

# dive log australasia 2012 media kit...



Attracting readers everywhere!

Read your free copy of Dive Log  
online at [diveblog.net.au](http://diveblog.net.au)





be seen with the best...

For 24 years Dive Log Australasia has been accessed by divers through supporting dive retailers and by subscription, and now we are entering a new era as an emagazine.

See Dive Log as you've never seen it before! Visit our website for the online version or download the free app to experience a new sensation as you read Dive Log on your iPad.

Dive Log online knows no boundaries - it is now an International Dive News Publication.



# readership at a glance...

## Demographics

- Age: 18 - 50 years
- Gender: 59% male - 41% female
- Income: US\$50,000 - \$100,000 per year
- Occupation: business owners, managers & professionals, including dive shop owners, dive industry professionals and dive instructors
- Interests: travel, sports, outdoor activities

## Website Dynamics

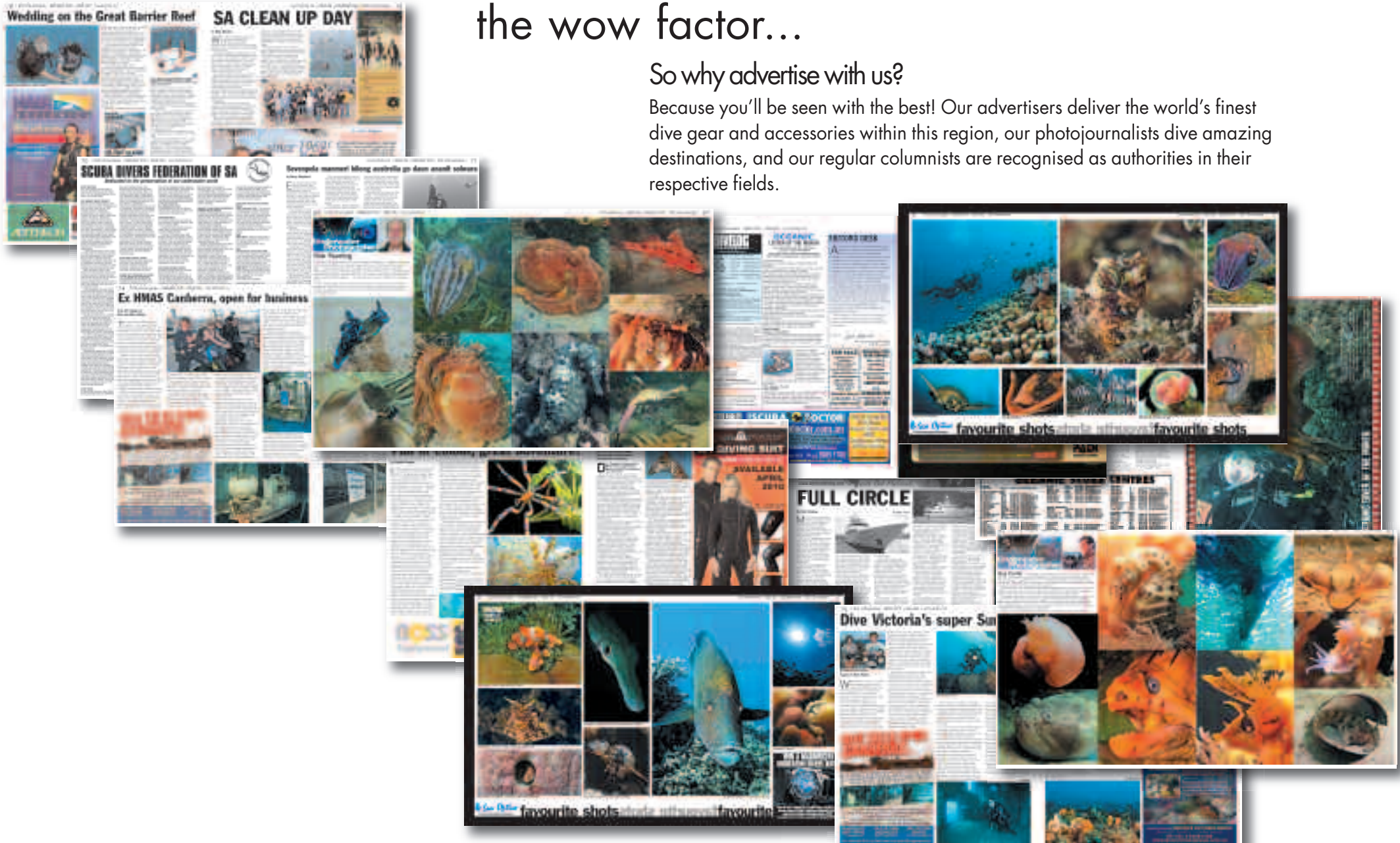
- 2011 saw over 23,000 unique people use our website, and over 1,321,978 hits.



