



# OCEAN

## GEOGRAPHIC

*Almanac of Our Seas*

### QUICK FACTS

**Target Audience:** Ocean Geographic will appeal to an affluent, intelligent and responsive global audience that is well traveled with great passion for the well being of our oceans.

We can assume the following reader demographics

**Men:** 50% **Women:** 50%

**Median Age:** 18-55

**Median Income:** \$75000 pa

### Content

Each edition of Ocean Geographic shall be composed of the following content structure: natural history – marine science – conservation – lifestyle and travel – exploration – imaging techniques.

**Frequency:** Quarterly

**Circulation Numbers:** 18,000+

**Projected Distribution:** 65% subscription  
35% newsstand

### ADVERTISING RATES (Rates are AUD inclusive of GST)

Unit	Type	Casual	4X	8X
Back Cover	205 x 262mm	\$8000	\$6000	\$5000
Inside Front cover	205 x 262mm	\$7000	\$5000	\$3800
Inside Back Cover	205 x 262mm	\$6000	\$5000	\$3800
Page 1 & (facing contents page)	205 x 262mm	\$6000	\$5000	\$3800
ROP	205 x 262mm	\$3800	\$3300	\$2800
1/2 Page (vertical)	95.5 x 252mm	\$2000	\$1800	\$1500
1/2 Page (horizontal)	205 x 123mm	\$2000	\$1800	\$1500
1/3 page (vertical)	68 x 252mm	\$1800	\$1600	\$1380
1/6 page classified	200 x 40mm	n/a	\$360	\$300

Specified position loading: 20%

### MATERIAL SPECIFICATIONS

- Trim size full page: 215 mm (W) x 275 mm (H)
- Bleed size full page: 225 mm (W) x 285 mm (H)  
Bleed size half page: 220 mm (W) x 281 mm (H)
- Text size: 180 mm (W) x 245 mm (H)
- .pdf High Resolution (300 dpi)
- Tiff format: Photoshop CMYK or RGB tiff, 300 dpi resolution
- Eps format: Illustrator/Freehand (saved as .eps)
- Save fonts as path

[www.OceanGeographic.org](http://www.OceanGeographic.org)

[www.OGSociety.org](http://www.OGSociety.org)



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## GEOGRAPHIC

*Almanac of Our Seas*

Ocean Geographic explores the dynamics of our ocean – the source and cradle of all life on Earth, occupying nearly 70.98 per cent of our planet's surface and provides 99 per cent of the Earth's living space.

Since most life on Earth is aquatic, in terms of both diversity and biomass, Ocean Geographic focuses on getting to know who's who in the sea, allowing readers to appreciate the complexity of the oceanic life forms that make up the vast biospheres, as well as understanding environmental influences and climatic conditions that make this water planet a hospitable place.

Ocean Geographic also looks at the cultures which have historically been dependent on the sea, and delves into the navigation and migration of early civilizations. Ocean Geographic promotes awareness, beauty and the importance of preserving the health of our ocean environment through the latest scientific knowledge, illustrated by the imagery from the world's leading underwater artists and photographers.

Each edition of Ocean Geographic is a visual adventure of discoveries, exploration and dives into provoking issues that guarantee to inform, inspire and invigorate.

### WHY ADVERTISE IN OCEAN GEOGRAPHIC

- Advertising in Ocean Geographic allows you to pin-point an educated and affluent demographic. Through the extensive experience of the editorial team, Ocean Geographic will be marketed to over 100,000 senior environmental and science professionals in Australia, South East Asia, the UK and the USA.
- Ocean Geographic has received the support and partnership of many major marine, science, and conservation organisations world-wide who will promote the almanac to their members and fellows.
- The wealth of knowledge and imagery in Ocean Geographic is contributed by the world's leading scientists and best image makers (members of the International League of Conservation Photographers), attracting educated and affluent readers.
- Ocean Geographic is not a magazine – it is a timeless almanac of the richness of the ocean realm, and thus has an unlimited shelf life for subscribers.
- One of the major underlying themes of Ocean Geographic is conservation with education - by supporting Ocean Geographic you will be supporting the same. We donate the magazines to selected schools.
- Ocean Geographic is the main sponsor for the Celebrate the Sea Festival – this annual show reaches out to participants from 38 countries and over 10,000 attendees. Ocean Geographic is also a proud supporter of many of the major dive exhibitions around the world.
- Because of the high imagery quality, the almanac has a special appeal to underwater photographers, collectors of fine art who have the means to travel to exotic destinations and money to spend on high-end travel and equipment.
- The ad to editorial ratio is 20% affording the opportunity for brands to place ads strategically



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