



THE UNDERSEA
JOURNAL[®]
2012 MEDIA KIT

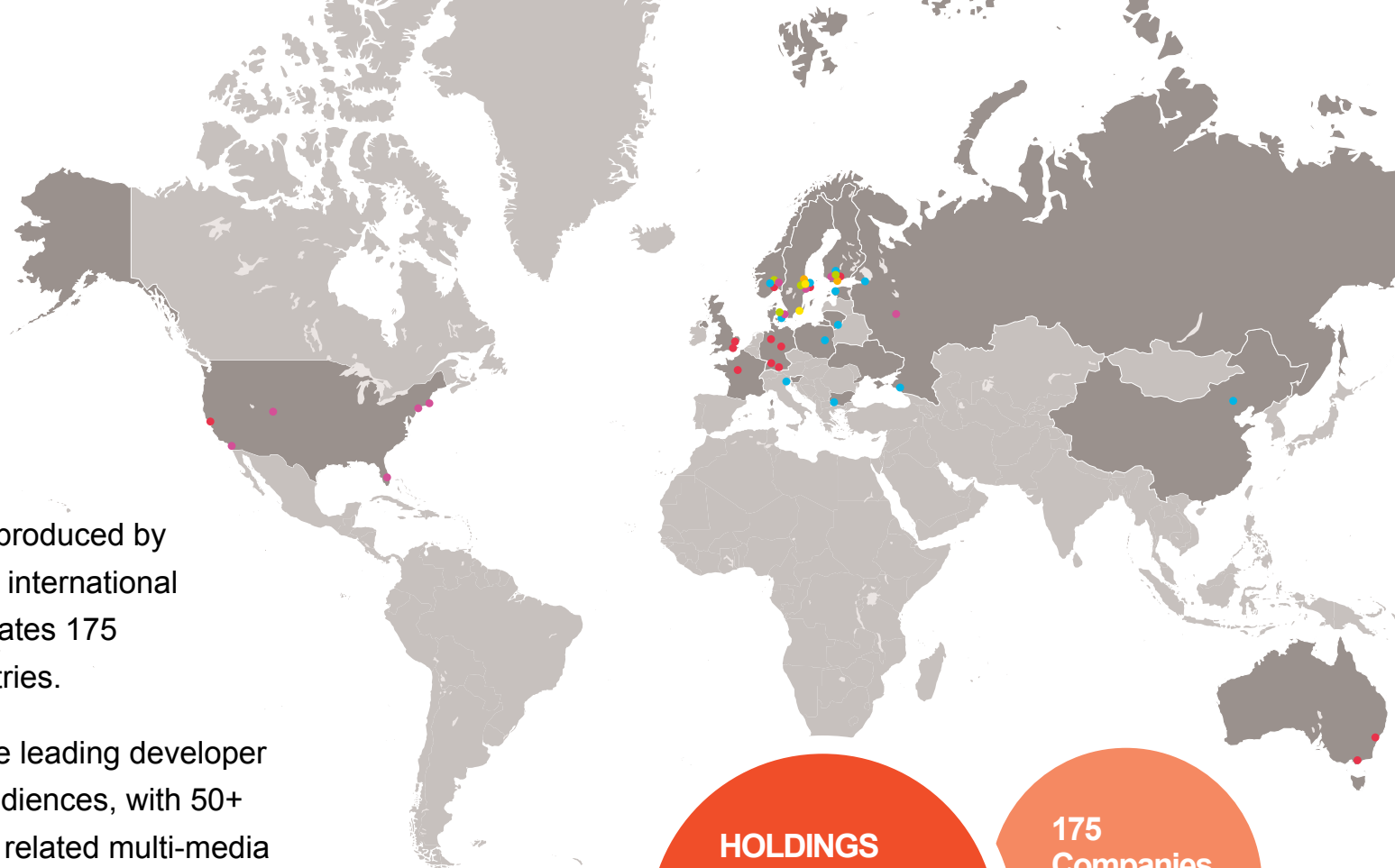
BONNIER

UNDERSEA JOURNAL is produced by BONNIER, a family-owned, international multi-media entity that operates 175 companies in over 21 countries.

In the U.S., BONNIER is the leading developer of passionate enthusiast audiences, with 50+ special-interest brands and related multi-media projects and events.

Bonnier reaches ONE out of every THREE American adults with their content.

*Bonnier was named 2011 Publishing Innovator of the Year by *Publishing Executive Magazine*.



