

"When looking to spend my advertising budget, particularly in the current economic climate, I am looking for magazines to go the extra mile and build in some added value. Sport Diver always 'pull out the stops' by inventing new ways for me to spend my budget and some! Another important yet overlooked area is the link between editorial and advertising and over the years Sport Diver have excelled in this area, creating a synergy between both departments and their customers.

Sport Diver understand the need to build a long term relationship with their clients and will continue to get my support for years to come"

**Andy Shears, Sales Manager UK & EIRE -
SCUBAPRO UWATEC UK LTD**

ARCHANT } SPECIALIST

**SPORT
Diver**

MEDIA PACK 2011



COMPANY INTRODUCTION

Archant is the UK's largest independently-owned regional media business. It is a community media company active in the fields of regional newspaper and magazine publishing, contract printing and internet communications. All its titles serve clearly defined communities, based around locations or interest groups.

Archant can trace its roots back over 160 years and today remains one of the country's largest independent media businesses. As a private company it employs 1850 people right across England. Its head office is in Norwich and has an annual turnover of £142 million.

The newspapers division, Archant Regional, produces four daily regional newspapers and around 60 weekly titles with a combined circulation of 2.25 million copies every week. It is a UK top six regional newspaper publisher. It also publishes many of the group's 180 websites and a number of its magazines.

Archant also owns three magazine companies, which between them produce around 80 magazines. Archant Specialist is the consumer magazine publishing division. Archant Life produces a growing number of city and county lifestyle magazine titles. Archant Dialogue is the contract and customer publishing arm of the group.

The Archant Print division has its main printing facilities at Norwich where it prints the majority of the group's newspaper titles and offers a contract print service.



OUR MAGAZINE

Sport Diver is part of the Archant Specialist Group and is the Official Magazine of the PADI Diving Society within PADI EMEA areas and is dedicated to inspiring and educating both new and current divers, whatever their level of certification. It is the only magazine in the market place that can guarantee you will reach both existing experienced divers and newly qualified, enthusiastic divers on a monthly basis.

Sport Diver concentrates on providing detailed information on all PADI courses, to help to promote and encourage readers to carry on with their diving education. It includes well-written travel features about dive destinations both abroad and in the UK, by writers who are acknowledged experts in their own fields, and all features are supported by top-class underwater photography. This fresh editorial approach makes for compulsive reading, providing continued inspiration for both new and established divers.

Sport Diver also features up-to-date news and views about diving and conservation from the worldwide diving industry, along with kit information, humorous stories, technical articles and unbiased equipment tests by an expert diving team. Basically, Sport Diver contains knowledge every diver needs to know!

Sport Diver is widely available in WHSmiths and on Archant's dedicated Subscriptionsave and one-off magazine websites, as well as many PADI dive centres and our large and loyal subscription base.

Sport Diver is also distributed as a digital copy to all PADI professionals under the jurisdiction of PADI EMEA areas, meaning that it is read by active regular divers who range from Divemaster through to Platinum Course Director. This includes key people who are responsible for group and club holiday bookings, and also those who are responsible for buying in large quantities of diving equipment for their retail and rental stock. This means you can be safe in the knowledge that by having a presence in Sport Diver you will be putting your business in front of the right people.

While many magazines shrank in the recession to reduce costs and save money, Sport Diver saw an opportunity to secure a larger market share by increasing pagination and introducing new sections to the magazine in an effort to grow our audience and circulation. This has proven a success both with our advertisers and readers, increasing our editorial content and offering a better response for our advertisers.



MAGAZINE EXTRAS

As well as a great monthly magazine Sport Diver is also host to three new dedicated sections in an effort to widen our general audience and give more content to our existing readership.

Tech Diver

Technical diving is a niche, but rapidly growing sector of the scuba-diving market, and Sport Diver has long seen the value of supporting this advanced form of diving. For several years we were the only mainstream diving magazine with a regular technical section - Mark Powell's Tech Zone - and now we run a bi-monthly dedicated technical diving section in the magazine under the banner Tech Diver.

With its own cover and news section, Tech Diver brings you all the latest from the world of technical diving, including information on new equipment and training courses, as well as two articles focusing on different elements of this form of diving. One is always Mark Powell's well-established Tech Zone, the other is either about a particular technical training course or a technical diving destination, be that here in the UK or further afield.



Wreck Diver

Wreck-diving is one of the most popular forms of diving here in the UK and abroad, and while shipwrecks of all shapes and sizes have long been featured within the pages of Sport Diver, we thought it was about time they had their own 'home'. Wreck Diver is bi-monthly and features its own cover and news section, as well as a wreck-diving feature, interviews with wreck experts, and Wreck Zone, a series of hints and advice columns from well-known PADI Course Director and dedicated 'wreckie' Paul Toomer.

