

Travel

Recreational

Technical Dive

Gear

Photography

News

NITROX



The IANTD Diving Magazine



ADVERTISING 2024

The magazine's editorial goals:

Nitrox, the IANTD diving Magazine, is the newest diving magazine from the IANTD agency, will be the communication channel between our members and certified divers, bringing information and entertainment linked to the world of diving to our subscribers and readers, resuming an old project of the agency in accordance with the new times, composed of a team of specialist editors and renowned photographers who will be responsible for the magic happening.

The magazine aims to show people the wonders of the sea, focusing on the emotional aspects as well as pointing out the importance of environmental conservation.

It also aims to advertise exclusive tourist destinations through trips and special expeditions, but it is also recommended to anyone who has time or the inclination.

It intends to reach a non-diving audience as well, to encourage them to join our lifestyle of travel and adventure, showing the best of the expeditions, the interactions with other cultures and the exchange of experiences on these trips.

To that end, the magazine contains articles on equipment, photography, products and services, and news about our IANTD facilities and dive centers around the world.

Do as ours advertisers and keep your brand up-to-date with new technologies.



96

88

67

47

44

5



Our readers profile:

Researches defined our public like:

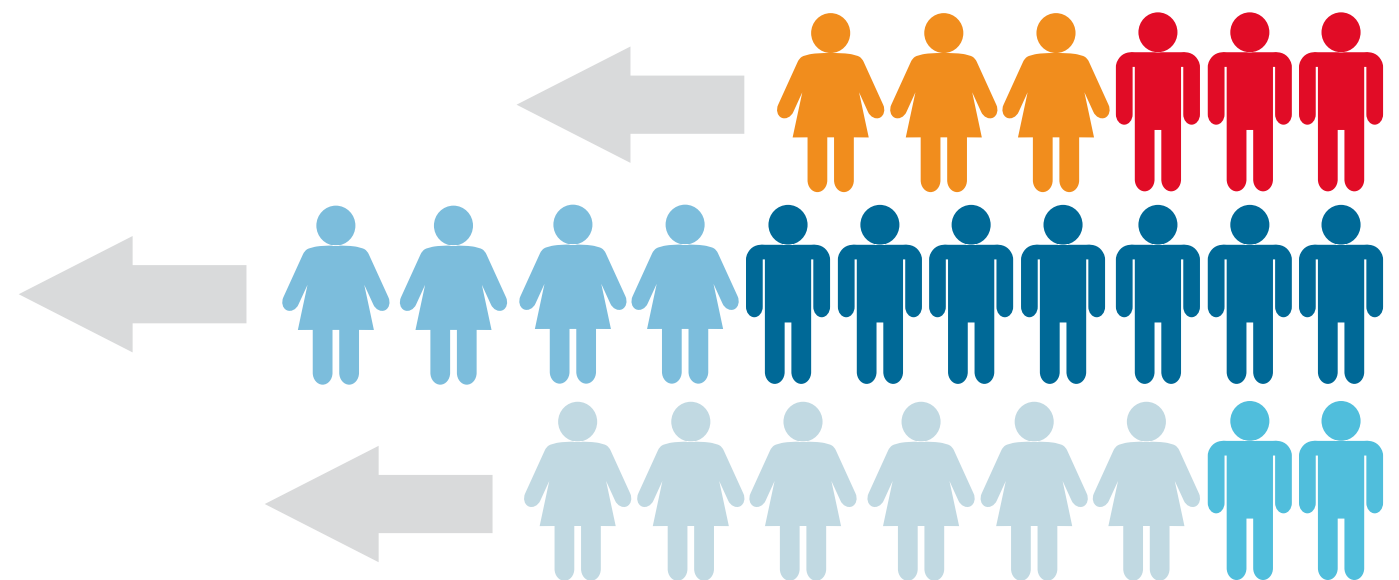
- 65% male / 35% female
- Class AA, AB and B
- 71% are aged between 30 and 45 years old
- 45% have 2 to 5 years of diving experience
- 29% go diving more than 20 times a year
- 38% travel to go diving 3 or more times a year
- 68% travel to go diving 2 times a year
- 61% have their own equipment
- 48% read diving and business magazines

IANTD Market:

IANTD have thousands certified and active members (products consumers - equipments - and services –courses and travels - national and international),

Nitrox will be distributed to our entire base of professionals and graduate students, in addition to being available to anyone who wishes to download and read the magazine

The consolidation and increase of the magazine subscription is directly linked to the maintenance of the quality and diversity of approaches subjects.



Why a magazine in PDF?

