

**SCD**

MEDIA KIT

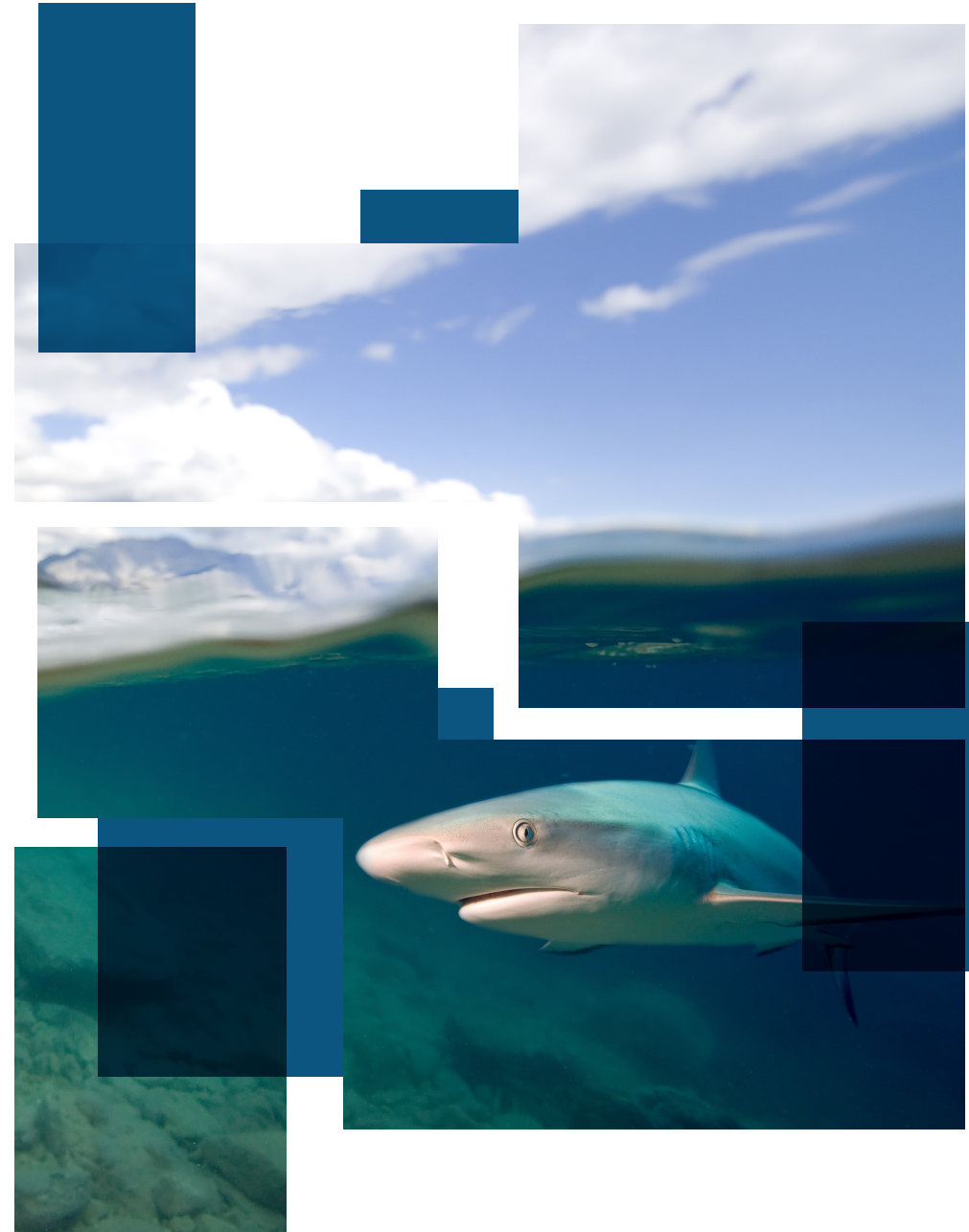


**2016**

**SCUBA**  
DIVING

# AUTHORITATIVE. CHALLENGING. EMPOWERING.

*Scuba Diving's* mission: To be the ultimate authority for experienced, dedicated divers who seek in-depth, objective information on new dive gear and travel destinations. *Scuba Diving* inspires people to seek new adventures, and to discover what is bold and unique in the sport. Across all our channels — print, digital, social, email and video — we provide leadership, inspiration and information concerning every aspect of the dive experience, from gear to travel to training.



