakers in the industry, Scuba Diver will celebrate the diverse beauty of the shark, featuring the fiercest, friendliest, and rarest sharks in this collector's edition.

**MAY: ANNUAL EDITION  
(IN CELEBRATION OF WORLD OCEANS DAY)**

"Ocean360: Marine Sanctuaries Around the World"

To celebrate World Oceans Day, Scuba Diver will explore the world's most precious underwater destinations with a trip around the planet's protected marine sites. Packed with the most beautiful photography and comprehensive info on what makes these locations so special, this record of our oceans at their best will be a must-keep edition.

**SEPTEMBER: SPECIAL EDITION**

"Ocean Dreams"

Witness the canvas of the ocean turn into a mesmerising work of art as Scuba Diver plunges into the whimsical and fantastical underwater world, seen through the eyes of the avant-garde underwater photographers of today.



**MARCH: COLLECTOR'S EDITION**

"The Big Blue Book: Dedicated to Sharks, in conjunction with IYOR + 101 Most influential People in Diving"

Asian Diver's ADEX Special Edition is back with an inspiring and fact-packed bumper issue to celebrate the International Year of the Reef, alongside an in-depth look at the ocean's apex predator.

**JULY: ANNUAL EDITION**

"Voice of the Ocean"

As the importance of the oceans fade amidst the hustle and bustle of life, Asian Diver endeavours to be its mouthpiece, bringing its voice to life with underwater tales that are yet to be told.

**NOVEMBER: SPECIAL EDITION**

"Mucking Around"

Explore the wonders of muck diving as Asian Diver gets a closer look at the intriguing, weird, and adorable critters of Asia. This issue will magnify the microworld of critters that elude the average diver.

## OUR READERS PROFILE

*Underwater360 (www.uw360.asia) is the umbrella group that represents every major pillar of diving in Asia Pacific, reaching over 100,000 readers across Asia and the world.*

### PROFESSIONS

PMEBs, adventure-seekers, naturalists and conservations, writers and photographers, academics, lecturers, business and recreational travellers and government officials.

### SPENDING POWER

Travel more than 4 times a year for business and leisure.

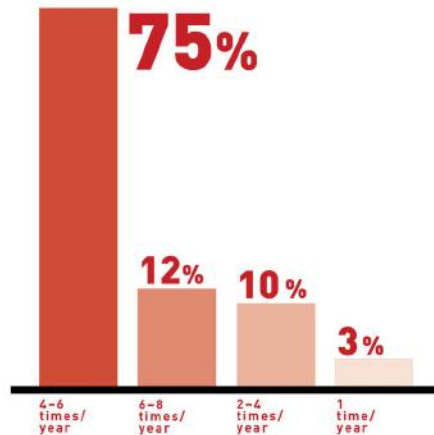
### NEWS & FEATURES

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 which can be leveraged to support your business!

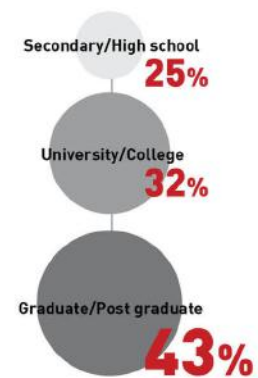
### AFFILIATIONS

More than 60 percent of our readers belong to a country/marina club or an association.

