

# ALERT DIVER

THE MAGAZINE OF DIVERS ALERT NETWORK

## 2021 Media Kit





DAN® is a nonprofit membership organization dedicated to the safety and health of the scuba diving community. Founded in 1980, DAN has served as a lifeline for the scuba industry for more than 40 years, serving almost 2 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.

## What is DAN?

In addition to operating a 24-hour dive 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.



### 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 world's leading publication on dive safety and scuba lifestyle.

# ALERT DIVER

## What is *Alert Diver*?

The magazine of Divers Alert Network, *Alert Diver* is read by almost 200,000 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.



### 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 three times annually
- Sent to 118,000+ households of DAN-insured divers
- Sent to 20,000+ dive professionals
- Distributed to 3,000+ dive clubs, hyperbaric facilities and consumer/trade shows
- Sent to 1,200+ dive businesses
- Total readership of approximately 187,000 (not including pass-along rates)



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.

### 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 100 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 photos and graphics printed in the highest-possible quality

# ALERT DIVER

## Editorial Content

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.

Rooted in diver safety, DAN is committed to all divers, ensuring they

- **Prepare Smarter** — work to prevent injuries and promote safe diving before getting in the water
- **Respond Smarter** — provide emergency medical advice and assistance for dive-related illnesses and injuries
- **Dive Smarter** — make diving more enjoyable and less susceptible to incidents through greater knowledge and understanding

*Alert Diver* is tasked with communicating this message in an accessible and aesthetic manner.



**Advanced Diving** — examines a particular method of advanced or technical diving

**Dive Fitness** — exercises and tips for getting and staying in shape, especially for divers

**Dive Slate** — our front-of-the-book news and notes section

**Dive Travel** — highlights both international and local (U.S./Canada) travel destinations in each issue along with how to dive it

**Encounters** — marine photographers and fish behavior specialists Ned and Anna DeLoach impart insights as to why fish do what they do on the coral reef

**Expert Opinions** — discusses the important questions in dive medical research with the field's foremost minds

**From the Medical Line** — questions and answers from DAN's Medical Information Line

**Gear** — promotes safe diving by familiarizing divers with the function, care and maintenance of their equipment

**Incident Insight** — examines a diving incident and the lessons that can be learned from it

**Life Aquatic** — explores the mysteries of the ocean's creatures and their habitats

**Photo Techniques** — tips for better images in a variety of situations and environments

**Profiles** — articles about DAN members and dive medicine researchers of interest

**Risk Mitigation** — covers risks dive operators face and practical ways to mitigate them

**Safety 101** — looks at common issues divers face, along with solutions to stay safe

**Shooter** — explores the vision and image execution of the world's elite underwater photographers and cinematographers

**Water Planet** — describes the challenges and threats facing our marine environment

# ALERT DIVER

## E-media

*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.

### 2021 E-Media Rates

#### AlertDiver.com

(250 x 250 pixels)

##### Home-page static placement

\$1,500 per issue

##### Run-of-site (ROS) rotation

\$750 per issue

##### Run of specific channel

\$1,000 per issue

##### Channel-specific static placement

\$1,000 per issue

## Who are DAN members?

187,000 divers support DAN through membership. *Alert Diver* is shipped to 118,000 households in the United States and Canada.

### 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

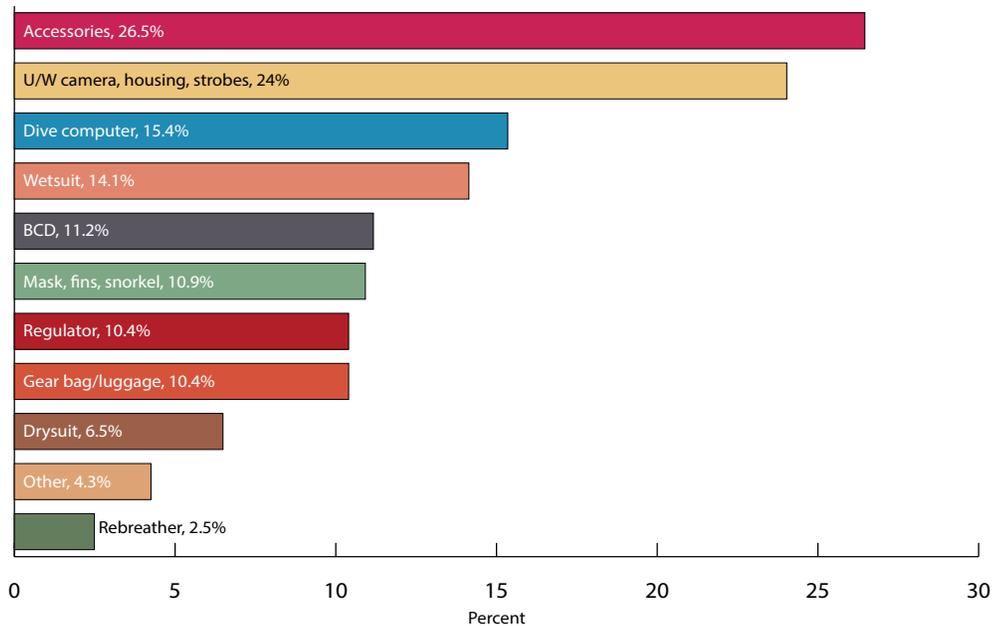
- Active social media users: 73% use Facebook; 71% YouTube; 41% LinkedIn; 32% Google+; 16% Twitter.
- 85% own a smartphone or PDA, and 58% own a tablet.
- 22% access *Alert Diver* via mobile devices.

