

# 2024 MEDIA KIT

# SCUBA DIVING INDUSTRY



JANUARY 2024  
PUBLISHED BY WILLIAM CLINE | CLINE GROUP

**TRAVEL/TOURISM**  
TIPS TO IMPROVE  
CUSTOMER SERVICE  
FOR RESORTS AND  
DIVE OPERATORS

**RETAILING**  
NEW RETAILER  
RESEARCH RELEASED:  
VALUE OF LOCAL  
CERTIFICATIONS

**TRAINING**  
TRENDS IN NEW  
COURSES: SWIM,  
FREEDIVING &  
MERMAIDS

**TRENDS IN DIVE RETAILING, TRAVEL & TRAINING**

**ECO PRO**  
Redefining Dive Tourism: There is no "Planet B" - A Call for a New Paradigm  
By Julie Brinkler, Ph.D., President, Ocean Education International, LLC.

**TRAINING**  
Setting Meaningful Goals for Dive Professionals  
By David Henderson, Ph.D., President, Blue Horizons

Region	Value
North	22.1%
South	18.5%
West	14.2%
Midwest	11.8%
East	9.3%

**SAFETY BUSINESS**  
DAN STUDENT MEMBERSHIP  
ENROLL YOUR OPEN WATER STUDENTS

DAN is committed to helping new divers adopt safe diving practices from the beginning. As a diver, your dive business is a vital part of the program. We want to ensure that your students are well-prepared for the open water experience. This is why we've introduced the DAN Student Membership Program. This program is designed to help you enroll your students into DAN membership at a significantly reduced rate. This program is available to all DAN members who are currently active in the DAN membership database. The program is designed to help you enroll your students into DAN membership at a significantly reduced rate. This program is available to all DAN members who are currently active in the DAN membership database.

**AGING DIVERS**

As the scuba diving industry continues to grow, it's important to consider the needs of aging divers. This article explores the challenges and opportunities for this demographic. It discusses the importance of proper training, equipment, and dive planning for older divers. The article also highlights the benefits of diving for aging individuals, such as improved cardiovascular health and mental well-being.

continued

**TRAVEL**

**ACROSS THE**  
Nordic & European Countries Winter Update  
By Peter Lynn, Publisher, X-Scuba Magazine

20th Anniversary - Copenhagen, 1954  
A look back at the magazine's 20th anniversary, reflecting on its journey from a small publication to a leading voice in the scuba diving industry. The article celebrates the magazine's commitment to providing high-quality content and fostering a sense of community among divers.

The Scuba Industry's Only Printed Dive Trade Magazine



# WHY PUBLISH NOW?

I have a deep passion for our industry, which I've been part of since I was 12. Today, our dive retailers need support more than ever. Studies indicate that divers who begin their journey at local brick-and-mortar dive shops are more engaged in the long-term. They tend to dive more frequently, invest more in equipment, travel, and other related expenditures. Also, these divers are more likely to regularly visit local dive shops compared to those who complete their courses elsewhere.

Our industry needs successful retailers for growth. This publication intends to fuel that growth while reporting on various trends in our industry.

The reach of this magazine is unprecedented in the global dive community. Aside from being printed and mailed to brick-and-mortar dive shops in the USA, the digital version is sent to a unique Cline Group database of over 14,400 dive businesses globally. William Cline / Cline Group has been conducting a quarterly dive business survey for over 20 years. Each quarter the survey is sent to dive businesses in 165 countries, yes you read that correctly, and those same dive businesses will receive the digital version of this publication.

Our monthly publication offers you, the advertiser, a platform to "start a conversation" with your customers. Beyond traditional full-page ads, we also embrace advertorials, giving you a voice to engage with dive retailers and the global scuba diving business community. With this approach, you can regularly update your message, highlighting new gear, events, or, for travel advertisers, share group specials and upcoming FAM trips.

This publication presents a unique opportunity to initiate dialogue within our industry. Join us and be part of this conversation.