Underwater Photographer

You can't go to a dive site these days without seeing fellow divers with underwater cameras, whether they are simple point-and-shoot units or huge housed DSLRs. In the past we have covered various aspects of underwater photography with features such as Martin Edge's regular column, but now this bi-monthly section will encompass dedicated camera reviews, what's new in the UW photography world, and hints and advice from Martin and Paul 'Duxy' Duxfield that cover everyone from the happy snapper to the seasoned professional.



THE FACTS

OUR READERS

- 74% Male, 26% Female
- 74% Under the age of 45
- Mean gross annual household income is £45,700
- 33% had an income of £50,000+
- 36% Employed in a managerial capacity
- 90% In full employment
- Mean "readers per copy" is 2.4

DIVING TRIPS/HOLIDAYS

The average number of dives our readers do a year is 36

The mean number of diving trips of more than one night's stay in the UK is two, and abroad is also two

Our readers most most-popular diving destinations ever are:

- 70% UK/Ireland
- 59% Mediterranean/Europe
- 52% Red Sea/Middle East

The top dive regions readers would like to visit soon that they haven't already visited:

- Red Sea ● Middle East ● Australia ● Caribbean

How our readers book their dive trips:

- 34% Tend to book their diving holidays through the internet
- 32% Use a tour operator
- 26% Book independently

The most-important factor by far when choosing a diving destination:

Diving quality (93%) then climate (59%) followed by accommodation (43%), and then the price of holidays (35%)

Our readers mean individual spend per year on diving holidays is £2,500, 25% spend more than £2,500, 8% spend over £5,000.

EQUIPMENT

What equipment do they own?

- 92% Mask/snorkel/fins
- 80% Gloves/hood/boots
- 78% Drysuits/wetsuit

What equipment do they plan to buy within the next two years?

- 22% BCD ● 20% Dive computer
- 20% Regulator ● 20% Drysuit

Where do they buy equipment?

- 91% Dive centre/shop ● 35% Dive show
- 35% Internet ● 12% Second hand

Over the next year, readers of Sport Diver will spend over 18.5 million on equipment.

- 61% Take underwater photographs
- 43% Own or plan to buy a compact digital camera
- 41% Own an underwater camera housing
- 23% Own a 35mm SLR



TESTIMONIALS



'We have advertised our business in the pages of Sport Diver for many years now. The advertising team are a joy to work with and are always willing to work hard on new initiatives to help me stand out from the competition. As well as conventional display advertising we have also tried different things like two 8 page Dive Worldwide 'mini brochures' and have even placed a DVD in one of their dive show issues. If you want to get your business in front of PADI divers, you've got to be in Sport Diver.'

(Teresa Bennett, Managing Director - Dive Worldwide)

'Brand awareness and promoting our excellent customer service is a key part of our marketing strategy, our continuous monthly advertising in Sport Diver has given us a stable platform to do this while generating a good response.'

(Chris Corfield, Marketing Manager - Simply Scuba)

'I have been regularly advertising in Sport Diver for a while now, as a retailer we work closely with the Sport Diver team to tailor make our ads to match the editorial content that feature in that issue which generates a very good response. I receive an excellent level of customer service from the Sport Diver team who always inform me of new initiatives and are fast to respond to any enquiries.'

(Brett Thorpe, Owner - Dive Life)

'Better features and articles with a progressive lay out and presentation, Sport Diver genuinely gives more to its readers. Forward thinking and constantly striving to better itself, it's a magazine we are always happy to support.'

(Dave Glanfield, Business Operations Manager - Cameras Underwater)

'At launch back in 1998, the PADI Diving Society selected Sport Diver as our official partner magazine in the UK, both for their forward-looking approach to the needs of the industry and their close alignment with many of PADI's core goals and philosophies. Key among these was the need to ensure divers feel involved in, and embraced by the sport, even if they have not dived for a while; by keeping the readership and our membership informed about equipment, techniques, events and opportunities, our joint aim was to sustain and improve diver safety & enjoyment when returning to the underwater world.'

As the years have gone by, the magazine and the Society have grown well together,

and the pages of Sport Diver have proved to be a valuable and effective communication pathway through which PADI can engage with our divers, both formally and informally. Our joint activities have become increasingly well-known and popular, with throngs of visitors coming to see us at industry shows and other events in particular, making the relationship both fulfilling and effective for the magazine, and our diving public alike. Constant development work at the magazine, with close attention to style and content by editor Mark Evans and his team, keep the magazine fresh and – most importantly – our Society members tell me that they like it!

