

THE UNDERSEA JOURNAL

THIS IS PADI (Professional Association of Diving Instructors):

- Founded in 1966 by John Cronin and Ralph Erickson
- World's largest diver training, certification and membership organization
- Based in Rancho Santa Margarita, California, USA, with offices in Sydney, Australia; Port Coquitlam, Canada; Hettlingen, Switzerland; Bristol, England; Tokyo, Japan; and Göteborg, Sweden
- Develops and produces the educational materials (textbooks, videos, support materials) its members use to teach scuba diving
- Types of PADI membership:
 1. Individual: Includes divemasters, assistant instructors, instructors, Master Scuba Diver Trainers, IDC Staff Instructors, and Course Directors
 2. PADI International Resort Association: Includes Resorts, Gold Palm Resorts and Gold Palm Instructor Development Centers
 3. PADI Retailer Association: Dive Centers, 5 Star Dive Centers, 5 Star Instructor Development Centers and 5 Star Career Development Centers
- More than 133,562 individual members and 5,716 dive centers and resorts operating in more than 180 countries and territories
- PADI Members have issued more than 17 million certifications since 1966
- PADI Members currently certify about 68 percent of all divers in the United States and over 55 percent of all divers worldwide
- PADI programs are recognized for college credit recommendations by the American Council on Education (ACE), by the Canadian Open Learning Agency, New Zealand Qualifications Authority (NZQA) and by the National Qualification Framework in England, Wales and Northern Ireland.

PADI MISSION STATEMENT

We teach the world to scuba dive.

PADI is the world's most respected and successful organization in recreational scuba diving and snorkeling. The PADI Organization is committed to product and service excellence, the professional growth and security of our Members, healthy competition and partnership within our industry and to providing training and diving opportunities for all who seek to enjoy and safely explore and protect our planet's oceans, lakes and waterways.

THE UNDERSEA JOURNAL

WHO READS *THE UNDERSEA JOURNAL*?

PADI Members are more than just dive industry professionals. When you advertise in *The Undersea Journal*, you reach scientists, astronauts, actors, environmentalists, writers, journalists, photographers and more. Despite their diverse backgrounds and reasons for diving, PADI Pros share a number of characteristics. They are gadget geeks, explorers and adventurers who believe there is no such thing as aqua incognito. If it's underwater, they'll want to discover it, explore it. And if they can't go there themselves, they'll design, develop or buy the tools they need to see what lies beneath. They are intrepid travelers and thrill seekers who journey to the deepest depths, the highest heights and beyond.

PADI Pros are the people who buy your products and influence the buying decisions of an estimated one million divers a year. But above all else, PADI Pros are educators with a passion to share their joy of the underwater world with those less fortunate than themselves -- those who are not yet divers.

DISTRIBUTION:

The Undersea Journal is PADI's membership publication, written for, and distributed to, the world's finest dive professionals.

Instructors/Divemasters (U.S./Terr.)	41,244
Instructors/Divemasters (International)	80,781
Dive Centers/Resorts (U.S./Terr.)	1,667
Dive Centers/Resorts (International)	3,553
Manufacturers, Libraries, Colleges, Universities, Governments, Science and Military	971

Total Distribution: 128,216

*2008 PADI Worldwide Corporate Statistics, all members (Japan excluded) worldwide.

THE UNDERSEA JOURNAL

DEMOGRAPHICS:

Individual Members – Global excluding Japan

Sex:

83% Male
17% Female

Marital Status:

56% Married
30% Single, Never Married
10% Divorced

Age:

16% 18-29
38% 30-39
29% 40-49
15% 50-59
2% 60+

Education:

2% Full time student
11% High School Graduate
20% Some College
29% College Degree
23% Graduate Degree
15% Post Graduate Degree

IRRA Members – Store Owners / Managers – Global excluding Japan

Sex:

82% Male
18% Female

Marital Status:

68% Married
18% Single, Never Married
10% Divorced
1% Widowed

Age:

5% 18-29
41% 30-39
34% 40-49
16% 50-59
3% 60-69
1% 70+

Education:

0% Full time student
19% High School Graduate
20% Some College
29% College Degree
22% Graduate Degree
9% Post Graduate Degree

THE UNDERSEA JOURNAL

WHY ADVERTISE IN *THE UNDERSEA JOURNAL*?