HOLDINGS INCLUDE: Digital, TV Networks, Music, Gaming, Publishing

175 Companies in 21 Countries

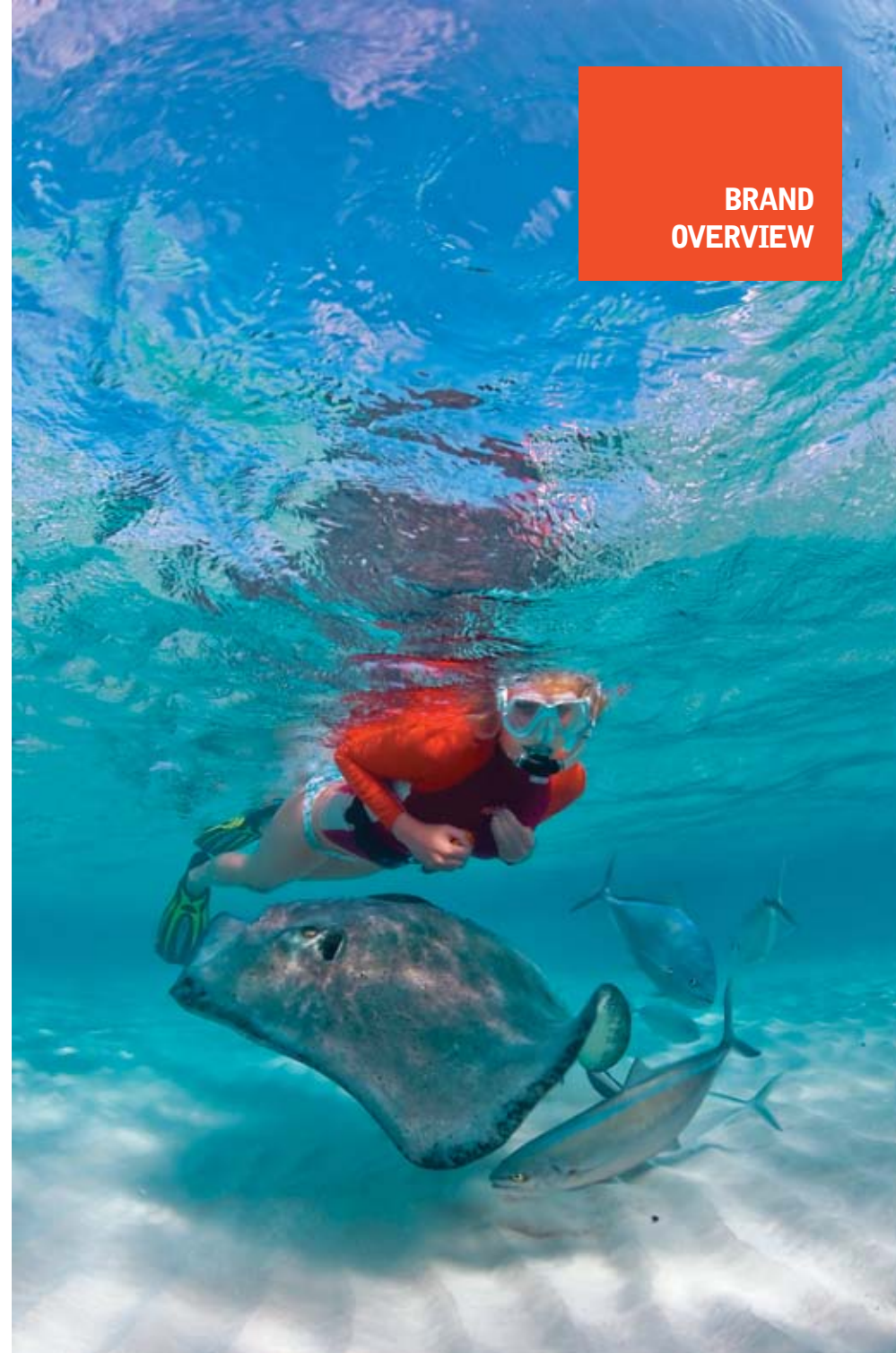
\$5 Billion Annual Revenue

2011 Publishing Innovator of the Year

THE UNDERSEA JOURNAL

**INFORMATIVE.
INFLUENTIAL.
PROFESSIONAL.**

The Undersea Journal is the key communication vehicle to PADI Professionals and business members worldwide – the professionals that influence the buying and travel decisions of more than one million student divers and consumers each year.