# Print

65,000  
Circulation

8x  
Frequency

2.0  
Readers Per Copy

# BRAND OVERVIEW

SCD

\* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



## Digital

1,400,000

Avg. Monthly  
Page Views

266,000

Avg. Monthly  
Unique Visitors

256,000

Social Media  
Audience

60,000

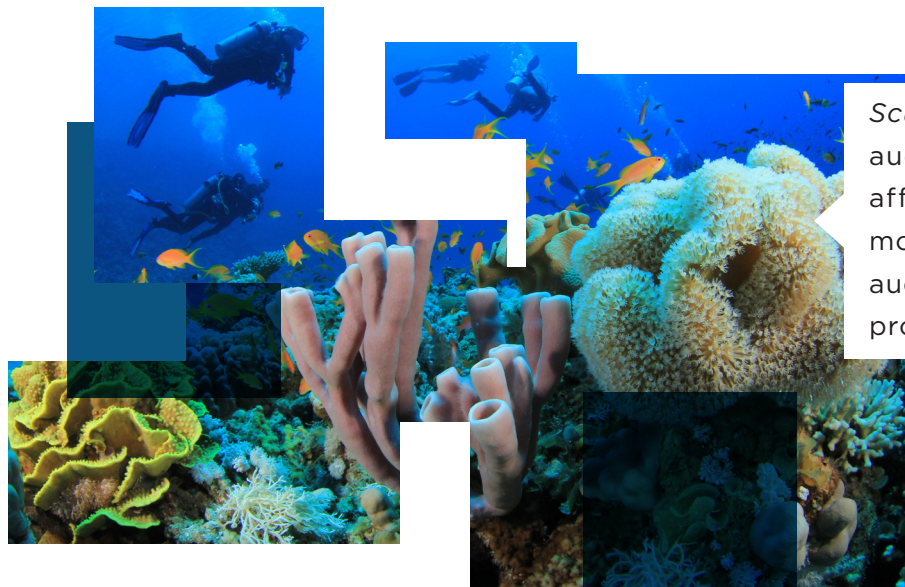
Editorial eNews  
Subscribers

65,000

Custom Email  
Subscribers

- @scubadivingmag
- Scuba Diving Magazine
- scubadivingmag

Scuba Diving's audience lives to dive, looking for technical information on new gear and equipment and the most exciting travel destinations. Using research and database management, we can identify, surface and activate high-value divers across all of our media channels in order to drive tangible results.



*Scuba Diving* invites you to be a part of the conversation with our coveted audience. Our readers, web visitors and social-media fans are dedicated, affluent, passionate divers who spend a significant amount of time and money traveling to indulge in and expand their passion. To target a specific audience of divers who are most likely to choose your destination, resort or product/service, contact us.