The file never ends, and the current and the previous issues can still be viewed and **downloaded forever**.

Environmentally friendly.

Unlimited space for content and advertising. Integration with other media through the internet.

There is no limit for the geographical distribution.

In order to achieve this, Divemag have an English and Spanish language version.

Low cost distribution.

Possibility of using videos and animations.

Custom printing, the user chooses what it wants to print.

Maintains the flow of reading since the magazine is laid out exactly as the printed issue.

The digital magazines are:

Examples of diving magazines in PDF format around the world:

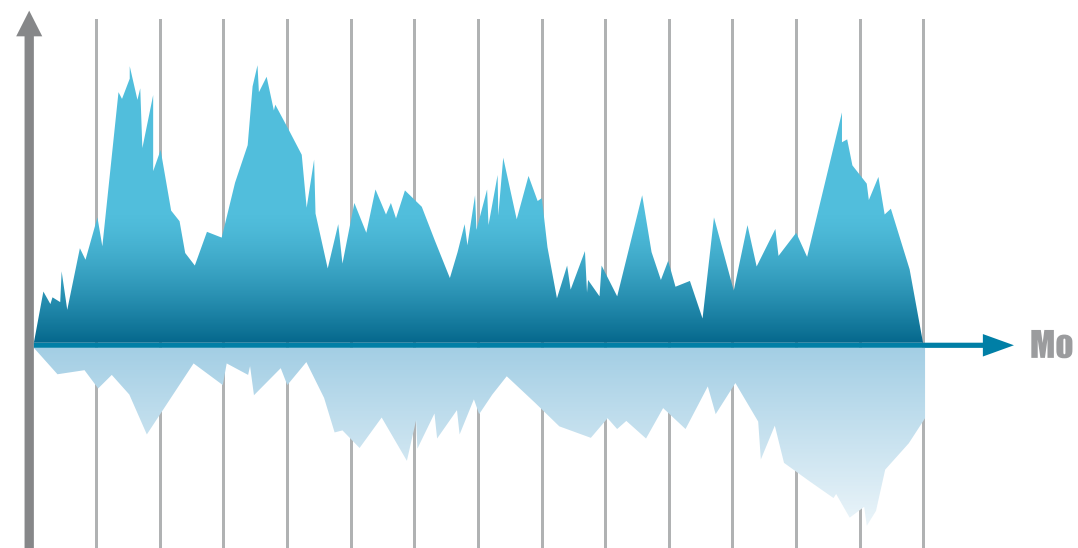
<http://www.xray-mag.com>

<http://www.uwpmag.com>

This business model has been used for many years around the world, obtaining great success and recognition with its target audience; in as much that some of these media outlets have attained the milestone of 300,000 downloads per month.

The world is changing and we should think carefully about the future of modern publications, offering possibilities to make content available online via PDF files, Internet portals and other digital media of printing publications. The PDF does not replace the paper, but democratizes and expands the distribution of information.

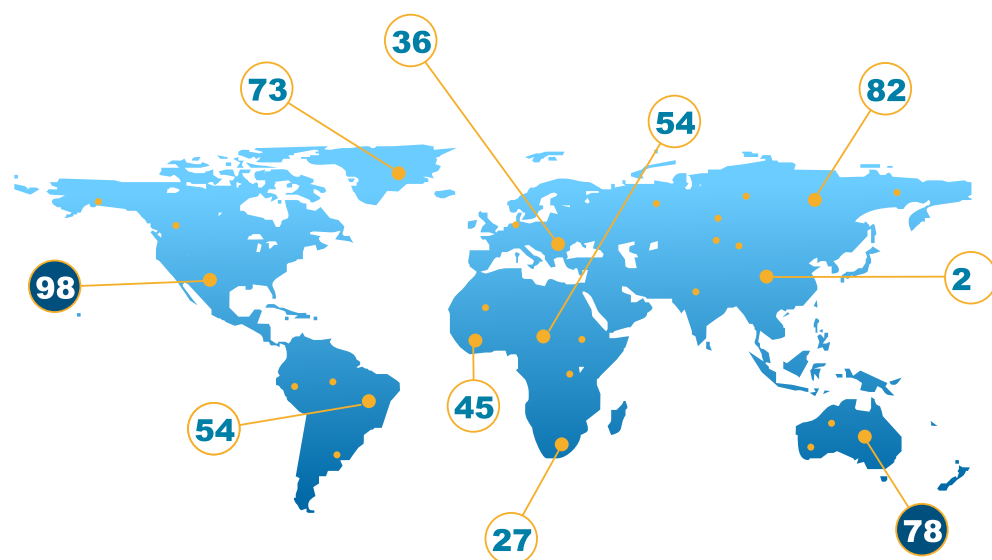
Nitrox Magazine is starting in digital format with quarterly distribution



NITROX

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DISTRIBUTION



The magazine is distributed via Internet through a portal in which all published numbers, the latest news and image galleries, reader's photos contests, surveys and promotions from our sponsors are available.

