

ALERT DIVER

THE MAGAZINE OF DIVERS ALERT NETWORK

2027 Media Kit

What is DAN?

Divers Alert Network® (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 45 years. 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 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 prevent dive accidents and injuries.

- **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 dive 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.

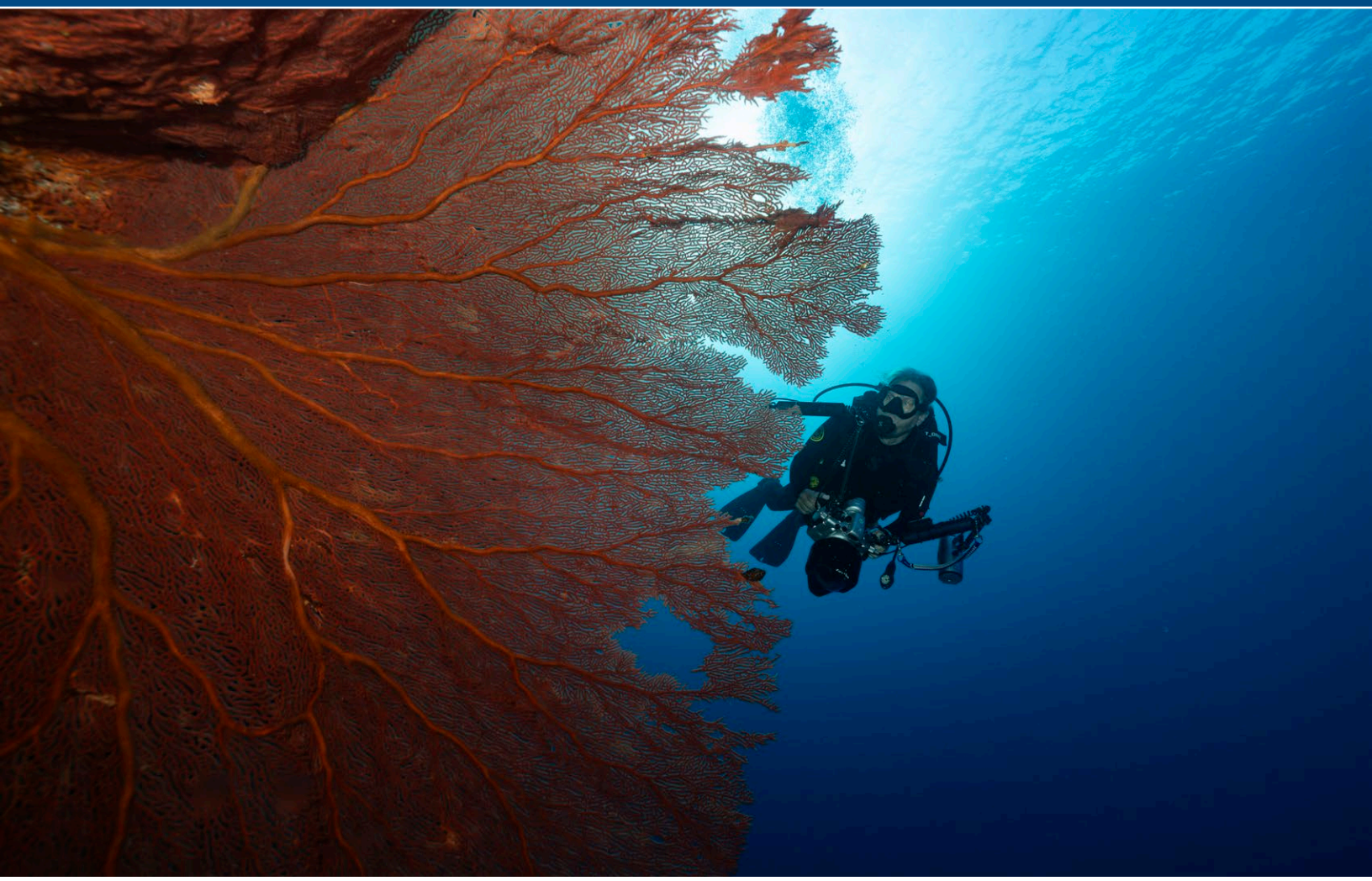
Membership dues and donations support DAN, the largest association of recreational divers in the world. DAN members are equipped with essential benefits and services designed to meet the needs of active divers and travelers. *Alert Diver* magazine, the world's leading publication on dive safety and scuba lifestyle, is a benefit of Divers Alert Network membership.

