

Since 2010

underwater
3some
FOR DIVEAHOLICS

Since 2015

LEARN • LEAD • INSPIRE

scuba360

- eMAGAZINE
- business FORUM
- corporate MEMBERSHIP

Since 1981

SCUBADIVER
ONE OCEAN, ONE LOVE
australasia

Since 1992

AsianDiver
BY DIVERS, FOR DIVERS

Since 2013

AsianDiver
亚洲潜水者

Since 2013

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Since 2010

SCUBADIVER
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SCUBADIVER

oceanplanet
EAT • SLEEP • DIVE • REPEAT

Since 2014

**ADEX
CHINA
(BEIJING)
2016**

**SEPT 9-11, 2016
BEIJING EXHIBITION
CENTRE**

Since 1995

**ASIA
DIVE
EXPO
(ADEX)
2016**

Dedicated to Seahorses

**APRIL 15-17, 2016
SUNTEC SINGAPORE**

Dedicated to Seahorses
SOLE



The Secretariat of the Beyond Ocean Network

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www.uw3some.com

Asian Diver magazine was created for the serious diver who understands the challenging lure of the deep blue.

Decades on, **Asian Diver** – the Official Publication of The Asia Dive Expo (ADEX) – has become a brand known around the world for its penetrating and unique insights into the world’s richest dive regions. Aimed at industry leaders that include dive agencies, equipment manufacturers, dive operators and especially those working on the ground – our intrepid instructors and dive leaders – the magazine strives to create a community committed to preserving the sport so well loved the world over.

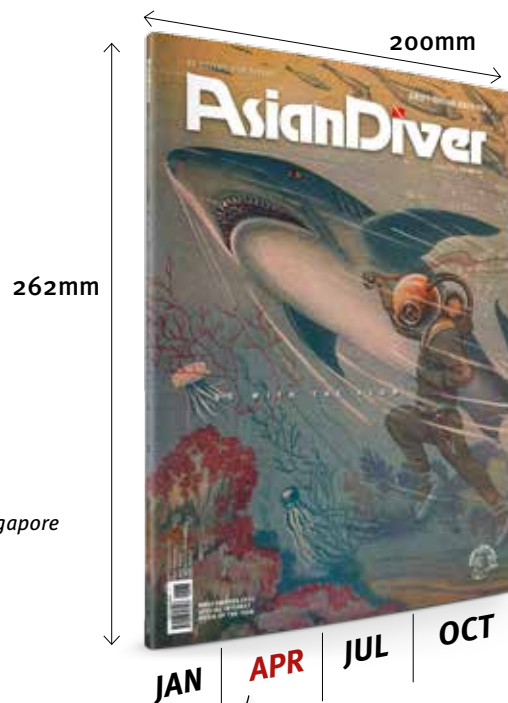
- What’s Bubbling
- History
- Profile
- ADEX Ambassador
- Features
- Gear (Reviews)
- Seafood Guide
- Science
- Gone Tek
- Freediving
- Dumbass

mpas

Media Publishers Association Singapore

SPECIAL INTEREST MEDIA OF THE YEAR

(Media Publishers Association of Singapore Awards 2014)



AD'S THE BIG BLUE BOOK (ADEX 2016)

With currently over 40,000 attendees over 3 days, the **Asia Dive Expo (ADEX)** continues to prove that it remains the biggest and

longest-running dive show in Asia. Behind this growing giant is **Asian Diver** – aptly known as being “By

Divers, For Divers” – the title that started with **ADEX** from the very beginning and has remained its beacon of powerful editorial in diving across Asia. **ADEX** has become the one show not to be missed and is internationally known as the event all divers wait for every year. Inspiring and passionate, **Asian Diver** and **ADEX** have become brands with a staying power unlike any other within the diving industry. Be part of Asia’s diving foundation.

www.uw3some.com/AD



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.

With a fresh new look, **Scuba Diver AUSTRALASIA** 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, **SDAA** is a pillar of the dive industry, and a must read for anyone exploring the blue.



- #uwphotography
- #wow
- #bucketlist
- #whatitfeelslike
- #sealife
- #conservation
- #scuba101
- #portfolio
- #gear (New in stores)
- #divetrip
- #icon



BEST MULTIMEDIA INTEGRATION TO ENGAGE AUDIENCES
(Asian Publishing Awards 2012)



SDAA'S DIVEAHOLIC BUYER'S GUIDE

Every year opens with **SDAA**'s special edition, the **DIVEAHOLIC BUYER'S GUIDE** which has come to be recognised as the authority on the latest and best in dive-related kit, and a must-keep directory of the region’s dive operators.

With crazy rates on advertising, 50% off for **ADEX** exhibitors and 30% off for everyone else, this is a not-to-be-missed opportunity for both big brands to showcase their new products, and new brands to make their presence felt in the region. Advertisers get to feature more products, with more column inches and more images!

www.uw3some.com/SDAA



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. www.danasiapacific.org

Scuba Diver OCEAN PLANET covers destinations around the world, responding to the needs of today’s divers.