William Cline, Publisher

## START A CONVERSATION

**851** PRINTED & MAILED TO BRICK-AND-MORTAR DIVE RETAILERS IN THE USA

**12X** MONTHLY PUBLICATION

**14,451** GLOBAL DIVE BUSINESSES DIGITAL CIRCULATION

**165** COUNTRIES COVERED IN DIGITAL CIRCULATION

# 2024 RATES, DEADLINES & AD SPECS

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Magazine Trim Size: 8.5" X 11" (215.9 mm x 279.4 mm)  
Bleed Ads Size: 8.75" X 11.5 (222.25 mm x 292.1 mm)

For Standard Ads, Keep all live Matter to Within 1/4" (6.35mm) from Edges  
Live Matter Ad Size 8" x 10.5" (203.2 mm x 266.7 mm)

**Advertorials** require a minimum of 100 words and a maximum of 300 words, one or two photos that will size to 300dpi at 776 pix X 316 pix with one vector logo and all contact information. Our editorial font is Garamond Regular 12pt. We also use bold and italics versions. Headlines/Subs are League Spartan Bold 14pt but we also use Regular, Extra Bold and Heavy. The contributor byline is Garamond Italics 11pt.

## Ad Requirements:

All ads submitted must be in CMYK @ 300 dpi, and ideally in high-rez PDF vector format, if using a program that allows, please outline all fonts. Contact us if you require a different format for output. At the publisher's discretion, a QR code graphic will be added to every ad or advertorial to assist with offline (print) tracking of inquiries. If your ad contains a QR code, please contact us for the exact link to be encoded.

## Ad Submissions:

All Ads or Advertorials can be submitted to William Cline, [william@williamcline.com](mailto:william@williamcline.com).

## Full Page Net Rates:

12 X Full Page Ad or Advertorial Rate	\$1,997
4 to 6 X Full Page Ad or Advertorial Rate	\$2,197
1 to 3 X Full Page Ad or Advertorial Rate	\$2,397
Inside Front Cover Spread (2 Pages)	Page Rate X 20% Premium
Inside Back Cover Spread (2 Pages)	Page Rate X 10% Premium
Back Cover (1 page)	Page Rate X 40% Premium

## Special Insert Net Rates (includes printing and insertion into SDIM magazine):

1 Perforated Insert Card 6" x 8" (all sizes quoted, just ask) \$2,497  
2-Page 4-Color/2 Sided 8.5" x 11" Envelope Insert (ask for quote)  
Contact us for a custom-designed insert creation quote.

All advertisements in SDIM require approval from the publisher. See SDIM's advertising terms and conditions on page six or our website.

# START A CONVERSATION

# 2024 EDITORIAL PLAN

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There are **five main editorial sections** planned for each issue:

- 1) Trends in Retailing:** This section covers research relevant to retailers, manufacturing news or updates, and local diving-related news.
- 2) Trends in Travel & Tourism:** This section will report on news and updates related to dive travel, destinations and dive resorts.
- 3) Trends in Training:** As training locally is such an important part of the USA dive-scape, this section will cover new ideas and ways training is changing as well as thought-provoking challenges for retailers & instructors.
- 4) Business EDU:** These articles will offer advice to help new business start-ups or established companies grow within retailing or the travel sectors.
- 5) Business Updates:** Articles within this section are from industry leaders and cover a wide range of topics from today's most progressive and respected authors.

## 2024 DUE DATES

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ISSUE	INSERTION DATE	ART DUE DATE	PRINT/DIGITAL DISTRIBUTION DATE
JANUARY	01/10/24	01/20/24	01/30/24
FEBRUARY	02/08/24	02/18/24	02/28/24
MARCH	03/08/24	03/18/24	03/28/24
APRIL	04/10/24	04/20/24	04/30/24
MAY	05/10/24	05/20/24	05/30/24
JUNE	06/10/24	06/20/24	06/30/24
JULY	07/10/24	07/20/24	07/30/24
AUGUST	08/09/24	08/19/24	08/29/24
SEPTEMBER	09/10/24	09/20/24	09/30/24
OCTOBER*	10/10/24	10/20/24	10/30/24
NOVEMBER	11/10/24	11/20/24	11/30/24
DECEMBER	12/10/24	12/20/24	12/30/24

\*DEMA ISSUE

# START A CONVERSATION

## THE VALUE OF ADVERTISING & ADVERTORIALS

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At Scuba Diving Industry Magazine, we encourage our advertisers to consider the dual strengths of traditional advertisements and advertorials for their B2B marketing strategies. Here's how each format can uniquely benefit your business:

