

CIRCULATION

DIVER

We have a list of about 300 Canadian dive stores plus those who are primarily instructors but have a clientele who make selected purchases from them. To them and a selection of shows and major dive clubs in Canada and some northern States, we ship up to 10,000 copies of our magazine each issue.

Our subscription base in DIVER Magazine fluctuates somewhat each year as club members renew. Combined with dive shop and magazine stand sales and controlled distribution we project DIVER readership to average over 21,000 each issue (eight times), based on market studies - expected number of readers per copy.

Direct promotion to key markets includes fire stations, police departments, search and rescue centers, travel agencies, professional waiting rooms and college and high school libraries. FREE TO INSTRUCTORS (influencing new divers). Free trial subscription to new divers.

Advertisers in DIVER realize that by advertising, they are not only promoting their products - they are also actively supporting the Canadian dive industry and the shops that carry their products.

“Oceaner has been an avid supporter of Diver Magazine since its inception 30 years ago. The quality of the publication, in printing, content and its readership has continually maintained Diver as the top position in our advertising budget.” *Gary Mallender - Oceaner Sporting Goods*

“When our dive facility in Alberta was looking for a larger inflatable boat for diver use at the west coast, our latest issue of Diver Magazine helped us to find a great new resource with Dave & Donna of “Big Island Inflata-Boats”. Their big bright ad in that issue enticed us to call, and eventually purchase a new 24” Explorer dive boat.” *Cathie McCuaig - Aqua Tek Scuba Ltd.*

“Diver Magazine is great, the photos are awesome! Just like being there.” *Nicholas Ali - Open water diver, subscriber since 2001*