## DIVING HABITS:



**20%**  
PLAN TO TAKE A LIVE-ABOARD TRIP IN THE NEXT 12 MONTHS

PLAN TO TRAVEL IN THE NEXT 12 MONTHS

**42%**  
CARIBBEAN

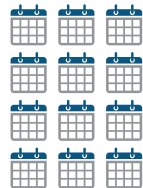
**35%**  
MEXICO/CENTRAL AMERICA

**33%**  
U.S. / HAWAII

**31%**  
PACIFIC



AVERAGE SPENT ON DIVE TRIPS IN PAST 12 MONTHS  
**\$3,756** DOMESTIC  
**\$7,342** INTERNATIONAL



**15.6**  
AVERAGE DIVES IN THE PAST 12 MONTHS



AVERAGE NUMBER OF DIVE TRIPS IN PAST 12 MONTHS  
**3.4** DOMESTIC  
**2.1** INTERNATIONAL



**7**  
AVERAGE DAYS SPENT ON A TYPICAL DIVE TRIP/VACATION

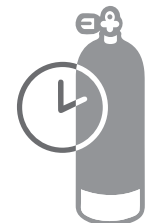


AVERAGE HOUSEHOLD INCOME  
**148,300**

**52**  
MEDIAN AGE



**68%**  
MARRIED



**685**  
AVERAGE DIVES MADE IN LIFETIME



**68%** **32%**  
MALE / FEMALE

COLLEGE EDUCATED



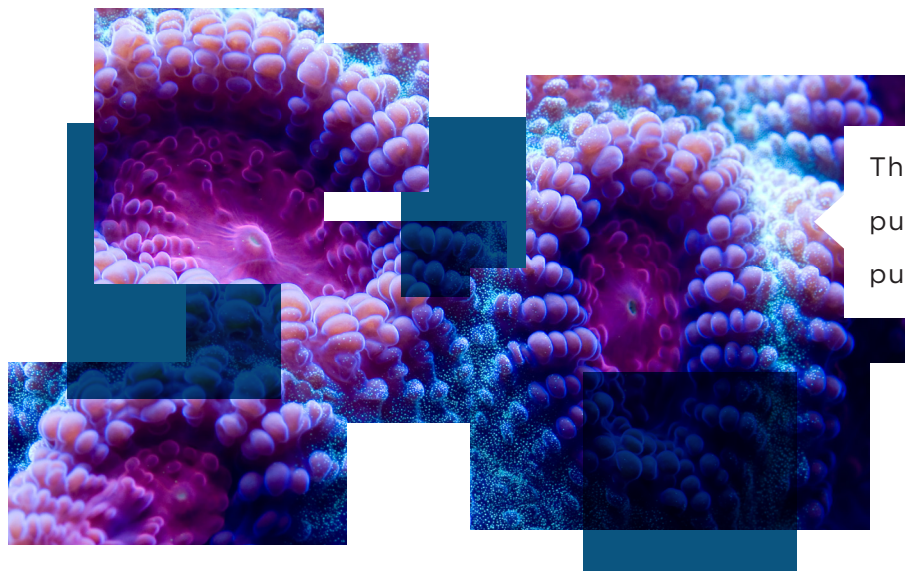
**92%**



**70%**  
EMPLOYED (FULL-TIME)



**7.5**  
AVERAGE YEARS DIVING



The *Scuba Diving* audience is composed of affluent individuals dedicated to pursuing their passion. Our audience has a high household income and their purchase patterns show that they are actively spending on gear.

## GENERAL INFORMATION

**43%** AGREE THAT *SCUBA DIVING* IS THE MOST INFLUENTIAL DIVE PUBLICATION FOR BUYING GEAR



**82%**  
LOCAL  
DIVE STORE

**58%**  
ONLINE

WHERE SCUBA DIVING READERS PURCHASE DIVE GEAR

**21%** DIVE/GIFT SHOP AT RESORT/DIVE LOCATION

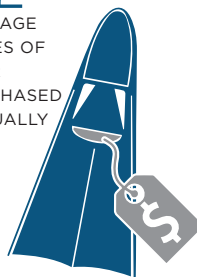


**60%** SUBSCRIBE TO *SCUBA DIVING* FOR EQUIPMENT REVIEWS/ NEW PRODUCT INFORMATION

### TOP 2 FACTORS THAT PROMPT A GEAR PURCHASE:

- 1 REPLACE WORN OUT GEAR
- 2 PREPARE FOR A DIVE TRIP

**2.2**  
AVERAGE  
PIECES OF  
GEAR  
PURCHASED  
ANNUALLY



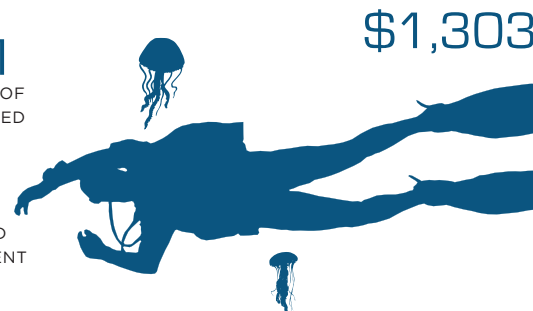
### TOP 2 FACTORS THAT INFLUENCE A GEAR PURCHASE:

- 1 DURABILITY/OVERALL QUALITY
- 2 REFERRAL FROM A TRUSTED SOURCE

## EQUIPMENT:

**\$3,241**  
AVERAGE VALUE OF  
EQUIPMENT OWNED

**\$1,099**  
AVERAGE AMOUNT PLANNED  
TO SPEND ON DIVE EQUIPMENT  
AND ACCESSORIES IN THE  
NEXT 12 MONTHS



**\$1,303** AVERAGE SPENT ON DIVE EQUIPMENT IN THE LAST 12 MONTHS

**\$1,173**  
AVERAGE AMOUNT  
PLANNED TO SPEND ON  
UNDERWATER PHOTO  
EQUIPMENT IN THE  
NEXT 12 MONTHS

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