### DIVING HABITS



### EDUCATION LEVEL

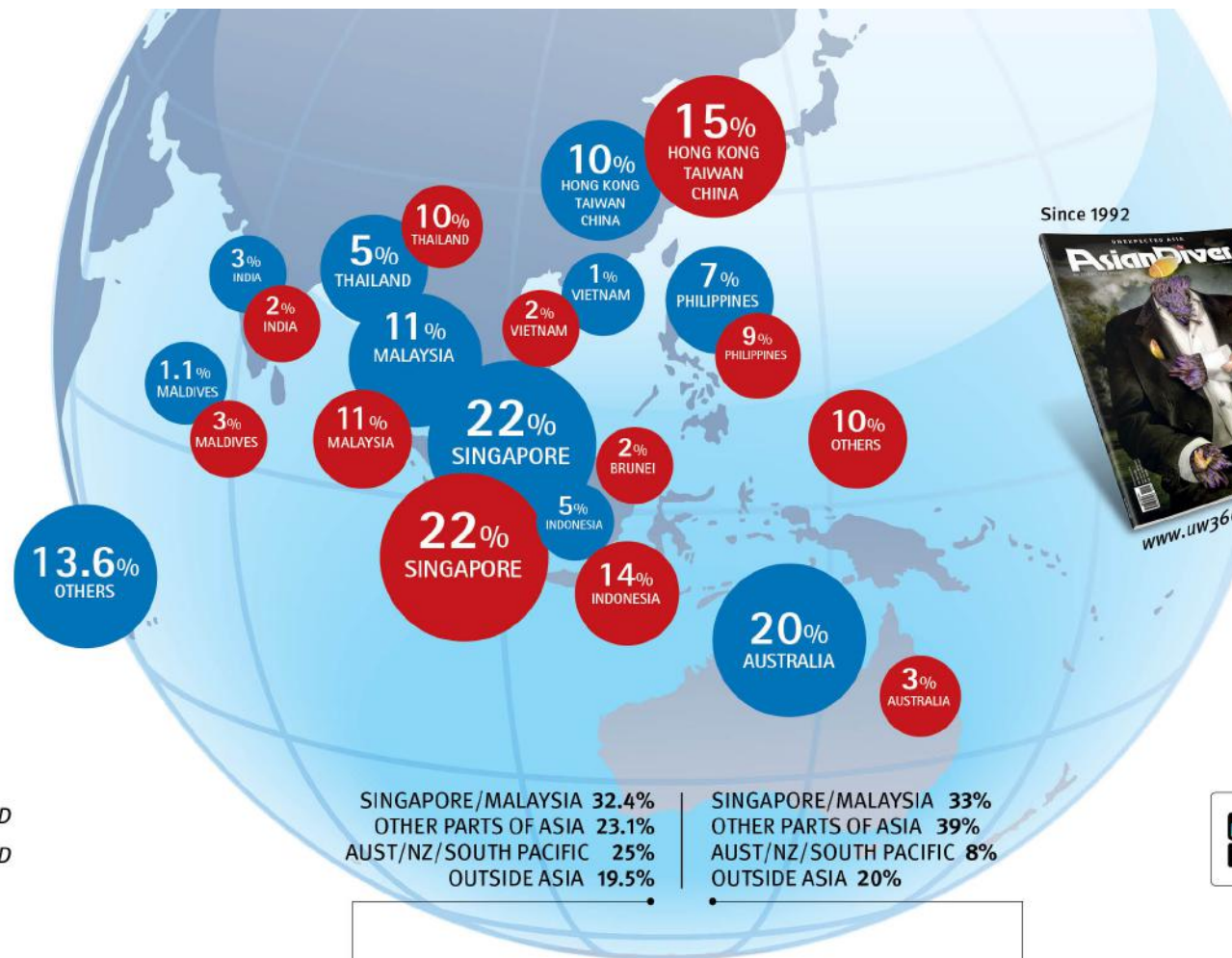


### GENDER DISTRIBUTION



### AGE DISTRIBUTION





Since 1992



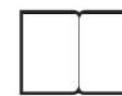
Since 1981



Since 2014



International Edition  
**print+eMagazine**



Print



Digital



www.uw360.asia



Print Run Distribution

**70,000+**



Desktop Edition



PAID version  
(App Store Edition)

**54,000+**

Average monthly online downloads



**Asian Diver**  
BY DIVERS. FOR DIVERS

Print Run Distribution

**67,000+**



Desktop Edition



PAID version  
(App Store Edition)