- **Enhanced Engagement:** Advertorials in SDIM blend with editorial content, engaging industry professionals more effectively than traditional ads and sparking conversations within the diving market.
- **Borrowed Credibility for Stronger Trust:** By featuring in SDIM, your advertorials are leveraged by our established trust and credibility. This transference of trust can be invaluable in building relationships with other businesses in the diving sector.
- **Precise Targeting for B2B Outreach:** Advertorials in SDIM create unique opportunities for dialogue with specific industry entities, offering a targeted approach to reach decision-makers.
- **In-depth Information:** Our advertorials offer space for detailed product or service presentations, allowing for more informative discussions than standard ads.
- **Narrative Storytelling:** Use advertorials to tell your brand's story, creating a deeper conversation with your B2B audience.
- **Combatting Ad Fatigue:** With their subtle and engaging approach, advertorials stand out in the scuba diving market, offering an effective alternative to traditional ads. We encourage a combination of both.
- **Trackable Outcomes for Strategic Insights:** Our integration of QR codes in print and trackable links online allows for precise measurement of engagement, providing valuable insights into audience responses and campaign performance.

Using both traditional ads and advertorials in your B2B strategy with SDIM can greatly improve your impact and visibility. This combined approach ensures your message effectively reaches and engages industry professionals and key decision-makers. [Start a conversation.](#)

# TERMS & CONDITIONS

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## 1. Payment Terms:

- All invoices must be settled within 30 days of the billing date, which coincides with each issue's publication date.

## 2. Liability for Content:

- Advertisers and advertising agencies are responsible for all content in their advertisements or advertorials, including text, images, illustrations, maps, labels, trademarks, or other copyrighted materials. They also assume liability for any claims arising from such content against the publisher.

## 3. Content Approval:

- The publisher reserves the right to reject any advertising or advertorials that do not meet publication standards.
- Conditions, apart from rates, are subject to change by the publisher without prior notice.
- All advertisements, advertorials, and their contents are subject to the publisher's approval. The publisher may reject or cancel any advertisement, insertion order, space reservation, or position commitment at its discretion.

## 4. Advertisement Positioning:

- The positioning of advertisements or advertorials is determined by the publisher, except when a specific preferred position is confirmed in writing by the publisher.

## 5. Web Links Disclaimer:

- The publisher is not liable for errors in web links provided as a free service to help track advertising and advertorial analytics.

## 6. Late Submission:

- Advertisements or advertorials received by the publisher's advertising production department after the material due date will be published solely at the publisher's discretion.

## 7. Cancellation Policy:

- Advertisements or advertorials cannot be canceled less than 30 days before the publishing date.
- Advertisers may incur additional charges if they cancel a contract before the signed expiration date. Adjustments to invoices for already published ads will be made according to the correct frequency rate.

## 8. Error Correction:

- The publisher is not responsible for failure to print any advertisement or advertorials. In case of errors in published ads, the only remedy will be a make-good advertisement or advertorials. Under no circumstances will the publisher be liable for damages, including consequential damages, due to the failure to print ads or errors in published ads.

## 9. Joint Liability:

- The publisher has the right to hold the advertiser and/or its advertising agency jointly and severally liable for outstanding payments related to ordered and published advertising or advertorials.

## 10. Late Payment Charges:

- Invoices overdue by more than 45 days will be subject to a late charge of 1.5% per month.

## 11. Additional Conditions:

- No conditions, other than those outlined in the rate card, will be binding on the publisher unless agreed upon in writing.
- The publisher will not be bound by conditions printed on order forms or copy instructions that conflict with provisions in this rate card.

## 12. Force Majeure:

- The publisher is not liable for delays or non-delivery caused by circumstances beyond their control, including acts of God, governmental actions, fires, floods, accidents, insurrections, riots, explosions, embargoes, strikes, labor or material shortages, transportation interruptions, work slowdowns, or any other events affecting production or delivery.

## 13. Compliance with Regulations:

- Advertisers and their agencies must ensure that all inserts and advertising or advertorials comply with U.S. postal regulations and other applicable federal and state laws.

## 14. Definition of "Publisher":

- In this section, "publisher" refers to the publisher or management of Scuba Diving Industry Magazine and William Cline / Cline Group Advertising. Furthermore, "START A CONVERSATION" and "Scuba Diving Industry Magazine" are herein copyrighted 2023, all rights reserved by the publisher.

