DAN® is a nonprofit membership organization dedicated to the safety and health of the scuba diving community. For more than 30 years DAN has served as a lifeline for the scuba industry, serving more than 1 million members along the way. As a nationally recognized organization, DAN excels in providing critical incident prevention, management and protection resources to divers, dive professionals and dive businesses in the effort to promote safe diving.

In addition to operating a 24-hour diving emergency hotline, providing medical information, conducting dive medical research and providing first-aid training, DAN also offers a portfolio of complementary safety-related products and dive-accident and travel insurance plans.

What is DAN?

DAN strives to make every dive accident-free.

- **Incident Prevention** — DAN helps divers prepare to dive safely by offering a team of medical specialists available for nonemergency calls and physician referrals, as well as a dive safety resource library of categorically organized online articles, FAQs, webinars and seminars.

- **Incident Management** — DAN offers first-aid training programs for all levels, from the beginner diver to the medical professional, helping to minimize the impact of diving injuries when they occur. DAN is the diver’s resource in an emergency with a 24-hour emergency hotline, an extensive hyperbaric chamber network and a team of medical professionals ready to respond when you need us most.

- **Incident Protection** — When the unexpected happens, DAN members can have peace of mind knowing that the costs they incur will be paid by DAN (up to 100 percent of eligible expenses). DAN TravelAssist, dive-accident insurance, trip and travel insurance programs, and equipment insurance are all specially designed with divers’ needs in mind.

Membership dues and donations support DAN, the largest association of recreational divers in the world. DAN members are equipped with essential benefits and services designed to meet the needs of active divers and travelers, including an annual subscription to Alert Diver magazine, the industry’s leading publication on dive safety.
The quarterly magazine of Divers Alert Network, Alert Diver is read by 230,000 active divers and is the widest-circulated dive magazine in the world. Each issue is a must-read reference, archived and shared by passionate scuba enthusiasts.

Featuring images from the world's greatest underwater photographers and stories from some of the most experienced and eloquent dive journalists in the business, Alert Diver transcends the traditional boundaries of dive media to achieve true collectible status.

What is Alert Diver?

In the spirit of preserving our environment, Alert Diver is printed with soy inks on Forest Stewardship Council (FSC) paper stocks, certifying the trees are from ecologically managed forests.

Why Partner with Alert Diver?

• Targeted distribution to active, insured divers
• Superior production value
• Cost-effective advertising
• Widest-circulated dive magazine in the world

Circulation

• Published four times annually
• Sent to 150,000+ households of DAN-insured divers
• Sent to 16,500+ dive professionals
• Distributed to 6,000+ dive clubs, hyperbaric facilities and consumer/trade shows
• Sent to 1,200+ dive businesses
• Total readership of approximately 230,000 (not including pass-along rates)

About Alert Diver

Significantly redesigned in the fall of 2009, Alert Diver has become a true collectible magazine celebrating safe diving, health and wellness, dive travel, underwater photography and issues affecting our ocean environment.

• Approximately 112 pages per issue
• Printed on 68# interior paper stock, 142# cover
• Perfect bound
• Editorial content on dive travel, dive medicine, research and education, underwater photography and ecological concerns
• Featuring images printed in the highest-possible quality
In addition to the dive safety, medical, research and training content delivered via Alert Diver in print and online, topics of compelling interest to involved scuba divers are part of the Alert Diver formula. At the heart of the magazine's visual presence are images by many of the world's top marine photographers, telling stories of fascinating dive destinations, sharing topics of ecological concern and covering the art and science of underwater photography.
Alert Diver offers additional opportunities for advertising through placement on the print magazine’s companion website, AlertDiver.com.

All advertisers in the print magazine also get the benefit of having their ads seen in the electronic version of the magazine, which is available on iOS devices (iPad, iPhone) as well as Android platforms (tablets, phones and the Kindle Fire). Ads that include a web address are hyperlinked to that URL.

### 2020 E-Media Rates

**AlertDiver.com**

(300 x 300 banner ad)

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home-page static placement</td>
<td>$2,250 quarterly  (when available)</td>
</tr>
<tr>
<td>Run-of-site (ROS) rotation</td>
<td>$1,000 quarterly</td>
</tr>
<tr>
<td>Run of specific channel</td>
<td>$1,250 quarterly</td>
</tr>
<tr>
<td>Channel-specific static placement</td>
<td>$1,250 quarterly</td>
</tr>
</tbody>
</table>
**DAN Members are:**

**ACTIVE**
- 74% of readers make more than 10 dives per year.
- 93% will continue their current activity level or become more active in diving over the next 2 years.
- 83% hold a dive certification level of advanced or higher.

**AFFLUENT**
- 50% have an annual household income greater than $100,000.
- 66% plan to purchase dive equipment next year.
- Of those who plan to purchase, 21% will spend more than $1,500.