ALERTDIVER

What is *Alert Diver*?

The magazine of Divers Alert Network, *Alert Diver* is available in both digital and print formats. The entire DAN membership of 150,000 individuals has access to the digital editions through the *Alert Diver* mobile app and online, while the print version is a benefit to the 80,000 DAN members who have signed up for DAN Enhanced Membership. *Alert Diver* 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.



About *Alert Diver*

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 104 to 120 pages per issue
- Printed on 70# interior paper stock and 142# cover stock
- 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 fidelity, creating an archival reference of coffee-table quality

FSC
www.fsc.org
MIX
Paper from responsible sources
FSC® C084269

In the spirit of environmental preservation, *Alert Diver* is printed with soy inks on Forest Stewardship Council (FSC) paper stocks, certifying the trees are from ecologically managed forests. We use releasable mailing labels to not mar the cover's surface, and we do not use wasteful polybags.

Why Partner with *Alert Diver*?

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

Circulation

- Published quarterly
- Digital editions (app and web-based) available for free worldwide
- Print edition sent to 80,000 DAN members who have signed up for the top-tier DAN Enhanced Membership



ALERT DIVER

Editorial Content

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 communicates these messages in an accessible and aesthetic manner.

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.



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 them

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 dive 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 — highlights 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 captures from the most celebrated underwater photographers and cinematographers

Skills in Action — highlights incidents in which divers successfully use their skills

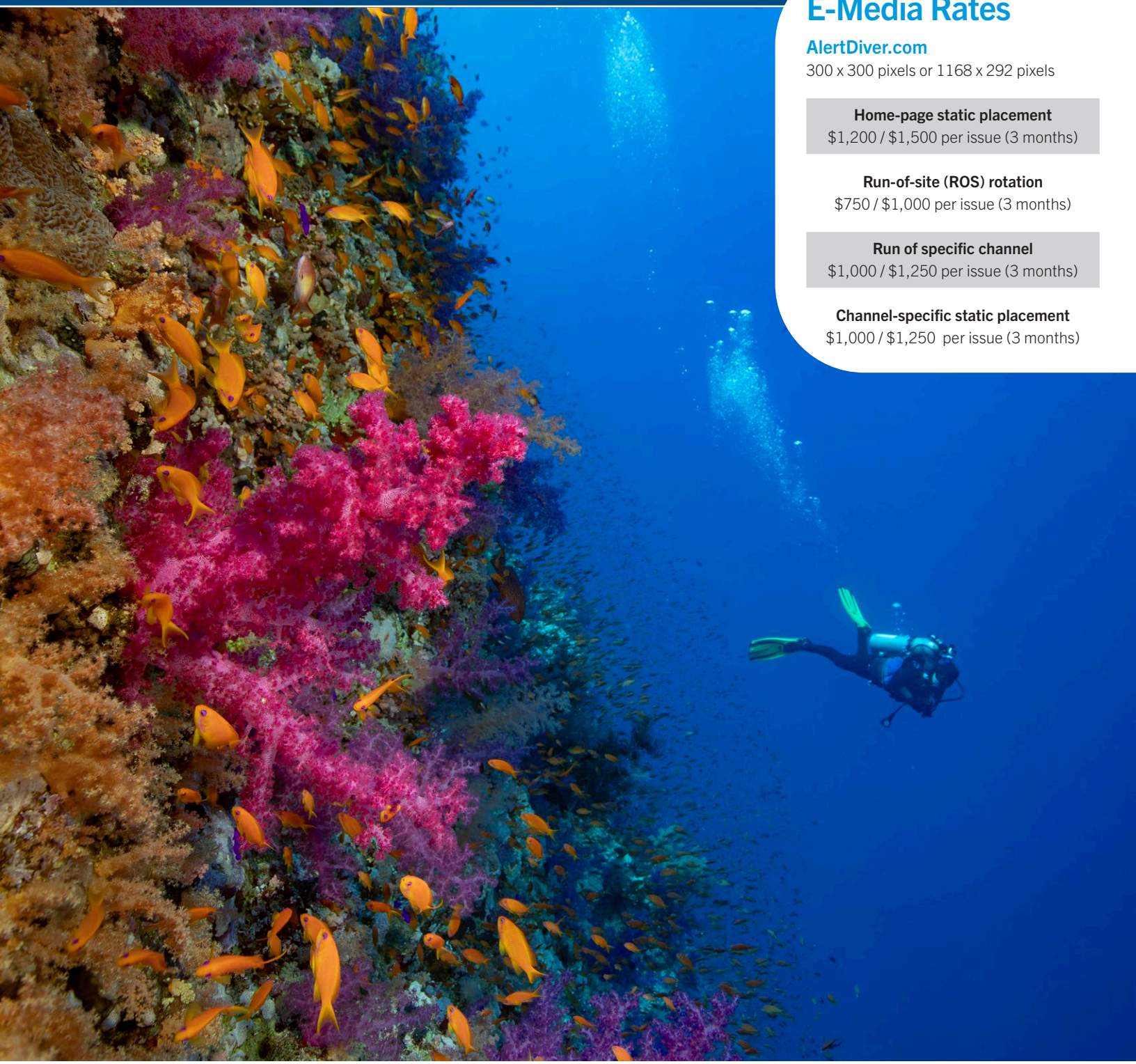
Water Planet — addresses challenges and threats facing our marine environment