# the wow factor...

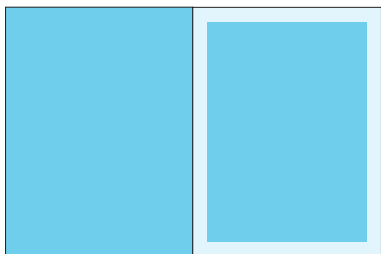
So why advertise with us?

Because you'll be seen with the best! Our advertisers deliver the world's finest dive gear and accessories within this region, our photojournalists dive amazing destinations, and our regular columnists are recognised as authorities in their respective fields.



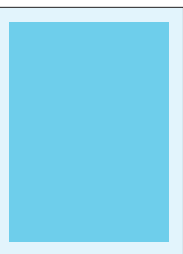
## advertising formats...

FULL PAGE  
280 x 340  
(+5mm bleed)



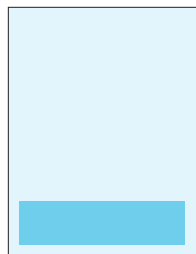
12x 6x 1x  
COLOUR  
\$1219 \$1400 \$1582

FULL PAGE  
255 x 307  
image area



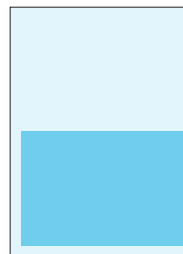
1x  
COLOUR  
\$1582

FRONT COVER  
BOTTOM STRIP  
250 x 50



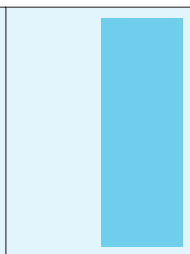
1x  
COLOUR  
\$412

HALF PAGE  
HORIZONTAL  
255 x 151



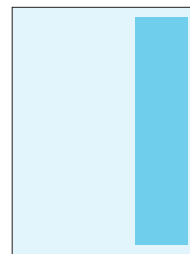
12x 6x 1x  
COLOUR  
\$676 \$766 \$856

VERTICAL  
125 x 307



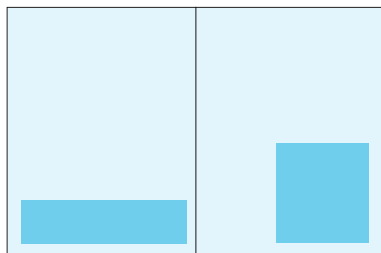
1x  
COLOUR  
\$856

THIRD PAGE  
VERTICAL  
82 x 307



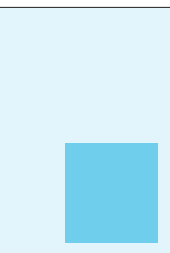
12x 6x 1x  
COLOUR  
\$540 \$556 \$572

QUARTER PAGE  
HORIZONTAL  
255 x 73



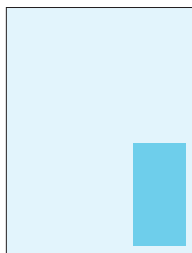
12x 6x 1x  
COLOUR  
\$379 \$429 \$470

VERTICAL  
125 x 151



1x  
COLOUR  
\$470

SIXTH PAGE  
VERTICAL  
82 x 151



12x 6x 1x  
COLOUR  
\$290 \$311 \$327

## special packages...

MINI ADS 12 FREE colour ads in Dive Log Australasia if 6 issues of Sportdiving Magazine are booked