**BRAND
OVERVIEW**

PADI: PROFESSIONAL ASSOCIATION OF DIVING INSTRUCTORS

- Founded in 1966 by John Cronin and Ralph Erickson
- World's largest diver training, certification and membership organization
- Based in Rancho Santa Margarita, California, USA, with offices in Sydney, Australia; Port Coquitlam, Canada; Hettlingen, Switzerland; Bristol, England; Tokyo, Japan; and Göteborg, Sweden
- Develops and produces the educational materials (textbooks, videos, support materials) its members use to teach scuba diving
- More than 135,000 individual members and 6,000 dive centers and resorts operating in more than 180 countries and territories
- PADI Members have issued more than 18 million certifications since 1966
- PADI Members currently certify about 68 percent of all divers in the United States and over 55 percent of all divers worldwide
- PADI programs are recognized for college credit recommendations by the American Council on Education (ACE), by the Canadian Open Learning Agency, New Zealand Qualifications Authority (NZQA) and by the National Qualification Framework in England, Wales and Northern Ireland.

PADI MISSION STATEMENT

We teach the world to scuba dive.

PADI is the world's most respected and successful organization in recreational scuba diving and snorkeling. The PADI organization is committed to product and service excellence, the professional growth and security of all members, healthy competition and partnership within the dive industry, and to providing training and diving opportunities for all who seek to enjoy, safely explore and protect our planet's oceans, lakes and waterways.

TYPES OF PADI MEMBERSHIP

Individual: Includes divemasters, assistant instructors, instructors, Master Scuba Diver Trainers, IDC Staff Instructors, and Course Directors

PADI Resort Association: Includes Dive Resorts, Five Star Dive Resorts and Five Star Instructor Development Center Dive Resorts.

PADI Retailers Association: Dive Centers, Five Star Dive Centers, Five Star Instructor Development Centers and Five Star Career Development Centers

BRAND
OVERVIEW



DISTRIBUTION

141,043
Distribution

1966
Established

The Undersea Journal is PADI's membership publication, written for, and distributed to, the world's finest dive professionals.

INSTRUCTORS/DIVEMASTERS

44,778
U.S./Terr.

90,260
International

DIVE CENTERS/RESORTS

1,834
U.S./Terr.

4,171
International

MANUFACTURERS, LIBRARIES, COLLEGES,
UNIVERSITIES, GOVERNMENTS, SCIENCE AND MILITARY

971

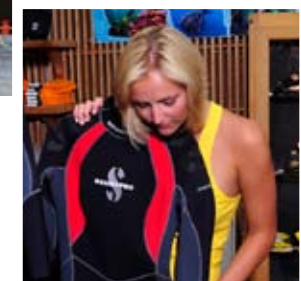
TOTAL DISTRIBUTION
141,043

*2011 PADI Worldwide Corporate Statistics,
all members worldwide.

**BRAND
OVERVIEW**

PADI Members are the people who buy and sell your products.

They influence the buying decisions of an estimated one million divers a year. But above all else, PADI Members are educators and dive business professionals with a passion to share their joy of the underwater world with those less fortunate than themselves — those who are not yet divers.



READER PROFILE

Who Reads *The Undersea Journal*?

PADI Members are more than just dive industry professionals. When you advertise in *The Undersea Journal*, you reach scientists, astronauts, actors, environmentalists, writers, journalists, photographers and more. Despite their diverse backgrounds and reasons for diving, PADI Members share a number of characteristics. They are gadget geeks, explorers and adventurers who believe there is no such thing as aqua incognito.

If it's underwater, they'll want to discover it, explore it and experience it. And if they can't go there themselves, they'll design, develop or buy the tools they need to see what lies beneath. They are intrepid travelers and thrill seekers who journey to the deepest depths, the highest heights and beyond.



INDIVIDUAL MEMBERS GLOBAL

EXCLUDING JAPAN

GENDER

83% Male
17% Female

MARITAL STATUS

56% Married
10% Divorced

30% Single, Never Married

AGE

16% 18-29
15% 50-59

38% 30-39
2% 60+

29% 40-49

EDUCATION

2% Full time student
11% High School

GRADUATE

20% Some College
23% Graduate Degree

29% College Degree
15% Post Graduate Degree

IRRA MEMBERS STORE OWNERS/MANAGERS GLOBAL

EXCLUDING JAPAN

GENDER

82% Male
18% Female

MARITAL STATUS

68% Married
10% Divorced

18% Single, Never Married
1% Widowed

AGE

5% 18-29
16% 50-59

41% 30-39
3% 60-69

34% 40-49
1% 70+

EDUCATION

0% Full time student
19% High School

GRADUATE

20% Some College
22% Graduate Degree

29% College Degree
9% Post Graduate Degree

Source: 2008 Individual and IRRA Member Survey

WHY ADVERTISE IN THE UNDERSEA JOURNAL?