ALERTDIVER

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 digital version of the magazine, which is available for free through the *Alert Diver* mobile app and online flip book. Ads that include a web address are hyperlinked to that URL.



E-Media Rates

AlertDiver.com

300 x 300 pixels or 1168 x 292 pixels

Home-page static placement
$1,200 / $1,500 per issue (3 months)

Run-of-site (ROS) rotation
$750 / $1,000 per issue (3 months)

Run of specific channel
$1,000 / $1,250 per issue (3 months)

Channel-specific static placement
$1,000 / $1,250 per issue (3 months)

ALERTDIVER

Who are DAN members?

DAN members are *Alert Diver* readers!

150,000 divers support DAN through membership. *Alert Diver* in print is shipped to 80,000 divers in the United States and Canada who have purchased the highest tier of membership.

DAN Members are:

ACTIVE

- 74% of readers make more than 10 dives per year.
- 86% will continue their current activity level or become a more active diver over the next two years.
- 78% hold a dive certification level of advanced or higher.
- 76% take underwater photos or videos when diving

AFFLUENT

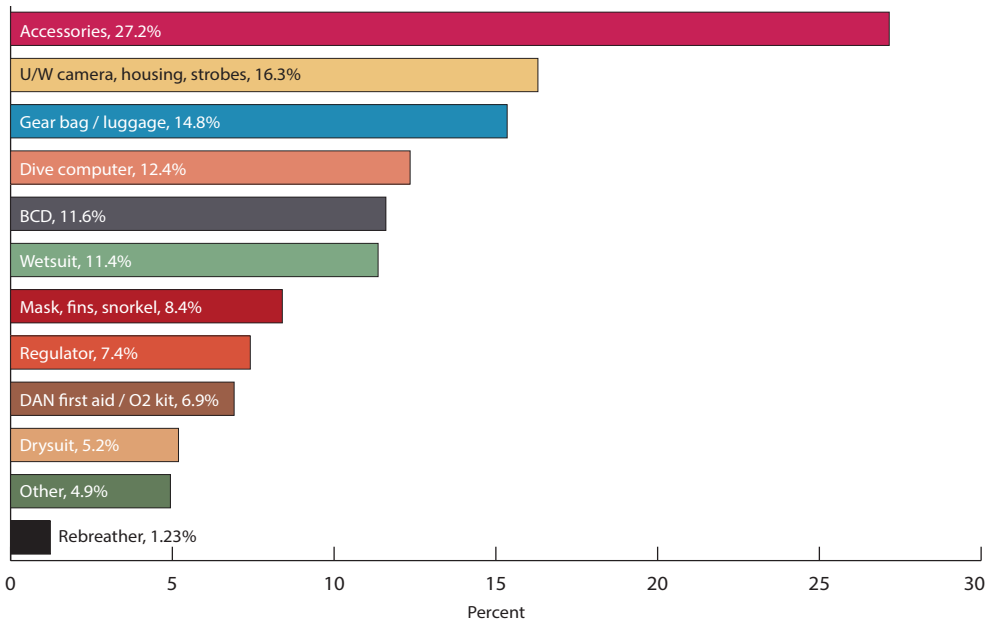
- 54% have an annual household income greater than $100,000.
- 66% plan to purchase dive equipment next year.
- Of those who plan to purchase equipment, 23% will spend more than $1,500.

WELL-TRAVELED

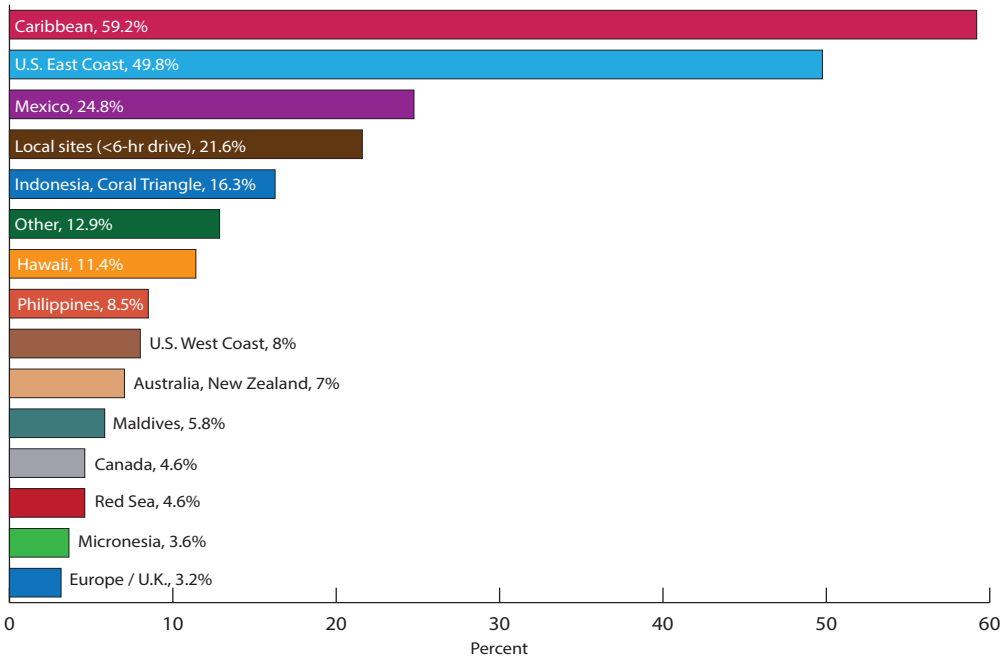
- 61% will spend more than $3,000 on dive travel in the next year.
- 68% prefer staying at a dedicated dive resort and 46.5% prefer a liveaboard when visiting a dive destination.

Source: *Alert Diver* reader survey, December 2024

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*?



76% 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
- Travel destination features
- Dive Fitness
- Life Aquatic
- Gear
- Imaging
- Local Diving
- Water Planet

62% keep issues of *Alert Diver* longer than 3 months, and 31% archive them for their home library.