Price per 2 months -  
AUD146

DIRECTORY LISTING OPTION ONE 12 listings in  
Dive Log Australasia only

Price per year, prepaid -  
AUD124

DIRECTORY LISTING OPTION TWO 18 listings total - 12 in  
Dive Log Australasia, PLUS 6 in Sportdiving Magazine

Price per year, prepaid -  
AUD247

BOAT DIRECTORY Dive Log Australasia only (dimensions: 82x73)

Price per issue -  
COLOUR  
AUD82

### ADVERTISING DEADLINE

ads@motpub.com.au

Booking is required by the 1st of every preceding month.

Material deadline is the 3rd of every preceding month.

### EDITORIAL DEADLINE

divelog@motpub.com.au

Editorial material is required by the 1st of every

preceding month.

## website advertising formats...

FULL ROTATING BANNER  
928 x 281 pixels

FULL RECTANGLE BANNER  
687 x 117 pixels

RECTANGLE BANNER  
446 x 105 pixels

SQUARE BUTTON  
220 x 228 pixels

FULL ROTATING BANNER  
AUD350  
FULL RECTANGLE BANNER  
AUD290

RECTANGLE BANNER  
AUD175  
SQUARE BUTTON  
AUD120

Flat-rate prices for 1 month.

Banners displayed continuously for 30 days. Artwork supplied as GIF or JPEG.

### DIVE LOG AUSTRALASIA

PUBLISHER Barry Andrewartha  
ADVERTISING COORDINATOR Leanne Wylie ads@motpub.com.au  
ART DIRECTOR/DESIGNER Helga Hawkes  
PRODUCTION ASSOCIATE Jodie Lennon

MOUNTAIN OCEAN & TRAVEL PUBLICATIONS PTY LTD  
ABN 68 006 642 422  
PO Box 355, Upper Beaconsfield, Victoria, Australia, 3808  
Telephone: + 61 3 5944 3774 Fax: + 61 3 5944 4024  
diveblog@motpub.com.au www.diveblog.net.au

## mechanical data...

### PLATFORM

All supplied artwork for Apple Mac Files accepted are PDFs, TIFs, JPGs. Images and text must be CMYK.

### MEDIA

- CD-ROM, DVD, PDF, email.
- A laser print must be supplied with all disks to check files supplied.
- Quark (v 5-6) documents with all graphics, screen and postscript fonts.
- Adobe Illustrator (v 5.5 - v10), all fonts converted to outlines/curves.
- Adobe Photoshop JPG, high quality
- PDFs - note specific distilling is required by our printer. Please request this file info before creating PDF files.

### EDITORIAL - IMAGES

- Internet pictures at 72dpi are NOT acceptable.
- Scans to be supplied 15cm wide at 200dpi, saved as .jpg, 'high quality'.

### EDITORIAL - TEXT

- Use 'text only' format, or send text copied and pasted into an email document.
- Do NOT embed images into text files

### IMPORTANT!

- Truetype fonts must be converted to 'outlines'.
- No compressed graphics, Freehand, Pagemaker, Publisher, InDesign, or CorelDraw documents will be accepted.
- Avoid under 8 point bold coming out of more than 2 colours for press registration reasons.
- Black backgrounds must be supplied as CMYK separated with a percentage for each plate, to avoid printing as grey.
- Printer colour settings are available if desired.

### IMAGE SETTINGS

- Graphics only accepted as .eps or .tif format with no compression.
- All custom colours and RGB must be converted.

**DIVELOG**  
**AUSTRALASIA**

Advertiser enquiries & bookings  
Ph + 61 3 5944 3774 or email ads@motpub.com.au