

MEDIA KIT

EDITION 6.1 | WINTER 2017



THE DIVING ALMANAC & BOOK OF RECORDS

The only
publication of
its kind since
2007

First published in 2007, the Diving Almanac & Book of Records is the only compilation of such diverse and far-ranging information on the world diving community. It is meant to showcase the accomplishments of underwater explorers, scientists, engineers, freedivers and adventurers since Man first plunged into the sea more than six millennia ago.

The Diving Almanac & Book of Records is a **100% FREE** PDF publication compatible with all computers, tablets and mobile devices. There is no need to register and readers are welcome to share the file with all of their friends, colleagues or students.

WORLDWIDE AFFORDABLE ADVERTISING

As a free digital publication and the only compilation of diving records, diving history, and diver biographies ever assembled, **the Diving Almanac & Book of Records is a must-have book for every diver and instructor in the world.**

If you are a manufacturer, resort, liveaboard, travel agency, training agency, school, or an online business looking for a worldwide audience, **this is the place to promote your product!**

RENOWNED CONTRIBUTORS

Over the years, many recognised divers and organisations have contributed their talent and expertise to the Diving Almanac & Book of Records, including:

Jean-Louis Courteau
Divers Alert Network
Jill Heinerth
Historical Diving Society
Carlos Hiller

Pascal Lecocq
Alex Mustard
Becky Kagan Schott

***“The definitive reference book
for all divers”*** - DeeperBlue.com (2015)



ABOUT THE EDITOR

Jeffrey Gallant, M.Sc., started diving in 1982. He has since led research and training missions around the world, including in Canada where he is a scientist with the Greenland Shark and Elasmobranch Education and Research Group.

Among other accomplishments, Jeffrey was trained as an aquanaut in Romania in 1995 (*L.S.-1 Laboratory*), he dove with *Équipe Cousteau* aboard the windship *Alcyon* in 1999, he is a Fellow of the Explorers Club (FI, 2010), and he was awarded the Queen Elizabeth II Diamond Jubilee Medal in recognition of his contributions to underwater science and exploration in 2012.

As a award-winning photographer, author and research-

er, Jeffrey has contributed to many dive publications, science journals, as well as television and film documentaries on sharks and diving, including Discovery Channel, National Geographic, and the BBC. He has been a contributing editor of Vancouver-based *DIVER Magazine* since 1997. He currently lives in Drummondville, Québec, where he is a college teacher.

MEDIA PORTFOLIO

Full Portfolio: [\[OPEN\]](#)

TELEVISION

Shark Week 2015 [\[VIEW\]](#)

Shark Week 2014 [\[VIEW\]](#)

National Geographic [\[VIEW\]](#)

Océania [\[VIEW\]](#)

IN THE NEWS

Quebec's Ultimate Shark Authority [\[VIEW\]](#)

Unlocking the Secrets of the Greenland Shark [\[VIEW\]](#)

Zombies of the Deep: Greenland Sharks [\[VIEW\]](#)



Dive leader in Greenland during Sedna Epic Expedition | 2014



Diving with David Doubilet of National Geographic Magazine | 2013



Aquanaut training in *L.S.-1 Underwater Laboratory*, Romania | 1995



Diving with *Équipe Cousteau* | 1999

PRAISE FOR THE DIVING ALMANAC & BOOK OF RECORDS

- “**P**erhaps the best single reference book ever published for divers.”
– Undercurrent Magazine
- “**I**f you get only one reference book this year, make sure you get this one!”
– Ocean News & Technology
- “**T**he Diving Almanac is a compendium of all things dive- and water-related and a must-have for all dive junkies.”
– Divester (Denmark)
- “**A** fantastic reference book, will be regularly used by myself and the team.”
– Dive Pacific Magazines
- “**T**he Diving Almanac is the world’s first almanac for the diving community and is a must have for all underwater enthusiasts.”
– John Chatterton, Dive Portal
- “**T**his piece of work may well become a must-have.”
– Phil Nuytten, Publisher, DIVER Magazine
- “**T**he Diving Almanac is the Best in Our World.”
– Gene Muchanski, The Dive Industry Association
- “**E**very diver or ocean enthusiast needs this book! Thank you Jeffrey Gallant for all of your hard work in putting together such a comprehensive and historically valuable record of accomplishments!”
– Bruce Cantrell, World record holder
- “**T**horoughly interesting, nice job and long needed for our industry.”
– Jack Chalk, Captain Don’s Habitat (Bonaire)
- “**O**ur industry needs quality, relevant publications like the Diving Almanac. This truly is the most complete diving reference in the world.” – Zendive
- “**F**or the diver who’s looking to learn more about the world of diving, you can’t go wrong with the Diving Almanac.”
– Willy Volk, X-Ray Magazine
- “**V**ery much impressed! What wonderful material! Great work!”
– Rodrigo Coluccini, Editor, Deco Stop Magazine