Is an exhausted constantly and monitored communication on **Facebook and Instagram**, of IANTD distribution and news on our website, bring divers and adventure tourism lovers, with knowledge and increase visualization and downloads of magazine editions.

Publications in photography schools, diving centers and tour operators through print magazine (in viability study) and digital banners exchanged between the sites of Dive Centers and IANTD.

Exposure of promotional videos on You Tube, well-known photographers' blogs and sites, and communities such as facebook, flickr and Twitter by establishing groups and photo galleries.

Registrations of readers to receive notices and news about upcoming issues.



ADVERTISING 2024

Price: (U\$ Dollar) – per edition:

-1 / 2 page -U\$ 100.00 -Size 1/2 A4

- Full Page -U\$ 200.00 -Size A4

Special Discount:

-For a 6 consecutive or bimonthly ads plan - 10% discount

-For a 12 consecutive advertising plan - 15% discount

FULL PAGE

1/2 PAG.

728 X 90 DPI

-Advertising on the Site:

-Full Banner G: 468 x 60 -U\$ 150,00 Fixed on every page of the site

-Square lateral Banner: 125 x 125 -U\$ 50.00 Fixed on every page of the site

**300 X 300
DPI**

- Attention to bonus Square Banner

- Full Page on magazine gives Square Banner on site

- ½ Page on magazine gives U\$ 40.00 discount on this type of Banner

2024

2024

Advertising

contact:

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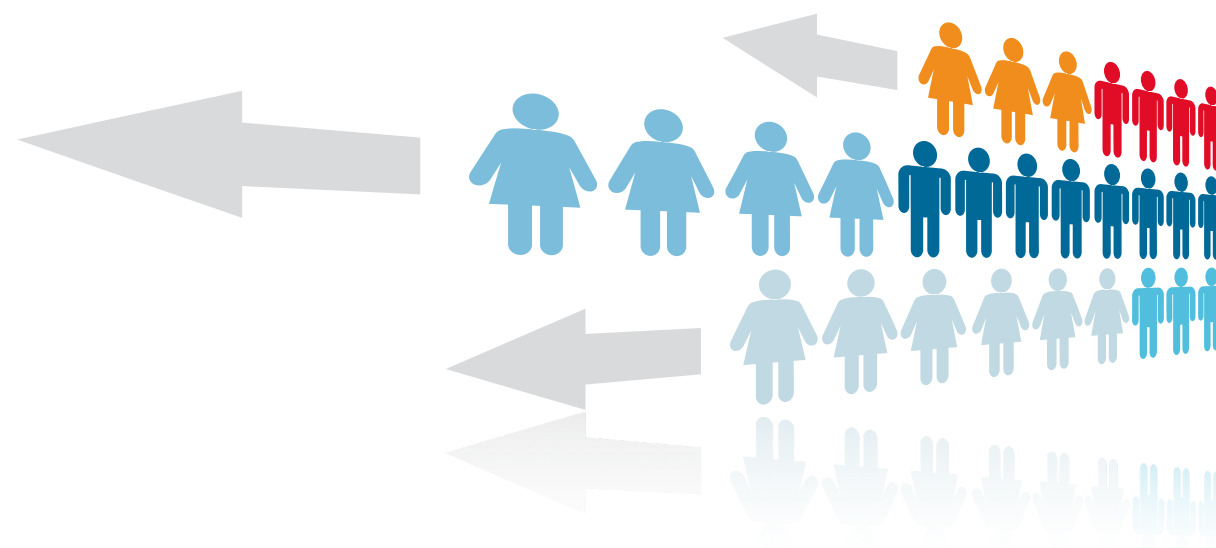
-Advertising value creation for IANTD Members:

-U\$ 75,00 for 1 Issues (U\$ 150,00 non Members)

-U\$ 200,00 for 4 Issues

Material must be submitted within 30 days, logo in Vector AI or EPS format. Text with advertisement information and photos if you want something specific. If no photos are provided, images from our stock photo library will be used.

This price includes one proof and one revision for adjustments and corrections to the advertisement.



NITROX  **TRIMIX**
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