Advertising in *The Undersea Journal* lets you reach dive industry professionals worldwide. In addition to being potential clients, PADI Professionals influence the buying and travel decisions of nearly 1,000,000 students and consumers each year. Be sure to tap into this unique advertising opportunity.

MANUFACTURERS

Increase product awareness: Create demand at the professional level for your products by keeping industry pros up to date on new products, as well as on new and improved features of existing products. **Increase distribution:** with more than 6,000 dive center and resort members worldwide, this is your opportunity to speak directly to retailers about your product lines. **Increase sales:** Industry surveys show that instructors have the greatest influence on the buying decisions of their students. Make sure they're recommending your products!

TRAVEL DESTINATIONS

Promote your facility's highlights: PADI Members are always looking for great new travel destinations for themselves or for dive groups. Let them know what's special about your operation. **Increase group business:** Dive centers book group trips. Let trip organizers know how you cater to groups. This is a great way to build your client base and convert satisfied groups into repeat business.

INSTRUCTOR TRAINING

Fill your instructor training courses! *The Undersea Journal* reaches your target market. All renewed PADI Divemasters and Assistant Instructors receive the magazine. This is your opportunity to tell them why they should choose your facility for instructor-level training. Ask about the special Instructor Development Center/Career Development Center advertising co-op program.

- + **135,038** Instructors and Divemasters
- + **6,005** Dive Centers & Resorts
- + **1,000,000**-plus consumers influenced



WHY PRINT MATTERS

According to an aggregation of ROI studies*, magazines rank No. 1 in driving results efficiently. Print products increase purchase intent five times as much as TV or the Internet when looking at how each medium alone affected consumers. That's just one of the reasons that our print product is still the foundation of our marketing programs.

INVESTING IN OUR PRODUCT

Print is the cornerstone of any integrated marketing campaign, and that's why we continually invest in our print product.

PREMIUM POSITIONING

Two separate sources** show that more than 50% of readers recall the message and brand experience from magazine ads, and nearly 60% of those consumers act on the ads. Larger unit sizes, color and premium position increase ad response, so *The Undersea Journal* is offering premium positioning to marketing partners to increase your ROI.

*Source: Dynamic Logic 2009

**Sources: Affinity's VISTA Norms, January 2009 - December 2010
GfK MRI Starch Advertising Research, December 2009 - December 2010



BONNIER TERMS & CONDITIONS

1. Rates on this card are effective beginning with the Jan/Feb 2012 issue and are stated in U.S. dollars.
2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.
6. Positioning of advertisements is at the discretion of the Publisher, except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of God; action by any governmental or quasi-governmental entity; fire; flood; insurrection; riot; explosion; embargo; strikes, whether legal or illegal; labor or material shortage; transportation interruption of any kind; work slow down; or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a prepaid basis only. After approval, credit terms are net 30 days.

BOOK SPECIFICATIONS

Trim Size: 8" x 10 13/16"

Bleed Size: 8 1/4" x 11 1/8"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Binding: Perfect Bound, **Jog:** to Foot.

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

***ELECTRONIC TRANSMISSIONS:** Ad files can be delivered via our Ad Portal at adportal.bonniec corp.com. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for

full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail.

Electronic files are stored for one year, unless otherwise requested in writing.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

Materials Requirements for In-House Design Services:

PHOTOS : Color scans should be 300 dpi in CMYK. B/W scans should be 300 dpi grayscale.

LOGOS: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

**BONNIER CORPORATION
THE UNDERSEA JOURNAL**

Attn: Sandra Patnode
460 North Orlando Avenue, Suite 200
Winter Park, FL 32789
Phone 407-571-4769

2012 CLOSING DATES*

*Subject to change

ISSUE	SPACE CLOSE	MATERIALS DUE	MAILING BEGINS	AVAILABLE ON ZINIO
Q1	11/11/11	11/22/11	1/16/12	1/17/12
Q2	2/21/12	2/23/12	4/9/12	4/10/12
Q3	5/22/12	5/24/12	7/9/12	7/10/12
Q4	8/7/12	8/9/12	9/27/12	9/25/12

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline will be charged late fees, unless an ad extension is arranged with Ad Services prior to the deadline. There is a \$75 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad.