Alert Diver motivates readers to:

- View advertisers' websites and make purchases
- Renew their DAN membership
- Modify their dive 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: 86% prefer to read the print magazine.

- 22% actively read an electronic version of *Alert Diver*.
- 43% visit *AlertDiver.com* four or more times a year.

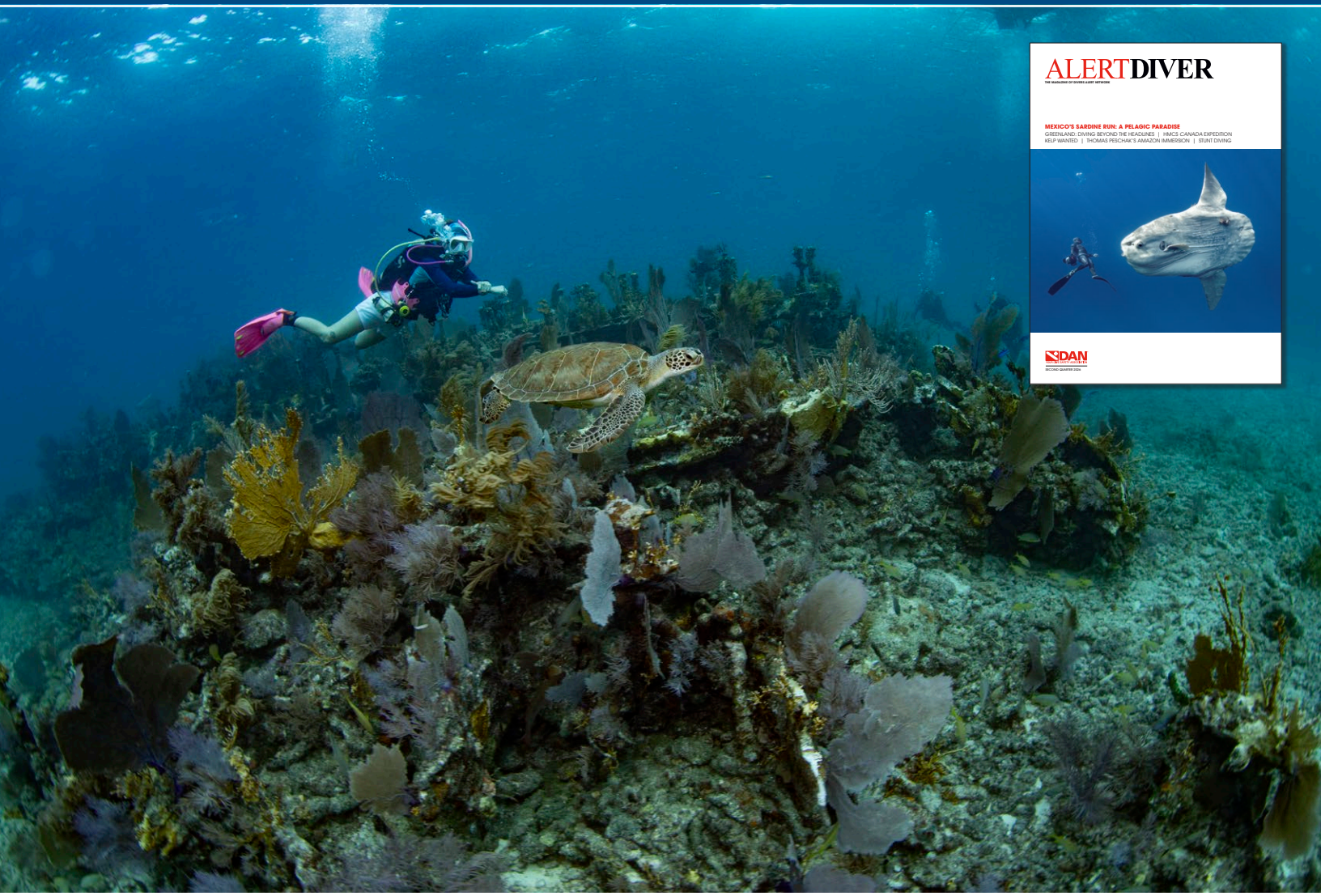
ALERTDIVER

2027 Advertising Rates

By speaking directly to passionate scuba divers — those who typically buy dive accident and travel insurance through DAN — *Alert Diver* advertisers communicate with the most targeted audience in dive media.