Advertising in *The Undersea Journal* lets you reach dive industry professionals worldwide. In addition to being potential clients, PADI Professionals influence the buying and travel decisions of nearly 1,000,000 students and consumers each year. Be sure to tap into this unique advertising opportunity.

Manufacturers:

Increase product awareness – Create demand at the professional level for your products by keeping industry pros up to date on new products, as well as on new and improved features of existing products.

Increase distribution – With more than 5,200 dive center and resort members worldwide, this is your opportunity to speak directly to retailers about your product lines.

Increase sales – Industry surveys show that instructors have the greatest influence on the buying decisions of their students. Make sure they're recommending your products!

Travel Destinations:

Promote your facility's highlights – PADI Members are always looking for great new travel destinations for themselves or for dive groups. Let them know what's special about your operation.

Increase group business – Dive centers book group trips. Let trip organizers know how you cater to groups. This is a great way to build your client base and convert satisfied groups into repeat business.

Instructor Training:

Fill your instructor training courses! – *The Undersea Journal* reaches your target market. All renewed PADI Divemasters and Assistant Instructors receive the magazine. This is your opportunity to tell them why they should choose your facility for instructor level training. Ask about the special IDC/CDC co-op program.

***The Undersea Journal* Sales Contact**

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jeff.mondle@bonniercorp.com

THE UNDERSEA JOURNAL

2009 RATES (Quoted in US dollars) per insertion

Rates effective Jan. 1, 2009 Second Quarter 2009 Issue

DISPLAY RATES

Four-Color	1X	2X	4X
Spread	\$10,965	\$10,525	\$10,090
Full Page	6,090	5,845	5,605
2/3 Page	4,520	4,340	4,160
1/2 Page	3,635	3,490	3,345
1/3 Page	2,515	2,415	2,315

Two-Color	1X	2X	4X
Spread	\$9,460	\$9,080	\$8,705
Full Page	5,245	5,035	4,825
2/3 Page	3,905	3,750	3,595
1/2 Page	3,160	3,035	2,905
1/3 Page	2,185	2,100	2,010

Covers (Four Color only)

Inside Front	\$7,310	\$7,020	\$6,725
Inside Back	6,700	6,430	6,165
Back	7,915	7,600	7,280

MARKETPLACE RATES

Four-Color			
1/6 Page	\$940	\$905	\$865
1/12 Page	\$590	565	545

Two-Color

1/6 Page	\$840	\$805	\$775
1/12 Page	\$525	505	485

Black & White

	1X	2X	4X
1/6 Page	\$670	\$645	\$615
1/12 Page	\$420	405	385

Inserts –prices quoted upon request

PADI Member Discounts: International Resort and Retailer Associations (IRRA) Members and PADI Course Directors and Master Instructors advertising PADI programs (e.g., IDCs, CDCs, etc.) receive a five percent discount.

Agency Commissions: A 15 percent commission is available to recognized advertising agencies.

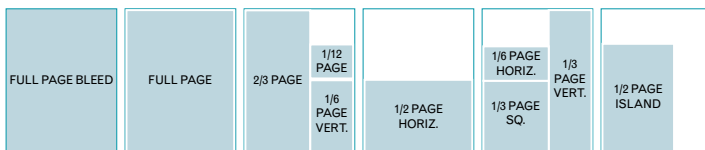
THE UNDERSEA JOURNAL

AD SIZES

Black-and-white, two-color, four-color ROP (offset)

