

H₂Ops MAGAZINE

MEDIA INFORMATION

www.dsmedialtd.com
sales@dsmedialtd.com

2007-8

magazine profile

H₂Ops Magazine is a leading B2B title for the professional subsea industry, and the only title that can boast truly international coverage and distribution.

Published since 2004, and wholly owned by Davis Sharples Media Ltd, H₂Ops Magazine is managed from two operational centres in the UK and Australia.

H₂Ops Magazine incorporates comprehensive coverage of all news and technological developments with feature articles and expert commentary relating to subsea operations in all areas of the globe.

The publishers of H₂Ops Magazine constantly strive to add value to both readers and advertisers, and take great pride in the reputation H₂Ops Magazine has gained since its inception as the most relevant and authoritative publication in the market.

With constantly expanding circulation, ever increasing popularity and exceptional customer service, H₂Ops Magazine is the most effective advertisement vehicle in the global subsea market.



circulation statistics

As opposed to the majority of media titles, H₂Ops Magazine does not deal in theoretical circulation figures.

We simply tell you how many copies we put into the market, and leave you to estimate how many individuals might read each copy.

As at May 2007, we distributed:

6,783 copies

of the February-March 2007 issue of H₂Ops Magazine, all personally addressed to specific individuals or companies.

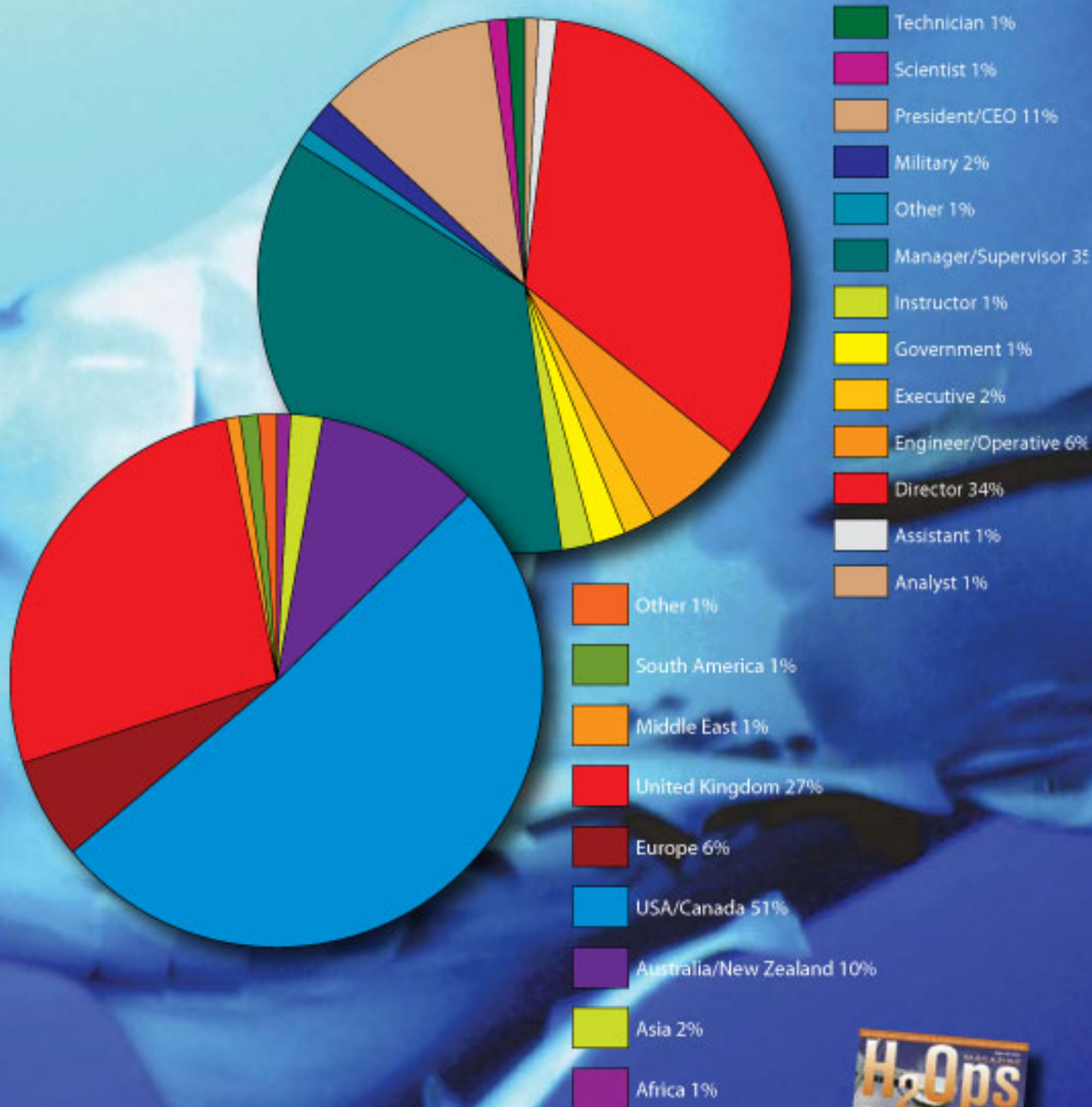
Our circulation list includes all members of the Society for Underwater Technology (SUT) as well as many other key decision-makers in the market.