DAN members who have enrolled in DAN Enhanced Membership receive the print version of *Alert Diver* in addition to other member benefits commensurate with their status as active, engaged divers (including up to $500,000 emergency medical evacuation coverage and enhanced DAN *TravelAssist*® benefits).

The *Alert Diver* digital editions are available for free worldwide in the *Alert Diver* mobile app or at DAN.org/alert-diver/read-alert-diver-past-issues.



Magazine Rates

	1-3X	4X
Spread	$12,500	$11,500
Full Page	$8,000	$7,500
2/3 Page	$6,000	$5,500
1/2 Page	$4,800	$4,200
1/3 Page	$3,300	$3,000
1/4 Page	$2,400	$2,100

	1-3X	4X
Cover 2	$9,200	$8,200
Cover 3	$9,000	$8,000
Cover 4	$11,500	$10,000

Marketplace

	1-3X	4X
1/6 Page*	$1,000	$900

Invoices are sent when the magazine is printed and are due upon receipt; they are 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*

DAN YOUR DIVE SAFETY ASSOCIATION

ALERTDIVER

Mechanical Requirements

- All prepress is digital, and ad materials must be provided in digital format.
- All graphics, photos, and colors must be CMYK at 300 ppi.
- Standard CMYK setting is US Web Coated (SWOP) v.2.
- Save PDFs as PDF/X-1a.
- The digital editions provide live links to URLs and email addresses listed in the ads.

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

The following are the ONLY acceptable file formats:

1. Preferred format:

- Adobe PDF files of at least 300 ppi resolution and saved as PDF/X-1a
- All fonts must be resident or converted to outlines.
- All ads must be CMYK.

2. Next-best formats (Mac platform)

- Adobe InDesign (Include all fonts and linked CMYK graphics.)
- Adobe Illustrator/Photoshop (Include all fonts or convert them to outlines, save all CMYK linked graphics within the files, and include all original linked graphics.)

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

All Ads

- All fonts and linked items MUST be included with the native files. Include all members of the font families.
- Please convert all colors to CMYK.
- Do NOT leave stray text or graphics in the pasteboard area (outside the image area).
- We cannot accept PNG files because they cannot convert to CMYK.
- We can accept files sent via email or online file transfer.



ALL DIMENSIONS ARE IN INCHES.

2-Page Spread with Bleed

Trim: 15.5 x 10.5
Live: 14.5 x 9.5
Bleed: 0.125

Gutter: 1 inch in middle
Margin: 0.5 all around

Keep type and important elements out of the gutter and away from the margins.

Full Page

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

Keep type and important elements away from the margins and inside the live area.

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

1/6 Marketplace

3.25 x 2.9

ALERT DIVER

2027 Production Schedule

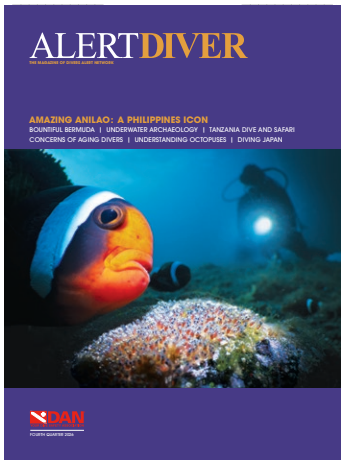


2027 Production Schedule

	Q1	Q2	Q3	Q4
Reservations Due*	11/18	2/12	4/28	7/22
Materials Deadline*	12/18	3/12	6/2	8/23
In Homes*	3/1	5/24	8/2	11/1

* subject to change

Photos ©Stephen Frink / stephenfrink.com



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