PRAISE FOR THE DIVING ALMANAC & BOOK OF RECORDS

*“**T**he most diverse, yet comprehensive collection of its kind”.
That’s how *DIVER* magazine described the Diving Almanac.
We’d go one step further and simply say **it’s the best scuba
diving book. Ever.***

***The Diving Almanac should be in the possession of every
diver on the planet – it’s that good, that interesting, and
that entertaining.***

– Pacific Pro Dive (December 2015)

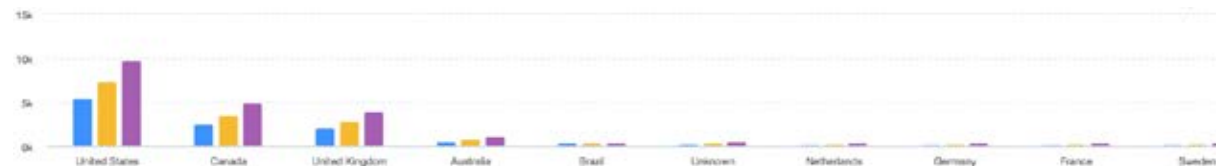
WORLDWIDE AUDIENCE

Woopra Analytics | StatCounter | 01.10.2016

Number of visits since January 2015 (Edition 4.1): 52,810
 Number of unique visitors since Ed. 4.1 (Jan. 2015): 40,352
 Number of downloads: 30,685*

*Does not include readers from shared files and devices.
 Download ratio per unique visitor: 76%

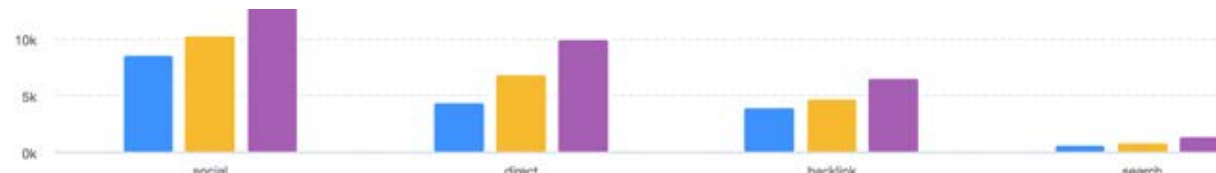
READERSHIP



United States 32%
 Canada 16%
 United Kingdom 14%
 Australia 3%
 Brazil 2%

Netherlands 2%
 France 2%
 Germany 2%
 Sweden 2%
 Other: 26%

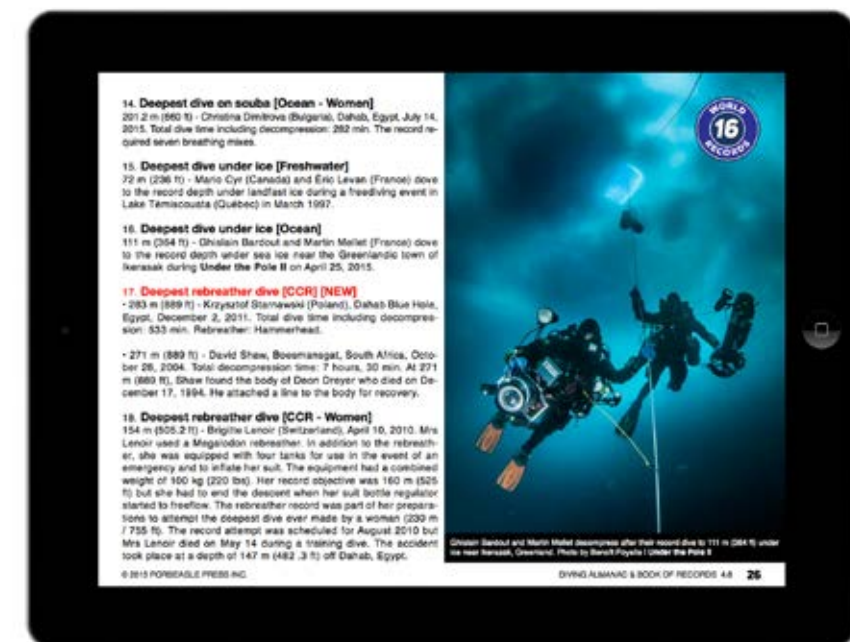
REFERRERS



Social media (Facebook & Twitter): 47%
 Directed email campaign by Porbeagle Press: 21%
 Backlinks (Referrals from other websites): 19%
 Search engines (Google, etc.): 3%



“The most diverse, yet comprehensive collection of its kind” - DIVER Magazine (2015)



SPECIFICATIONS

Colour: RGB

Format: PDF, JPG, TIFF, PNG

Copy: 150 dpi or better

Bleed/Margin: None (screen size)

Deadline: Fifteen (15) days before publication.

Frequency: Four (4) issues per year (Winter, Spring, Summer, Fall)

Distribution: Unlimited downloads and distribution 24/7 via internet. Readers are encouraged to share the file.