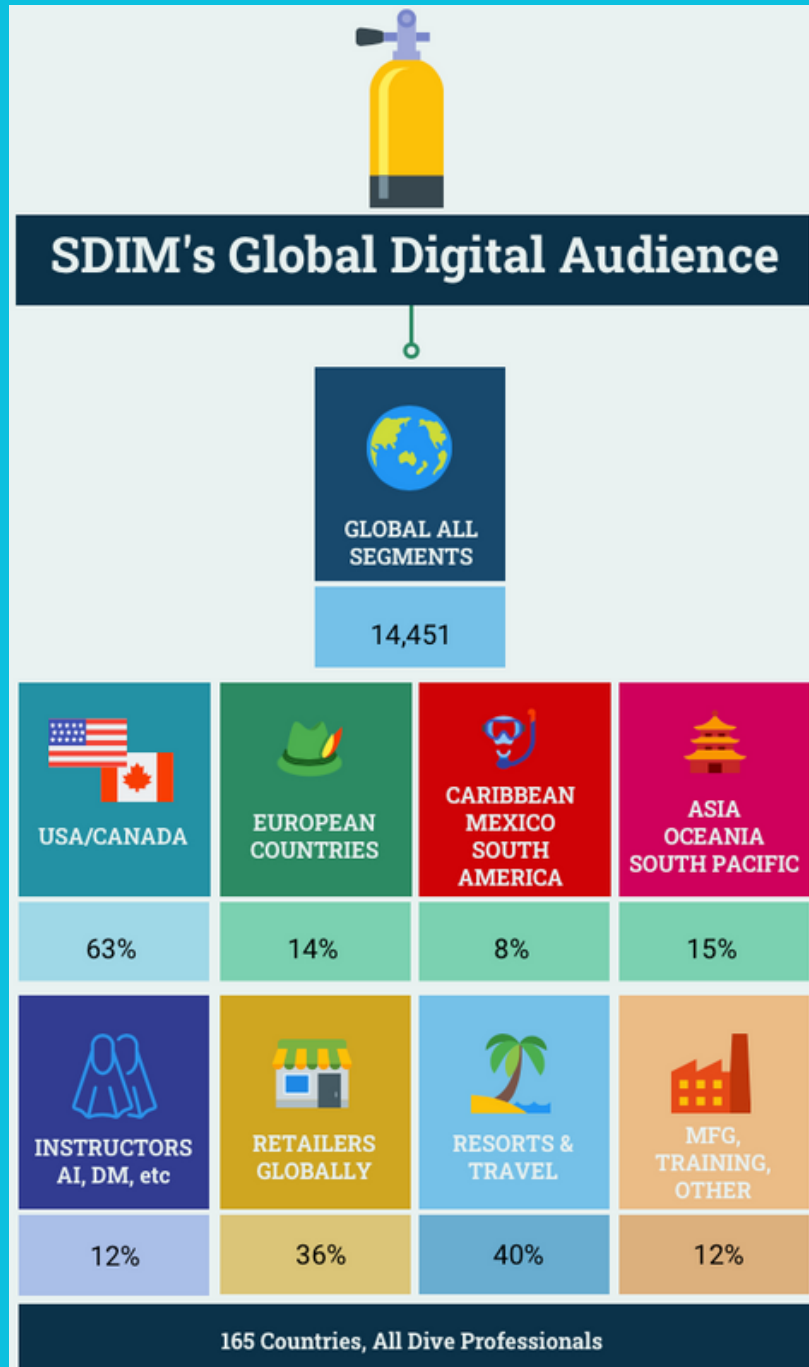
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# SCUBA DIVING INDUSTRY MAGAZINE

## 2024 ADVERTISING CONTRACT

Advertiser _____
Contact _____
Billing Address 1 _____
Billing Address 2 _____
City, State, Zip _____
Country _____
Best Contact Phone _____
Contact Email _____
URL for QR Code _____

Complete this section if planning to run an advertorial:
Company Name _____
Address 1 _____
Address 2 _____
City, State, Zip _____
Country _____
Reservation #(s) _____
Reservation Email: _____
URL for QR Code _____

Ad Agency _____
Contact _____
Address 1 _____
Address 2 _____
City, State, Zip _____
Country _____
Best Contact Phone _____
Contact Email _____