(Simon Chance, Manager - PADI EMEA)

ADVERTISEMENT RATES

DISPLAY

Double page spread	£3650
Full page	£1925
Half page	£1015
Third page	£715
Quarter page	£590
Eighth page	£315

SPECIAL RATES

16 page supplement	£6,000
8 page supplement.....	£3,500
10,000 addition reprints	£2,500
iPad Apps	£5,000

SERIES DISCOUNT

12 insertions	45%
6 insertions	35%
3 insertions	25%

Series discounts are only available when booking in advance with written confirmation and must be completed within 12 months unless otherwise agreed.

CLASSIFIED RATES

Linage, per word minimum of 12 words 50 pence
Semi display £26 per square column centimetre

DIRECTORY RATES

UK dive centre £300 website and magazine
Holidays overseas £300 website and magazine
Liveaboard £300 website and magazine

PAYMENT TERMS

Prepayment can be made by Visa and Master card. Our 30 day account service is available subject to a credit check; overseas clients must complete and return the credit card retention form to receive 30 days credit.

SPORT DIVER CONTACTS

Mark Evans | Editor | +44 (0) 118 989 7265
mark.evans@sportdiver.co.uk

William Harrison | Web Editor | +44 (0) 118 989 7266
William.harrison@sportdiver.co.uk

David Pritchett | Advertising Manager | +44 (0) 118 989 7236
dave.pritchett@sportdiver.co.uk

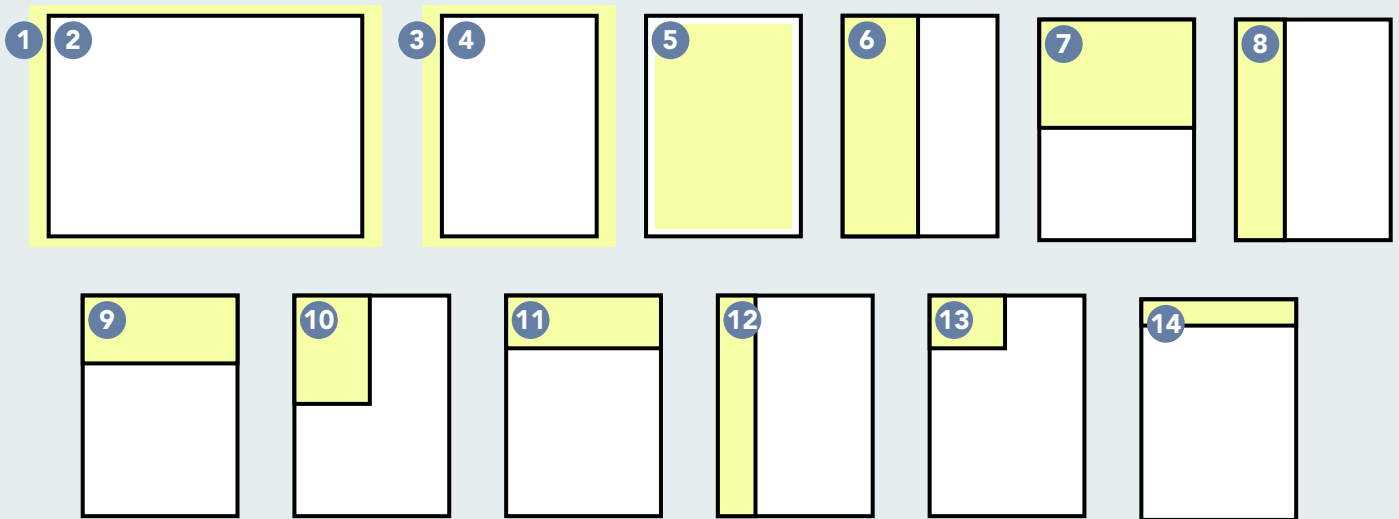
Ross Arnold | Advertising Executive | +44 (0) 118 989 7220
ross.arnold@sportdiver.co.uk

Trevor O'Neill | Group Sales Manager | +44 (0) 118 989 7239
Trevor.o'neill@archant.co.uk

Matthew Griffiths | Designer | +44 (0) 1242 216 067
matthew.griffiths@archant.co.uk