**47,000+**

Average monthly online downloads

Available in the following lounges and libraries



The Hans Hass  
Fifty Fathoms Award

## MEDIA PLATFORMS

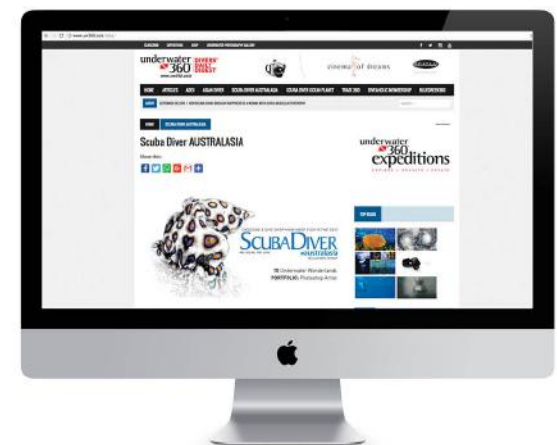


**EMAGAZINE**  
**47,000 – 67,000**  
 Monthly average online downloads

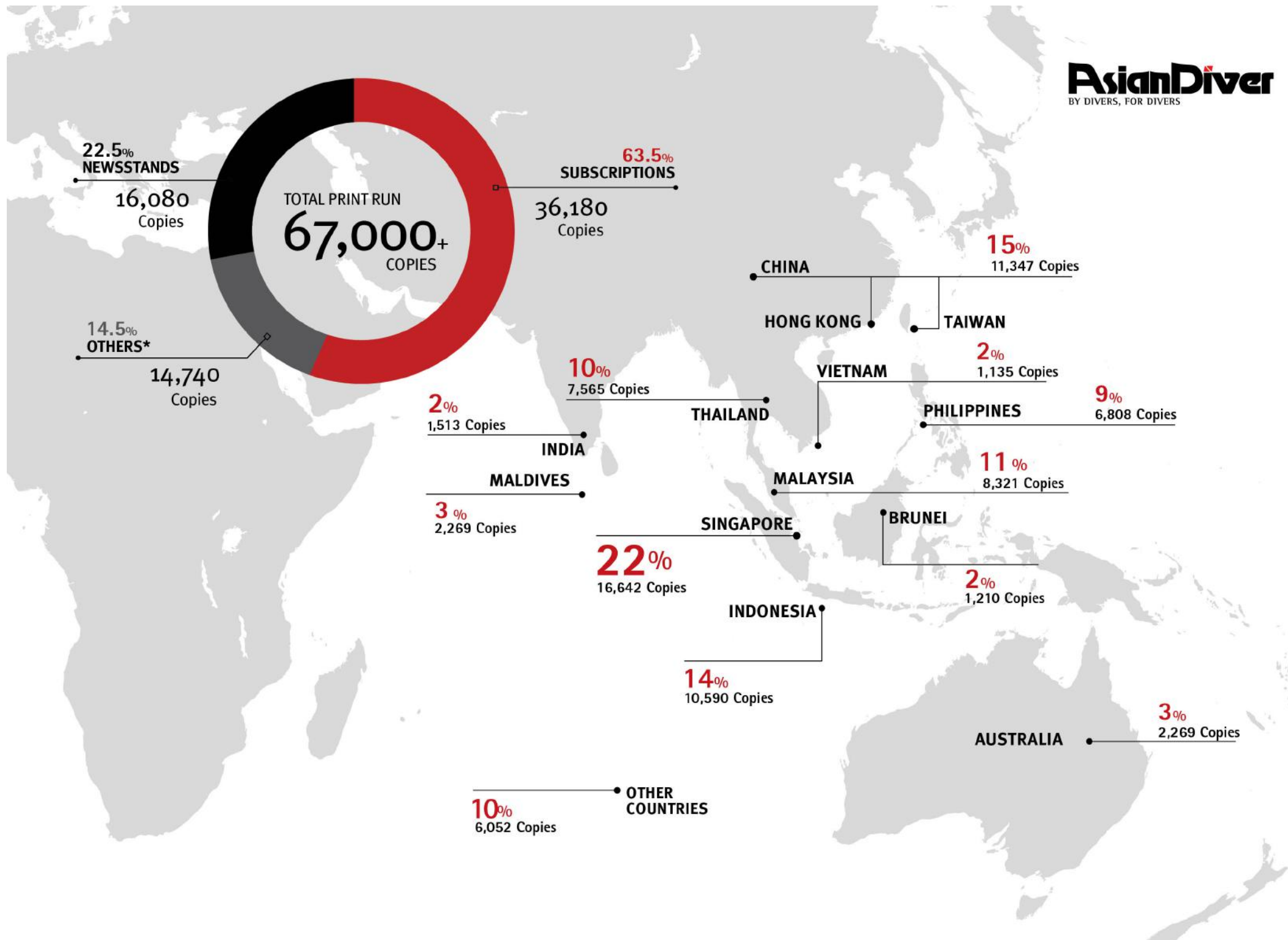
Boost your advertising with a website link that our 67,000 additional e-Magazine readers can click direct to your products

