





EDITORIAL CONCEPT



Each issue of unterwasser is prepared by a team of renowned photographers and journalists who are all intimately familiar with the international diving scene.

Each story or report contains:

1. PICTORIAL SECTIONS:

Superb photographic portfolios with strikingly unusual layouts present a subjective approach to the topic in question.


2. COPY SECTIONS:

The objective information in these sections is structured to ensure that it can be read and understood easily.

3. GRAPHICS:

These gives readers an overview of as well as specialized information on the material covered in the respective stories or reports.

The key benefit – these modules empower readers, letting them focus immediately on the section of the article that interests them.



Dietmar Fuchs, Chief Editor

CONTENTS

1. International and regional dive tourism
2. Diving equipment, tests and market surveys
3. Underwater photography and video technology
4. Marine biology, ecology and the environment
5. Dive training, tips and tricks
6. Entertainment: portfolios, interviews, readers competitions
7. Specials: controversial topics, presented with no lack of dispute

CONTACT

Olympia-Verlag GmbH, Badstrasse 4–6, 90402 Nuremberg

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E-Mail: anzeigen@unterwasser.de

Internet: www.unterwasser.de



CONDITIONS OF PAYMENT

Payment must be made on publication date. Payment is due on the on-sale date of the magazine issue in which the advertisement appeared, at the latest 30 days after the on-sale date (only by prior agreement). 2% discount for pre-payment of the total amount prior to the on-sale date as long as there are no further amounts outstanding. Penalty interest on arrears will be charged according to current bank interest rates.

Commission: 15% to recognized agencies.

All payments for advertising should be made in EURO (€).

Payment by credit-card is possible (VISA or MasterCard)

VAT will be charged as applicable. Ust.-ID-Nr.: DE 811186870

BANK ACCOUNTS

Bank	Postbank Nürnberg	Commerzbank AG Nürnberg
Bank code	760 100 85	760 400 61
Account No.	610 00-858	5 221 452
IBAN	DE42 7601 0085 0061 0008 58	DE21 7604 0061 0522 1452 00
BIC	PBNKDEFF	COBADEFF

Bank	Deutsche Bank AG Nürnberg	Sparkasse Nürnberg
Bank code	760 700 12	760 501 01
Account No.	277 699	1 088 887
IBAN	DE84 7607 0012 0027 7699 00	DE20 7605 0101 0001 0888 87
BIC	DEUTDEMM760	SSKNDE77

Bank	Dresdner Bank AG Nürnberg	HypoVereinsbank Nürnberg
Bank code	760 800 40	760 200 70
Account No.	120 506 700	2 083 000
IBAN	DE13 7608 0040 0120 5067 00	DE40 7602 0070 0002 0830 00
BIC	DRESDEFF760	HYVEDEMM460

TECHNICAL DATA

Edition: monthly

Magazine size: 225 mm wide by 280 mm high (bleedoff pages)

Type area: 195 mm wide by 250 mm high

Printing: Web offset

Binding: Perfect-bound

Image Resolution: actual image size at least 120 l/cm (300 dpi)

Mode: CMYK

Dot area: should not exceed 300%

Bleed Advertisements: Bleed allowance 3 mm on each side must be added. Important parts of the text and motif must be at least 10 mm away from the bleed. Text running over the gutter needs additional 3 mm space per page.

Open documents: InDesign, Xpress, Freehand, Illustrator, others on request.

Data formats: PDF-X/3 (CMYK), TIFF, JPEG (maximum quality), EPS

The publisher and printer will not accept responsibility when proofs are not submitted. All electronic files will be held for one year only, then destroyed, unless otherwise requested in writing.

SEND ALL MATERIALS TO

Olympia-Verlag GmbH
Advertising Dept. "unterwasser"
Badstrasse 4-6
90402 Nuremberg
Germany

Data transfer: FTP-Upload available – please ask for details.

E-Mail: anzeigen@unterwasser.de



ADVERTISEMENT SIZES AND RATES

Rate Card No. 16 effective 1.1.2010

VAT will be charged as applicable.

	Size in Type Area width x height (mm)	Bleed Advertisements Trimming allowance 3 mm on each side must be added width x height (mm)	Black & White €	2/3 Color Prices with additional colors (red, yellow, blue) €	Multicolor (4 Color) €
1/1	195 x 250	225 x 280	2 710,-	3 530,-	4 470,-
3/4	vertical horizontal 145 x 250 195 x 188	160 x 280 225 x 205	2 115,-	2 753,-	3 487,-
2/3	vertical horizontal 128 x 250 195 x 167	143 x 280 225 x 182	1 987,-	2 470,-	3 130,-
1/2	vertical horizontal 95 x 250 195 x 125	110 x 280 225 x 140	1 463,-	1 906,-	2 415,-
1/3	vertical horizontal 62 x 250 195 x 82	77 x 280 225 x 97	995,-	1 295,-	1 640,-
1/4	vertical horizontal 2-column 45 x 250 195 x 62 95 x 122	60 x 280 225 x 77 -	760,-	988,-	1 250,-
Continuous Size Across Gutter					
2/1	420 x 250	450 x 280	5 420,-	7 060,-	8 940,-
Cover Pages					
2nd Cover	195 x 250	225 x 280	-	-	4 920,-
Back Cover	195 x 250	225 x 280	-	-	5 365,-

Special-Ads inside our „Travel-Info“-Section: 90 mm wide/ 83 mm high € 820,-
90 mm wide/166 mm high € 1640,-



CLASSIFIED ADVERTISING

Shops & Schools (Shops & Schulen)