Tailored content provides readers with exciting insights into incredible destinations, with gear, gadgets and activities for time spent both above and below the waves. **SDOP** is published in collaboration with **DivePhotoGuide.com** to include **THROUGH THE LENS** – dedicated to underwater photography and videography. **SDOP** is also the official publication of the **HANS HASS FIFTY FATHOMS AWARD**.

- LOL
- Oceans’ 11
- The Checklist
- Play
- Travel in Style
- Weekend Getaway
- Eat. Sleep. Dive. Repeat.
- Off the Grid
- Shooter on Tour
- Through the Lens – Photo Clinic
- Through the Lens – Compact User
- Through the Lens – Level Up
- Through the Lens – Image Lab
- Hans Hass Fifty Fathoms Award
- Gear Up (Comparisons)
- Where Next?



EXCELLENCE AWARD: EDITORIAL BRAND PROJECTION
(Asian Publishing Awards 2014)

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Media Publishers Association Singapore

MERIT: SPECIAL INTEREST MEDIA OF THE YEAR
(Media Publishers Association of Singapore Awards 2015)



SDOP'S SPECIAL EDITION

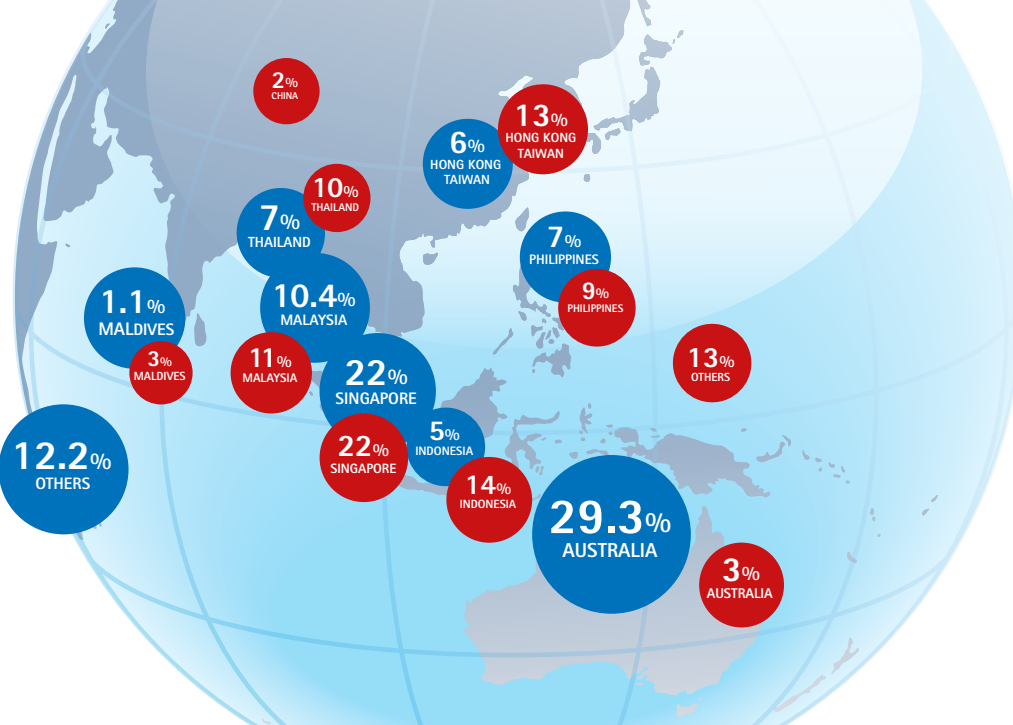
101 DESTINATIONS TO DIVE BEFORE YOU DIE

Let the countdown begin: We bring you the must-have list of dive destinations you just have to visit at least once in your lifetime. Every recommendation will come with all the information a diver needs, from how to get there, visa requirements, to luggage allowances, the top marine life to spot, price guides, time zones, topside attractions and much more.

www.uw3some.com/SDOP

The Hans Hass Fifty Fathoms Award

The HANS HASS FIFTY FATHOMS AWARD is awarded in one of two categories: Arts and Literature in recognition of Professor Hass’ pioneering work in both underwater imagery and printed word, and Science and Technology in recognition of Professor Hass’ pioneering work in marine sciences and underwater technical innovation. As the official publication, SDOP features exclusive content profiling the life and work of these pillars of the industry.



PRINT RUN DISTRIBUTION

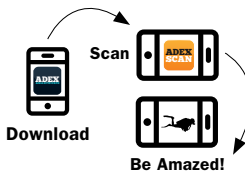
70,000
SCUBADIVER
 australasia | oceanplanet

67,000
AsianDiver
 BY DIVERS, FOR DIVERS



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VIDEO / DOCUMENTARY PRODUCTION

For custom-made videos, for broadcast TV or online, contact info@uw3some.com

is available in the following diving lounges and libraries



Official publication of



Supporting organisations



SCUBA DIVER/ASIAN DIVER boasts a circulation in excess of 70,000 copies per issue

- 54% Subscriptions (51 countries worldwide)
- 24% Newsstands (21 countries worldwide)
- 22% Others (dive centres, resorts, dive shops, airport lounges, hotels and in-flight libraries*)

*Carried in airport lounges and hotels throughout the region and the in-flight libraries.

