



THE BREATHLESS ADVENTURE

USM

www.ultimatespearfishing.com

media pack

2012



Ultimate Spearfishing is the breathless adventure!

Ultimate Spearfishing is an indispensable source of information for all spearfishermen and extreme underwater sports enthusiasts; a sleek, high quality 52 page magazine that is a truly influential means of communicating with this niche market.

Ultimate Spearfishing promotes an adventure lifestyle, with all articles and editorials aimed at those who enjoy exploring the great outdoors, with a specific focus on the ocean and of course spearfishing. Ultimate Spearfishing is at the forefront of spearfishing related media coverage and on the pulse of information and events relating to spearfishing in South Africa.

Featuring top-notch design, provocative stories and trusted information, Ultimate Spearfishing makes for engaging and entertaining reading, currently unmatched in the industry.

What we do

Ultimate Spearfishing is an independent South African owned title offering a promotional vehicle for industry manufacturers, retailers, service providers, travel destinations and related lifestyle products, Ultimate Spearfishing showcases the lifestyle of extreme underwater sports in South Africa. We introduce the latest trends, testing, analysing and reviewing products in order to help our readers make informed purchasing decisions.

While we celebrate those who push the boundaries of spearfishing as a 21st century sport and publish their personal adventures, we also have a substantial amount of content aimed at beginners. In addition, our focus is not simply on the sport but more broadly on the sense of adventure that all spearfishermen and underwater enthusiasts share.

Ultimate Spearfishing Magazine places a strong emphasis on informing and educating our readers about the ethics of responsible spearfishing practices and conservation to ensure the sustainability of our sport and oceans.

Readers can also enjoy Ultimate Spearfishing online at www.ultimatespearfishing.com, through our popular monthly electronic newsletters and on Facebook, which all provide great opportunity for value added promotions.

Ultimate Spearfishing also runs regular promotions and competitions (through all of our media channels) to ensure that our readers are exposed to and engage with our brand and advertisers on a regular basis.

Distribution

Ultimate Spearfishing Magazine prints 4,000 high quality 52 page gloss magazines per issue. A new issue is printed quarterly, hitting the shelves in early March, June, September and December 2012.

Roughly 15% of our distribution is to subscribers who receive their magazines posted directly to their homes. The balance is sold through spearfishing and fishing stores across South Africa.

Our website www.ultimatespearfishing.com currently enjoys 4,600 unique visitors per month and over 20,000 page visits per month. Our website allows readers to keep up to date on a daily basis as to what's happening on the water and in the industry. Our website is not only packed with informative information, but also forums which allow readers to engage each other. Digital versions of all issues are available for download for international readers.

A monthly newsletter is sent out to over 5,000 spearfishermen (both South African and international subscribers) which keeps readers informed of what has been going on as well as what they have to look forward to in the month ahead.



Why still print in this digital age?

Printed material goes anywhere with you, and an additional 3 to 7 add-on readers (either family or friends) are known to enjoy a single copy. A computer can't be taken everywhere, and not everyone has an iPad or a laptop, so print editions are still the perfect companion. Printed magazines never give a low battery warning, aren't a hassle with carry-on luggage, and can be accessed wherever you are.

Advertising rates & sizes

Ultimate Spearfishing's focused and pertinent content allows advertisers to place their ads in a relevant environment that engages highly receptive readers with disposable income that they are going to spend – make sure that some of it is with you! A restricted number of advertising positions are available within our magazine, newsletters and website. By including your advert, our customers see your products and services as being endorsed by USM, and thus synonymous with the same values that we are renowned for.

Magazine advertising

| Size | Rate | Trim size (h x w) | With bleed (h x w) | Safe type (h x w) |
|---|---------|--|--------------------|-------------------|
| Double Page Spread | R11 500 | 297mm x 420mm | 307mm x 430mm | 277mm x 400mm |
| Full Page | R5 500 | 297mm x 210mm | 307mm x 220mm | 277mm x 190mm |
| Half Page | R3 600 | 138.5mm x 200mm | N/A | 118.5mm x 180mm |
| Quarter Page | R2 800 | 72mm x 200mm | N/A | 52mm x 180mm |
| Display Block Advert | R900 | 138.5mm x 95mm | N/A | 118.5mm x 75mm |
| Advertorial (per page) | R6 200 | | | |
| Advertorial in conjunction with FP Advert | R3 200 | | | |
| Boat Review (includes HP Advert) | R10 000 | 3 Pages | | |
| Cool Stuff Review | R1 000 | 80 - 100 Word write up & product image | | |

Special positions within the magazine

| Size | Rate | Trim size (h x w) | With bleed (h x w) | Safe type (h x w) |
|------------------------------------|---------|-------------------|--------------------|-------------------|
| Outside Back Cover FP | R12 000 | 297mm x 210mm | 307mm x 220mm | 277mm x 190mm |
| Inside Front/ Inside Back Cover FP | R6 900 | 297mm x 210mm | 307mm x 220mm | 277mm x 190mm |
| 1st Up Front Right Hand FP | R6 900 | 297mm x 210mm | 307mm x 220mm | 277mm x 190mm |

Technical specifications

All adverts are to be supplied as PDF files, with 5mm bleed and crop marks all round, fonts converted to outlines and in CMYK colour. Images to be at 300 dpi. Any supplied material that does not meet specifications will be rejected. Adverts supplied as open (editable) files, as MS Word documents, or low resolution JPG files will not be accepted.

If you would like us to design your advert for you, our standard hourly rate of R495 will apply.



Monthly electronic newsletter advertising costs

| Position | Size | Cost |
|---------------|-----------|------|
| Top Banner | 120 x 580 | R450 |
| Side Banner A | 120 x 200 | R150 |
| Side Banner B | 400 x 200 | R300 |

Website banner advertising costs

| Size | Position A | Position B | Position C |
|-----------|------------|------------|------------|
| 460 x 90 | R350 | N/A | R150 |
| 200 x 120 | R200 | R150 | R100 |
| 200 x 400 | N/A | R350 | N/A |

Please note: Website and mailer banner sizes are given in pixels and magazine advert sizes are given in mm. As USM is not VAT registered, these rates exclude VAT.

Website banner positioning



Newsletter banner positioning



What do our advertisers think?

USM has proven to be a vital part of our marketing - the adverts on both the website and in the magazine have proven to be highly successful and translated into an almost immediate increase in traffic to our website and ultimately sales. The staff at USM is extremely helpful, friendly and very passionate about their enterprise - when passion meets drive and dedication it cannot but be successful! USM is without a doubt a tremendous asset to the spearfishing community and you ARE changing the proverbial playing field into a more accessible breathless adventure for all.

Chené Ponta Torres - Nhonguane Lodge

We were initially sceptical to advertise in USM as it was relatively new on the market, but we have since had great returns from our advertising investment and we couldn't be more pleased.

Rob Allen and Jeremy Williams - Dive Factory



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