			Art Due Date
2024 Issues Contracted:	___ January	___ Advertising	___ Advertorial 01/20/24
	___ February	___ Advertising	___ Advertorial 2/18/24
	___ March	___ Advertising	___ Advertorial 3/18/24
	___ April	___ Advertising	___ Advertorial 4/20/24
	___ May	___ Advertising	___ Advertorial 5/20/24
	___ June	___ Advertising	___ Advertorial 6/20/24
	___ July	___ Advertising	___ Advertorial 7/20/24
	___ August	___ Advertising	___ Advertorial 8/19/24
	___ September	___ Advertising	___ Advertorial 9/20/24
	___ October*	___ Advertising	___ Advertorial 10/20/24
	___ November	___ Advertising	___ Advertorial 11/10/24
	___ December	___ Advertising	___ Advertorial 12/20/24

Special Inserts or Other: \_\_\_\_\_  
\_\_\_\_\_

Total Net Contract Amount: \_\_\_\_\_

## START A CONVERSATION



# SCUBA DIVING INDUSTRY MAGAZINE

## 2024 ADVERTISING CONTRACT

For clarification, the term "Advertiser" herein refers to anyone placing a traditional advertisement or advertorial. All signers attest that they are fully authorized to sign on behalf of the company represented. This signed contract is binding unless written cancellation is received 30 days prior to the publish date of any given scheduled issue. At the discretion of the publisher, advertisements or advertorials may be rescheduled at a later date with express consent of the advertiser. Payments are due within thirty (30) days of invoice date unless otherwise stipulated in writing. Should any invoice become past due, Advertiser agrees to pay the costs of collection, including attorneys' fees if incurred, together with interest at a monthly rate of the lesser of 1.5% or the greatest amount permitted by applicable law starting 45 days after publish date of any given issue. Should any portion of the invoice be disputed, Advertiser agrees to pay the undisputed portion according to its terms pending resolution of the dispute. In addition to all other remedies, Cline Group may suspend its performance if any payment is past due. Suspension will not relieve Advertiser of its obligation to pay in full.

Advertiser grants Cline Group and its affiliates a license to display, publish, modify and transmit all advertising materials furnished for the purposes contemplated hereby. If the print publication in which any advertising materials submitted under this IO are published, is converted into and distributed in any other formats or media, this IO grants Cline Group all rights necessary to convert, publish, and distribute such advertising materials in such other formats and media. Cline Group may, at its sole discretion, refuse to publish any advertising materials submitted to it or defer publication of any advertisement.

Advertiser represents and warrants that publication by Cline Group, in any currently existing or future formats or media, of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any right of any third party including, but not limited to, any copyright, trademark, patent or right of publicity or privacy including photo rights, (ii) contain any statement that is false, misleading, deceptive, malicious, or defamatory, (iii) violate any applicable law, rule, or regulation, or (iv) contain any claims that are not supported by sufficient prior substantiation.

Cline Group shall not be liable for any indirect, incidental, consequential, special or exemplary damages arising in connection with this insertion order. In the event of any claim against Cline Group hereunder, Cline Group's sole liability, and advertiser's sole remedy, shall be limited to, at publisher's option, payment of monetary damages, or placement of advertising with a rate card value equal to the lesser of actual damages or amounts paid by advertiser hereunder. Cline Group shall not be liable for any delay or default hereunder caused by conditions beyond publisher's reasonable control.

Any web materials produced partly or entirely by Cline Group, including but not limited to banners, HTML for web pages or newsletters, graphic images or logos shall be the exclusive property of Cline Group under the Copyright laws of the U.S. Any reproduction or modification for commercial or personal use requires the written consent of the publisher.

Advertiser agrees should any dispute arise, binding arbitration shall be sought to settle any such disputes rather than the courts. Such arbitration shall be equally paid by advertiser and publisher and agree in advance to any such results of arbitration rather than seeking legal remedies with the courts. For the purposes of arbitration, the venue and jurisdiction regarding any dispute shall be resolved in Collin County, Texas, USA.

Totals presented above are valid with purchase of entire program and are subject to change with adjustment of total package. Prices presented in un-signed contract are valid for 30 days following the specified contract date.

**Contact Date:** \_\_\_\_\_ **Authorized Advertiser Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Publisher's Signature:** \_\_\_\_\_

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