SPORT DIVER SIZES



All sizes are in millimetres. SD is a perfect bound magazine

- | | |
|---|--|
| 1. DPS BLEED306mm deep x 466mm wide | 8. THIRD PAGE VERTICAL254mm deep x 60mm wide |
| 2. DPS TRIM.....300mm deep x 460mm wide | 9. THIRD PAGE HORIZONTAL82mm deep x 189mm wide |
| 3. FULL PAGE BLEED.....306mm deep x 236mm wide | 10. QUARTER PAGE PORTRAIT124mm deep x 92mm wide |
| 4. FULL PAGE TRIM300mm deep x 230mm wide | 11. QUARTER PAGE HORIZONTAL (STRIP) 62mm deep x 189mm wide |
| 5. FULL PAGE TYPE254mm deep x 189mm wide | 12. QUARTER PAGE VERTICAL (STRIP) ..254mm deep x 43mm wide |
| 6. HALF PAGE HORIZONTAL.....124mm deep x 189mm wide | 13. EIGHTH PAGE.....62mm deep x 92mm wide |
| 7. HALF PAGE VERTICAL254mm deep x 92mm wide | 14. EIGHTH PAGE HORIZONTAL ..28mm deep x 189mm wide |

PRODUCTION INFORMATION

Supplied Adverts submitted to Archant for inclusion in any of their magazines must meet their printer's specification.

PDF 1.3 - Adobe Portable Document Format in version 1.3. Preferably from Acrobat Distiller, InDesign or QuarkXPress.

COLOUR - Cyan, Magenta, Yellow and Black - the four "process" colours.

RGB, Pantone, Lab, Index or spot colours will be converted to CMYK.

IMAGES - 300 dpi in CMYK colour mode using ISOcoated_v2_300_eci.icc profile.

FONTS - Embedded, PostScript Type1, OpenType, TrueType. MultipleMaster fonts cannot be used.

PDF files should not contain transparency, layers, video, audio, notes or encryption. None of these elements - available in PDF files greater than PDF 1.3 - can be transferred to any of the four printing plates. Transparent elements and layers need to be flattened prior to creating a PDF 1.3.

Perfect PDF files can be created in QuarkXPress or InDesign using settings based on the magazine industry standard pass4press PDF settings found at:

<http://www.ppa.co.uk/all-about-magazines/production/pass4press/>

SPORT DIVER 2011 SCHEDULE

Issue date	First Ad Copy Deadline	Last Ad Copy Deadline	On Sale Date
May-11	25th March	4th April	20th April
June-11	21st April	3rd May	18h May
July-11	20th May	6th June	22nd June
August-11	24th June	4th July	20th July
September -11	22nd July	1st August	17th August
October-11	26th August	5th September	21st September
November-11	23rd September	3rd October	19th October
December-11	21st October	31st October	16th November
January-12	18th November	28th November	14th December



SPORT DIVER ONLINE

Sport Diver's website is the online resource for keen divers, whatever their level of experience. Regularly updated with the latest news from around the diving world, www.sportdiver.co.uk is also home to Web Exclusive features and interviews, the Video of the Week, staff blogs, plus a constantly growing gallery of photographs and videos from our loyal readership.



NEWS

The most up-to-the-minute diving news from around the world at your fingertips wherever and whenever you need it.

HINTS & ADVICE

All the latest top tips on diving and photography, from advice on improving your technique to buyer's guides for the latest kit.

DIVING LOCATIONS

Want to try something new on your next diving holiday? Why not check out one of the many features from the Sport Diver archives to find something new and exciting.

INTERACTIVE MEDIA

Video and photo galleries where both professionals and amateurs alike can upload, share & comment on their diving adventures with the Sport Diver community.

MAGAZINE

Offers a full list of what is in the current issue of Sport Diver, as well as a member's only area with all the latest PADI deals.

BLOGS

Keep up to date with the Sport Diver team with their online blogs.

DIVE DIRECTORY

Directory listing for UK boat charters, liveaboards as well as UK based and Overseas Dive Centre.

FORUMS

Discuss what's rocking your socks in the diving world with the Sport Diver community, whether it's equipment, dive sites/locations, photography or if you are just trying to find a buddy for your next trip, here's the place to ask.

COMPETITIONS

Regular competitions with fantastic prizes.

KIT FINDER

Looking for a new piece of kit couldn't be easier. Simply use the drop down boxes to set your criteria, hit search and the Kit Finder will offer you a list of suitable products.

ONLINE RATES

Top Hot Box 300x250

Rate: £350 for 33% visibility, run of site, capable of hosting video commercial style adverts.

Leader Board Banner 728x90

Rate: £300 for 33% visibility, run of site.

Leader Board Half Banner 240x90

Rate: £125 for 33% visibility, run of site.

Skyscraper 120x600

Rate: £250 for 33% visibility, run of site.

Tile 125x125

Rate: £75 for 33% visibility, run of site.

Go Diving Directory Listing

Rate: £150 for a 12-month listing



The online directory is enhanced with the capability of hosting videos, photos, brochures and an unlimited amount of text.