

Bonnier Dive Group Diving's Foremost Media Company

A dynamic collection of magazines and websites targeting the scuba diving market, including consumers and industry professionals. Bonnier Dive group will distribute approximately 3.1 million copies of its publications in 2010 and host nearly 12 million page views on its websites, offering marketers the most efficient path to reaching this lucrative market.



Sport Diver Media Kit

- Circulation: 175,000
- Frequency: 10 issues
- Reaching beginners to experts following the life-style of diving
- The Official Publication of The PADI Diving Society



Scuba Diving Media Kit

- Distribution: 85,000
- Frequency: 8 issues
- Targeting the core diver who craves measurable information



Undersea Journal Media Kit

- Distribution: 128,000
- Frequency: Quarterly
- Reaching PADI professionals worldwide



World's Best Programs

- Distribution: 200,000
- Frequency: Annual
- Annual special showcasing top destinations, resorts and dive operators worldwide