#### WELL-TRAVELED

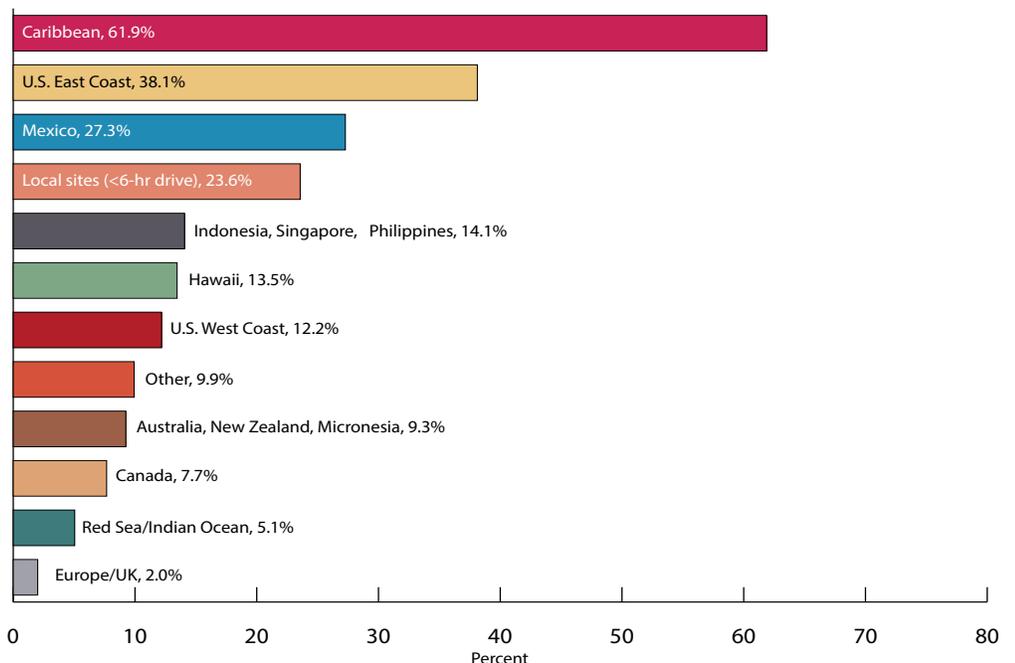
- 61% will spend more than \$3,000 on dive travel in the next year.
- Divers prefer staying at a resort and traveling on a liveaboard when visiting a dive destination.

Source: *Alert Diver* reader survey reflects data collated prior to Covid-19 pandemic so travel-related statistics are historical. Circulation statistics as of October 1, 2020.

### What our readers plan to buy in the next 12 months



### Where our readers plan to travel in the next 12 months



## 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.

# ALERTDIVER

## 2021 Advertising Rates

### Cost-Effective Advertising

By speaking directly to passionate scuba divers, those who typically buy dive accident and travel insurance through DAN, the Alert Diver advertiser communicates with the most targeted audience in dive media. With an extremely low cost per thousand dedicated divers of just \$50 per 1,000 readers.\*

\*CPM based on 3x rate for a full page / 187,000 circulation (as per October 1, 2020)



### Magazine Rates

	1-2X	3X
2 Pages	\$15,500	\$14,000
Full Page	\$10,000	\$9,000
2/3 Page	\$7,500	\$7,000
1/2 Page	\$6,000	\$5,250
1/3 Page	\$4,000	\$3,750
1/4 Page	\$3,000	\$2,650

### Marketplace

	1-2X	3X
1/6 Page*	\$1,500	\$1,250
1/12 Page*	\$850	\$750

	1-2X	3X
Cover 2	\$11,500	\$10,500
Cover 3	\$11,500	\$10,500
Cover 4	\$12,500	\$11,000

### Rates and Commissions

Invoices are due upon receipt, payable by check, wire or credit card. Agency commission: 15%. Insertion orders are accepted subject to general terms and conditions of Divers Alert Network.

\* No agency commission on Marketplace ads.

## Mechanical Requirements

*Alert Diver* is a print publication and also includes an app for digital delivery. The electronic iterations are linked to the advertiser's designated URL. All prepress is digital, and ad materials must be presented in digital format.

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 Ads

- 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.



ALL DIMENSIONS ARE IN INCHES.

**Full Bleed**

Live: 6.75 x 9.5  
Trim: 7.75 x 10.5  
Bleed: .125  
With Bleed: 8 x 10.75

**Full Page**

6.75 x 9.5

**2/3 Page**

4.375 x 9.5

**1/3 Page**

2.125 x 9.5

**1/2 Page**

6.75 x 4.5625

**1/4 Page**

3.25 x 4.5625

**Marketplace**

1/6  
3.25 x 2.9

**Marketplace**

1/12  
3.25 x 1.3

## 2021 Production Information



### 2021 Production Schedule

	Q1	Q2	Q3/Q4
Reservations Due*	11/20	4/5	7/20
Materials Deadline*	12/18	4/30	9/1
In Homes*	2/27	7/10	11/20

\* subject to change



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