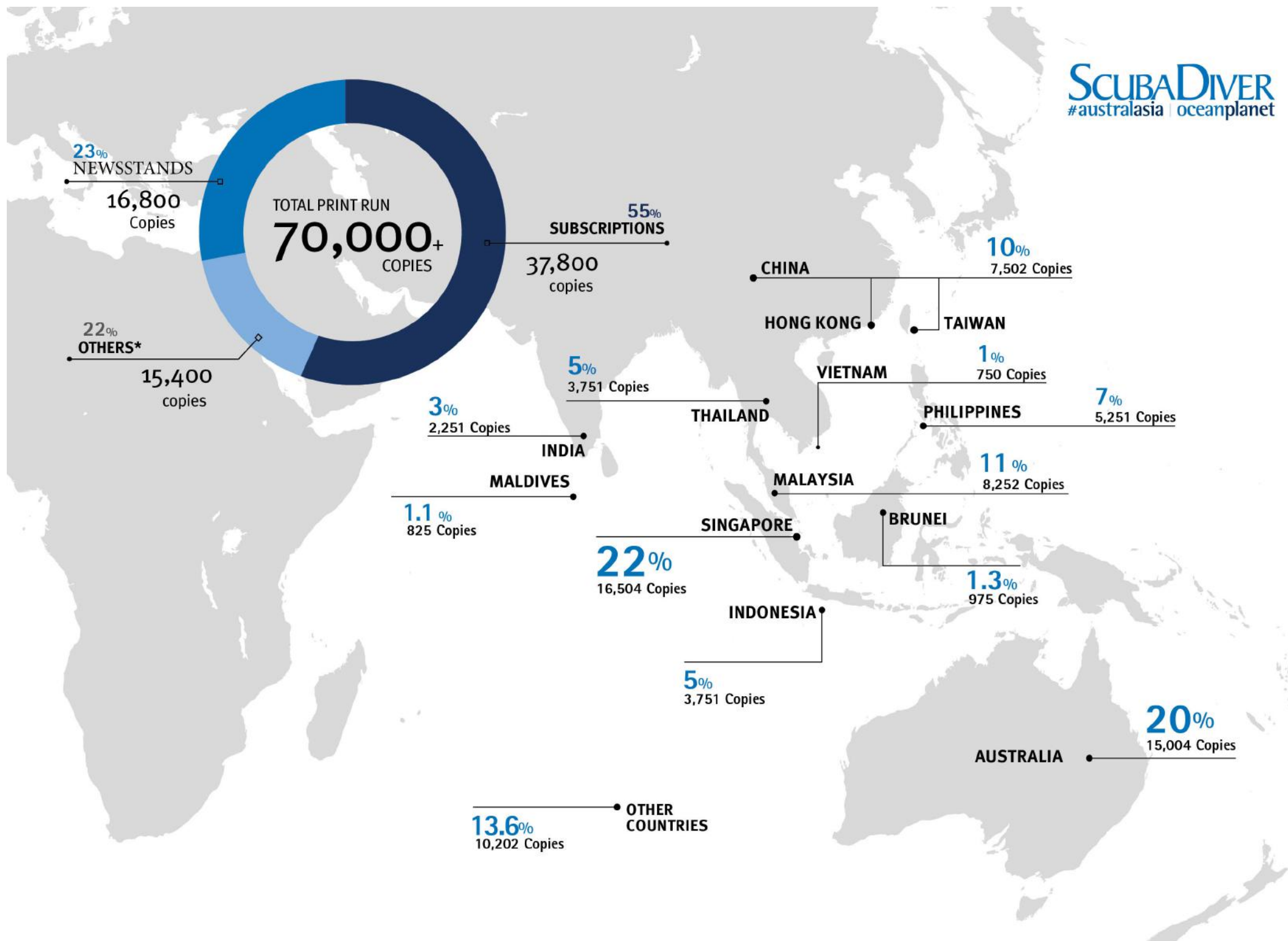


**f**  
**610,000**  
**FOLLOWERS**



**WEBSITE**  
**www.uw360.asia**





## 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%

## 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

### 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

## 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

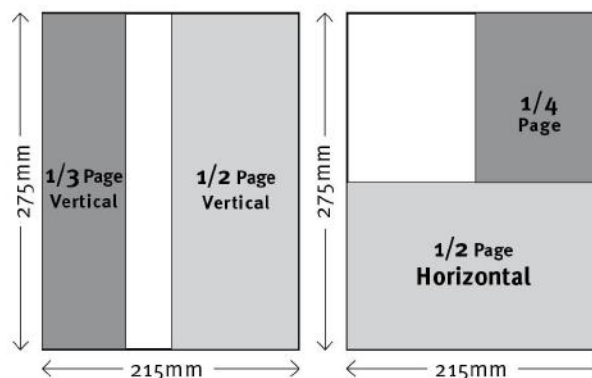
1 Year Online Ad + 4 Advertorials = USD5000

## 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.



## 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.