Size of Ad	Width		Length	
Full Page Nonbleed	7-1/2"	(7.5")	10-3/8"	(10.375")
Full Page Bleed	8-1/4"	(8.25")	11 1/8"	(11.125")
Trims to	8"	(8.0")	10-13/16"	(10.8125")
2/3 Page Vertical	4-9/16"	(4.5625")	9-13/16"	(9.8125")
1/2 Page Horizontal	7"	(7.0")	4-13/16"	(4.8125")
1/2 Page Horiz. Bleed	8-1/8"	(8.125")	5-1/2"	(5.5")
Trims to	8"	(8.0")	5-3/8"	(5.375")
1/2 Page Island	4-9/16"	(4.5625")	7-1/2"	(7.5")
1/3 Page Vertical	2-1/4"	(2.25")	9-13/16"	(9.8125")
1/3 Page Vertical Bleed	2-7/8"	(2.875")	11-3/16"	(11.1875")
Trims to	2-3/4"	(2.75")	10-13/16"	(10.8125")
1/3 Page Square	4-9/16"	(4.5625")	4-13/16"	(4.8125")
1/6 Page Vertical	2-1/4"	(2.25")	4-13/16"	(4.8125")
1/6 Page Horizontal	4-9/16"	(4.5625")	2-3/8"	(2.375")
1/12 Page Square	2-1/4"	(2.25")	2-3/8"	(2.375")

HOLD LIVE MATTER 0.25" FROM TRIM ON ALL SIDES.



2009 CLOSING DATES

Issue	Space Close	Materials Due*
1ST QTR	11/3/08	11/13/08
2ND QTR	2/6/09	2/16/09
3RD QTR	5/8/09	5/18/09
4TH QTR	7/17/09	7/27/09

*If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up.

Ad materials received after the deadline will be charged late fees, unless an ad extension is arranged with Ad Services prior to the deadline.

There is a \$75 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad.

SHIP MATERIALS TO:

The Undersea Journal
 ATTN Kelly Kramer Weekley
 460 North Orlando Avenue, Suite 200
 Winter Park, FL 32789
 Phone 407-571-4792

DIGITAL REQUIREMENTS

The Undersea Journal utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a.

FONTS: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS: All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$50 per page for full page ads and spreads. We do not accept ads via e-mail.

For more detailed digital information: Contact The Undersea Journal Ad Services Manager at 407-571-4792. Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect, foot jog

INSERTS: Consult your advertising representative.

Production and prepress services are available; rates upon request.

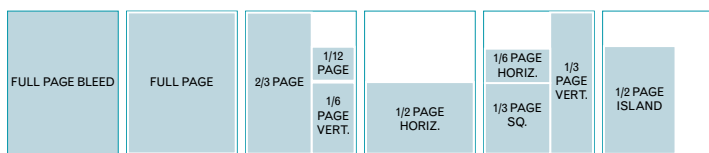
THE UNDERSEA JOURNAL

METRIC AD SIZES

Black-and-white, two-color, four-color ROP (offset)

Size of Ad	Width	Length
Full Page Nonbleed	19.05 cm	26.352 cm
Full Page Bleed	20.95 cm	28.25 cm
Trims to	20.32 cm	27.46 cm
2/3 Page Vertical	11.887 cm	24.923 cm
1/2 Page Horizontal	17.78 cm	12.223 cm
1/2 Page Horizontal Bleed	20.638 cm	13.970 cm
Trims to	20.320 cm	13.652 cm
1/2 Page Island	11.887 cm	19.05 cm
1/3 Page Vertical	5.715 cm	24.923 cm
1/3 Page Vertical Bleed	7.302 cm	28.416 cm
Trims to	6.985 cm	27.463 cm
1/3 Page Square	11.887 cm	12.223 cm
1/6 Page Vertical	5.715 cm	12.223 cm
1/6 Page Horizontal	11.887 cm	6.032 cm
1/12 Page Square	5.715 cm	6.032 cm

HOLD LIVE MATTER 0.635 CM FROM TRIM ON ALL SIDES.



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ADVERTISING POLICY:

The Undersea Journal does not accept advertising in its publication, on its website or in any other media that promotes the direct sale of scuba and snorkeling equipment from manufacturers, where a transaction is made via internet, phone, or mail and necessitates shipping of the item to complete the transaction.

Advertising from PADI IRRA Members who offer direct sales via internet, phone, or mail may be accepted.

Consumer magazines soliciting subscriptions may include retail pricing if approved by publisher prior to magazine closing date.

At its editorial discretion, PADI reserves the right to reject any ad.

General Conditions

1. Rates on this card are effective beginning with the 2nd Quarter 2009 Issue and are stated in U.S. Dollars.
2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.