(bookable for 6 up to 12 issues)

	s/w	2c/3c	4c
20 mm high/95 mm wide	€ 79,-	102,-	135,-
30 mm high/95 mm wide	€ 119,-	154,-	203,-
40 mm high/95 mm wide	€ 158,-	205,-	271,-
50 mm high/95 mm wide	€ 198,-	256,-	339,-
60 mm high/95 mm wide	€ 238,-	308,-	406,-
70 mm high/95 mm wide	€ 277,-	359,-	474,-
80 mm high/95 mm wide	€ 316,-	410,-	542,-

Diveguide

€ 279,-

61 mm wide/110 mm high

Sun & Fun, HotShots, Drum & Dran (Bits & Bobs), Kurz & Fündig (Short & Sweet)

€ 2,40 per mm, b/w

€ 3,20 per mm, 2c/3c

€ 4,00 per mm, 4c

Column size: 45 mm

Minimum Height: 5 mm

DISCOUNTS

Volume:

3 pages = 5 %

6 pages = 10 %

9 pages = 15 %

12 pages = 20 %

15 pages = 21 %

18 pages = 22 %

Series:

3 insertions = 3 %

6 insertions = 5 %

9 insertions = 10 %

12 insertions = 15 %

18 insertions = 20 %

24 insertions = 21 %



PUBLICATION SCHEDULE 2010

Issue	No.	On Sale (Day/Month/Year)	Closing Date (Day/Month/Year)	Material Deadline (Day/Month/Year)	Delivery Deadline for loose, bound-in & glued-on inserts (Day/Month/Year)
January	1	17.12.2009	12.11.2009	19.11.2009	26.11.2009
February	2	21.01.2010	10.12.2009	17.12.2009	17.12.2009
March	3	18.02.2010	21.01.2010	28.01.2010	04.02.2010
April	4	18.03.2010	18.02.2010	25.02.2010	04.03.2010
Mai	5	15.04.2010	11.03.2010	18.03.2010	25.03.2010
June	6	20.05.2010	15.04.2010	22.04.2010	29.04.2010
July	7	17.06.2010	12.05.2010	20.05.2010	27.05.2010
August	8	15.07.2010	10.06.2010	17.06.2010	24.06.2010
September	9	19.08.2010	15.07.2010	22.07.2010	29.07.2010
October	10	16.09.2010	12.08.2010	19.08.2010	26.08.2010
November	11	14.10.2010	09.09.2010	16.09.2010	23.09.2010
December	12	18.11.2010	14.10.2010	21.10.2010	28.10.2010
January	1/2011	16.12.2010	11.11.2010	18.11.2010	25.11.2010



INSERTS

Loose Inserts: € 74,- up to 25 gram per thousand
€ 94,- up to 50 gram per thousand

Bound-in Inserts: Only total circulation possible.
€ 74,- up to 25 gram per thousand
€ 94,- up to 50 gram per thousand

Glued-on Inserts: Reply cards or other items glued on to a fullpage advertisement.
Rates - in addition to the advertisement rates:
Reply cards: € 64,- per thousand
Other glued-on-items: € 74,- up to 25 g per thousand
€ 94,- up to 50 g per thousand

Loose, bound-in and glued-on inserts must be such that they can be processed by machine without difficulty. For that reason 5 samples must be submitted to the publisher upon placing an order.

Shipping Adress (Inserts)

Sellier Druck
Attn. Production Dept. "unterwasser"
Angerstrasse 54
85354 Freising
Germany



EDITORIAL CONCEPT



unterwasser.de delivers daily news on all the important events of the diving industries and scene. Our "diveguide" contains all relevant information about the most common diving destinations.

At this point in time our Diveguide provides twelve extensively edited diving destinations, including Germany, with Bonaire of the Netherland Antilles being the newest of our destinations.

Our most popular section, generating the biggest ratio of page impressions is our "visions" photo contest. Up to 180 underwater photographers are facing evaluation by our jury of professionals every month. Filmmakers are also being attended on www.underwasser.de by our monthly "Seestern" video contest, with our users acting as "online-judges".

Kristin Wunderlich, Editor unterwasser.de

PAGE IMPRESSIONS

October 08:	218 031 PageImpressions/27 750 Visits
November 08:	220 009 PageImpressions/29 076 Visits
December 08:	633 569 PageImpressions/55 233 Visits
January 09:	213 970 PageImpressions/32 789 Visits
February 09:	216 153 PageImpressions/29 842 Visits
March 09:	175 363 PageImpressions/31 796 Visits
April 09:	169 559 PageImpressions/31 424 Visits
Mai 09:	162 103 PageImpressions/29 521 Visits
June 09:	229 785 PageImpressions/35 744 Visits
July 09:	220 783 PageImpressions/36 412 Visits
August 09:	201 884 PageImpressions/37 497 Visits
September 09:	154 587 PageImpressions/31 995 Visits

CONTACT

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Online Marketing

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E-Mail:	m.lutz@olympia-verlag.de



PRICE INFORMATION



ADVERTISEMENT INFO

- | | | |
|----------|-------------------------|---|
| 1 | Leader Board | 728 x 90 Pixel
Run of Site
Price: 15,- € TKP * |
| 2 | Flash-Layer | 400 x 400 Pixel
Frequency Cap, Run of Site
Price: 40,- € TKP |
| 3 | Promotion Ad | 137 x 200 Pixel
Run of Site
Price: 15,- € TKP * |
| 4 | Promotion Ad | 137 x 60 Pixel
Run of Site
Price: 10,- € TKP * |
| 5 | Skyscraper | 200 x 600 Pixel
Run of Site
Price: 20,- € TKP * |
| 6 | Wallpaper | Run of Site
Price: 35,- € TKP * |
| 7 | Medium-Rectangle | 300 x 250 Pixel
Run of Site
Price: 25,- € TKP * |

* PageImpressions guaranteed 30000 PIs, Source: IVW