**TECH SAVVY**
- Active social media users: 73% use Facebook; 71% YouTube; 41% LinkedIn; 32% Google+; 16% Twitter.
- 85% own a smartphone or PDA, and 58% own a tablet.
- 22% access Alert Diver via mobile devices.

**WELL-TRAVELED**
- 61% will spend more than $3,000 on dive travel in the next year.
- Divers prefer staying at a resort and traveling on a liveaboard when visiting a dive destination.

Source: Alert Diver reader survey, October 2014
How do readers interact with Alert Diver?

78% spend 2 hours or more with each issue of Alert Diver.

While read cover to cover, the magazine’s most popular sections are:
- Research, Education and Medicine columns
- Safety, research and medical features
- From the Safety Stop
- Travel destination features
- Dive Fitness
- Encounters
- Imaging

67% keep issues of Alert Diver longer than 3 months, and 34% archive them for their home library.

Alert Diver motivates readers to:
- View advertisers’ websites and make purchases
- Renew their DAN membership
- Modify their diving behaviors
- Plan additional dive travel

68% consider advertising a useful source of information.
- Readers say that Alert Diver advertising influences purchase decisions for dive-related products, services and travel.
- 54% of those who view an advertiser’s website make a purchase.

Print remains the preferred method of consumption: More than 80% prefer to read the print magazine.
- 22% actively read an electronic version of Alert Diver.
- 31% visit AlertDiver.com four or more times a year.
## 2020 Advertising Rates

### Magazine Rates

<table>
<thead>
<tr>
<th></th>
<th>1-3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Pages</td>
<td>$19,425</td>
<td>$18,455</td>
</tr>
<tr>
<td>Full Page</td>
<td>$12,240</td>
<td>$11,630</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$9,270</td>
<td>$8,805</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$7,185</td>
<td>$6,825</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,995</td>
<td>$4,840</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,870</td>
<td>$3,675</td>
</tr>
</tbody>
</table>

### Marketplace

- **No Frequency Discounts**
  - 1/6 Page: $2,000
  - 1/12 Page: $1,000

### Rates and Commissions

Invoices are due upon receipt. Agency commission: 15%.

Note: All insertion orders are accepted subject to general terms and conditions of *Alert Diver*.

---

**Cost-Effective Advertising**

With the lowest cost per thousand in the industry, *Alert Diver* can offer you the most economical investment at an average of $81.60 per 1,000 readers.*

*CPM based on one-time gross rate / 150,000 circulation

**Special Opportunities**

For information about special advertising opportunities, contact DAN Ad Sales, adservices@dan.org.
Alert Diver is perfect bound and produced using entirely digital methods. All ad materials must be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

All graphics and photos MUST be four-color mode (CMYK) at 300 dpi. Standard CMYK setting is US Web Coated (SWOP) v.2.

For ALL full- and partial-page ads, please provide the following with your electronic files:

If color matching is important to you, please provide SWOP-certified color proofs.

The following are the ONLY acceptable electronic file formats:

1. Preferred format: (Mac or PC platforms)
   - Adobe PDF files of at least 300 dpi resolution (PDF/X-1a)
   - All fonts must be resident.
   - All ads must be CMYK.

2. Next-best format (Mac platform)
   - Adobe InDesign CS6 or higher; include all fonts and linked graphics.
   - Adobe Illustrator CS6 or higher (Convert all fonts to curves, save all CMYK linked graphics within the files, and include all original linked and/or placed graphics.)

All Fonts and linked items MUST be included with the native files. Include all members of the font families.

• Please convert color to CMYK.
• Do NOT leave stray text or graphics in the pasteboard area (outside the image area).
• Please do NOT send JPG, GIF, CorelDraw, MS Excel, MS Word, MS Publisher (etc.) files. These formats are not supported by electronic prepress standards and practices and cannot be used.

We can accept files sent via email or online file transfer.
2020 Production Schedule

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservations Due*</td>
<td>11/20</td>
<td>1/31</td>
<td>4/22</td>
<td>7/19</td>
</tr>
<tr>
<td>Materials Deadline*</td>
<td>12/16</td>
<td>3/9</td>
<td>6/8</td>
<td>9/4</td>
</tr>
<tr>
<td>In Homes*</td>
<td>2/20</td>
<td>5/7</td>
<td>8/6</td>
<td>11/3</td>
</tr>
</tbody>
</table>

* subject to change

Photos ©Stephen Frink/stephenfrinkphoto.com

Contact DAN advertising sales for more information:

**Diana Robinson**  
Ad Services Manager  
drobinson@dan.org  
+1-919-684-2948, ext. 1484

**Stephen Frink**  
Publisher/National Sales Director  
sfrink@alertdiver.com  
+1-305-451-3737

Submit materials to adservices@dan.org.