Duration: Ad insertion is for a period of 365 days (6 issues). The ad will be removed after one full year unless renewed.

Hyperlink: Ad is linked to the client's website. Clicking or tapping on the ad opens new browser to view the client's website.

Placement: Ad will be placed at the client's preferred location on a first come basis or wherever possible. All ads subject to rotation.

Who's Who Hyperlink: Permanent link to the personality's website. Payment: Full fee must be received via PayPal before insertion.

ADVERTISING RATES

[FPH] FULL-PAGE (1) HORIZONTAL (\$1,500 USD)

2048 pixels wide x 1536 pixels high

[HPH] HALF-PAGE (1/2) HORIZONTAL (\$850 USD)

2048 pixels wide x 765 pixels high

[HPV] HALF-PAGE (1/2) VERTICAL (\$850 USD)

1024 pixels wide x 1536 pixels high

[QPH] QUARTER PAGE (1/4) HORIZONTAL (\$500 USD)

1024 pixels wide x 765 pixels high

[QPB] QUARTER PAGE (1/4) BANNER (\$500 USD)

2048 pixels wide x 380 pixels high

[WWH] WHO'S WHO HYPERLINK (\$50 USD)

Permanent link (www) to personality's website

MARKETING

Ongoing promotion via social media, advertising in mainstream publications, and attendance at diving events and trade shows such as DEMA and Beneath the Sea.

CONTACT

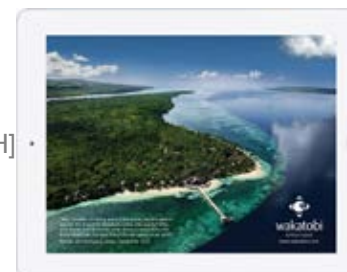
Jeffrey Gallant

Phone: 1.418.800.2084

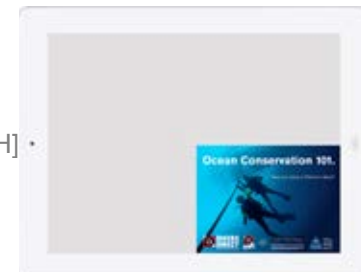
Email: sales@divingalmanac.com

Website: www.divingalmanac.com

[FPH]



[QPH]



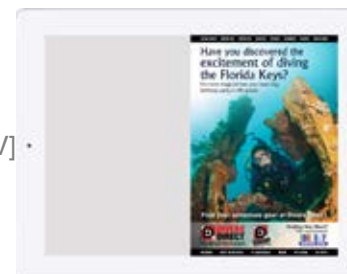
[HPH]



[QPB]



[HPV]



[WWH]



INSERTION ORDER

Date: _____

ADVERTISER

Company: _____

Address: _____

Country: _____

Contact: _____

Phone: _____

Email: _____

Website: _____

AD SIZE

	COST	QTY	DURATION
☐ FULL-PAGE HORIZONTAL (FPH)	\$1500	_____	One (1) year
☐ HALF-PAGE HORIZONTAL (HPH)	\$850	_____	One (1) year
☐ HALF-PAGE VERTICAL (HPV)	\$850	_____	One (1) year
☐ 1/4 PAGE HORIZONTAL (QPH)	\$500	_____	One (1) year
☐ 1/4 PAGE BANNER (QB)	\$500	_____	One (1) year
☐ Who's Who Hyperlink (WWH)	\$50	_____	Permanent

PLACEMENT

- ☐ OPENING SECTION
- ☐ RECORDS CHAPTER
- ☐ HISTORY CHAPTER
- ☐ WHO'S WHO CHAPTER

- ☐ PRECISE LOCATION (Subject to availability)

ADVERTISING TERMS AND CONDITIONS

In the following, "Publisher" refers to Porbeagle Press, Inc., the owner of The Diving Almanac & Book of Records, and "Advertiser" refers to the name of the advertiser listed on this insertion order.

Ad Specifications: See previous page.

Acceptance: Publisher reserves the right to decline any advertisement. All new advertisements must be received by Publisher by the closing dates. The publisher reserves the right to discontinue any advertising. The word "advertisement" will be printed at the top of advertisements which, in the opinion of Publisher, may be confused with articles. Publisher does not endorse the products and/or services in ads or by the vendors. Advertisers are responsible for all content of ads, and also assume responsibility for any claims made against them.

Payment: Payment is due in full before insertion. Payments for a renewal term must be received on or before the date of renewal to avoid any interruption in the ad run. Payment in USD is made via the publisher's [PayPal account](#). Send payment to the publisher at this address: **sales@divingalmanac.com**.

Liability: Advertiser and advertising agency agree to indemnify, defend, and hold harmless Publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from Publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

Signature: Your signature confirms your acceptance of the terms of payment and terms and conditions of the advertising agreement on this page.

Client's signature:

Date:

Publisher or representative's signature:

Date:

Authorised sales representatives:

Jeffrey Gallant
Rosemary Lunn
Thomas Sergent



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