Additionally, our eEdition is available for download from our website, free of charge to all.

We have also recently launched a new, fortnightly email news service (again, free of charge to all) that provides yet another highly effective advertisement platform for our customers.



reader demographics



sizes, formats & pricing

DISPLAY ADVERTISEMENT COSTS

Number of Insertions	1-2	3-6
Outside Back Cover	£1,260 (US\$2,320)	£1,135 (US\$2,090)
Inside Front Cover	£1,173 (\$2,160)	£1,055 (\$1,940)
Inside Back Cover	£1,130 (\$2,080)	£1,015 (\$1,870)
First Spread (if available)	£2,346 (\$4,375)	£2,110 (\$3,935)
Internal Spread	£2,160 (\$4,030)	£1,950 (\$3,637)
Full Page	£1,080 (\$1,990)	£975 (\$1,790)
Half Page (Vertical or Horizontal)	£635 (\$1,170)	£570 (\$1,050)
Quarter Page (Vertical or Horizontal)	£355 (\$650)	£320 (\$590)
Eighth Page (if available)	£200 (\$370)	£180 (\$330)

SPECIAL OPTIONS

Outside Front Cover	£2,800 (\$4,420)	n/a
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This prime opportunity includes:

- front cover photograph
- four internal advertorial pages
- free distribution of the print edition to 100 named recipients
- 20% discount on all further advertising placed in the same order

EMAIL NEWSLETTER ADVERTISEMENT COSTS (26 ISSUES PER ANNUM)

Single Size (120px x 120px)	£1,000 (\$1,850) per annum
Double Size (120px x 240px)	£2,000 (\$3,680) per annum

Positioning is allocated on a first come, first served basis. A minimum booking of 12 months at the rate detailed above is required.

TECHNICAL SPECIFICATIONS

Full Page Bleed	216mm x 303mm (8½" x 12")
Full Page Trim	210mm x 297mm (8 ² / ₅ " x 11¾")
Full Page Type	190mm x 260mm (7½" x 10¼")
Half Page Vertical	93mm x 260mm (3½" x 10¼")
Half Page Horizontal	190mm x 125mm (7½" x 5")
Quarter Page Vertical	93mm x 125mm (3½" x 5")
Quarter Page Horizontal	190mm x 60mm (7½" x 2 ² / ₅ ")
Eighth Page Horizontal	190mm x 30mm (7½" x 1¼")

Artwork to be supplied as high resolution (300dpi), CMYK Adobe PDF files, with all fonts converted to graphics.

A charge of £50 per hour applies if you require us to create your advertisement, or to amend or convert your advertisement to the required format.

For further information or to book an advertisement, please contact Ben Sharples on tel: +44 (0)5601 152 151 fax: +44 (0)1962 73 88 33 or by email at ben@dsmedialtd.com