SIZE OF AD

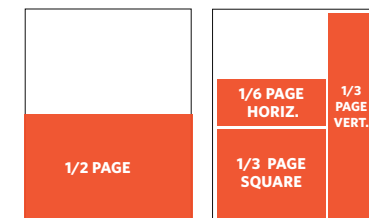
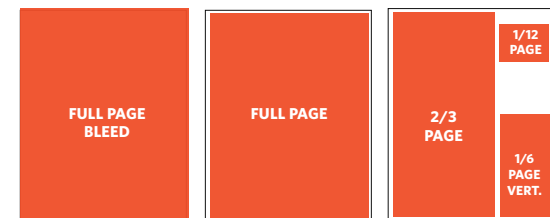
WIDTH

LENGTH

Full Page with Bleed	8-1/4" (8.25")	11-1/8" (11.125")
Trims to	8" (8")	10-13/16" (10.8125")
Full Page Nonbleed	7-1/2" (7.5")	10-3/8" (10.375")
2/3 Page Vertical	4-9/16" (4.5625")	9-13/16" (9.8125")
1/2 Page Horizontal	7" (7.0")	4-13/16" (4.8125")
1/2 Page Horiz. Bleed	8 1/8" (8.125")	5-1/2" (5.5")
Trims to	8" (8.0")	5-3/8" (5.375")
1/3 Page Vertical	2-1/4" (2.25")	9-13/16" (9.8125")
1/3 Page Vertical Bleed	2-7/8" (2.875")	11-1/8" (11.125")
Trims to	2-3/4" (2.75")	10-13/16" (10.8125")
1/3 Page Square	4-9/16" (4.5625")	4-13/16" (4.8125")
1/6 Page Vertical	2-1/4" (2.25")	4-13/16" (4.8125")
1/6 Page Horizontal	4-9/16" (4.5625")	2-3/8" (2.375")
1/12 Page Square	2-1/4" (2.25")	2-3/8" (2.375")

*Please supply spread files as a single spread document

Hold live matter 1/4" from trim on all sides of spreads and full page ads.



PRINT DISPLAY RATES

EFFECTIVE JAN 2012

FOUR-COLOR	1X
Spread	\$12,090
Full-Page	\$6,715
2/3 Page	\$4,980
1/2 Page	\$4,005
1/3 Page	\$2,770

TWO COLOR	1X
Spread	\$10,430
Full-Page	\$5,780
2/3 Page	\$4,305
1/2 Page	\$3,485
1/3 Page	\$2,410

COVERS	1X
Cover 2	\$8,060
Cover 3	\$7,385
Cover 4	\$8,725

MARKETPLACE RATES

FOUR-COLOR	1X	2X	4X
1/6 Page	\$1,035	\$995	\$955
1/12 Page	\$650	\$625	\$600

TWO COLOR	1X	2X	4X
1/6 Page	\$925	\$885	\$855
1/12 Page	\$580	\$555	\$535

BLACK & WHITE	1X	2X	4X
1/6 Page	\$740	\$715	\$680
1/12 Page	\$460	\$445	\$425



141,043
Distribution

4x
Frequency

Bonnier Dive Group Frequency/Volume Discounts

Frequency = Combined total number of display ad insertions in *Sport Diver*, *Scuba Diving*, & the *PADI Undersea Journal*. Discounts apply to 1x display rate in each publication.

Frequency	Discount
1x	—
2x	4%
3x	6%
4x	8%
8x	12%
11x	15%
12x	17.5%
15x	20%
19x	22.5%
23x	25%

PADI MEMBER DISCOUNTS

PADI Members advertising PADI programs receive a five percent discount.

ADVERTISING POLICY

The Undersea Journal does not accept advertising in its publication, on its website, or in any other media that does not meet all of the following criteria for Manufacturers and Suppliers:

- Dealers must be the primary channel of distribution.
- If online / direct sales are offered, it must be no less than the MSRP.
- If a special offer is promoted online, no products can be offered for less than the authorized dealer can also provide consumer.
- Dealer Locator must be positioned before or more prominently than online sales option. Products and/or services similar to those offered by PADI and its subsidiaries are not permitted.

Advertising from PADI IRR A Members who offer direct sales via internet, phone, or mail may be accepted.

Consumer magazines soliciting subscriptions may include retail pricing if approved by publisher prior to magazine closing date.

At its editorial discretion, PADI reserves the right to reject any ad.

THE UNDERSEA JOURNAL

FOR MORE INFORMATION, CONTACT:

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**CONTACT
INFO.**

