

# Underwater Photography Magazine

a web magazine

## 2003 Highlights

April: New website online. A sophisticated statistics tracking and analysis package provides near-perfect counts of unique UwP readers, website visitors, clickthroughs, geographic data.

July: Search engine optimization & marketing project begins.

October: First reader poll. Readers vote format to horizontal.

December: First horizontal issue. In 5 months, website visitors & UwP readers increased 400%+



## UwP Grows Up and up and up and up.

In August 2001, UwP was born and in just over two years it has become an absolute phenomenon.

Like most humble ideas it was just an attempt to harness the capabilities of computer page layout with the distribution power of the net and totally bypass the printing process. What a good idea that turned out to be!

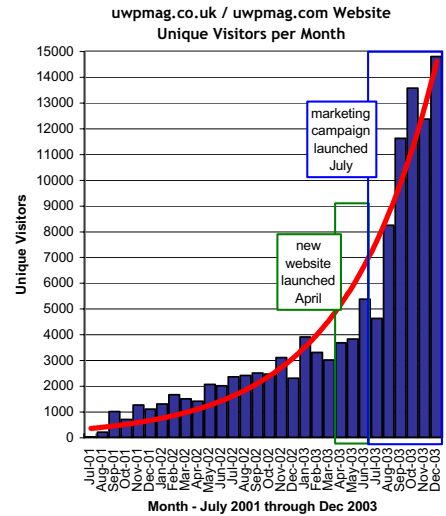
Just look at the "Unique Visitors per Month" chart on the right. The upsurge is truly amazing and these statistics confirm that underwater photographers fully support and want UwP.

You will see the work of many world class underwater photographers in UwP. They were not asked to submit. They did it because they wanted to be associated with the quality, honesty and excitement of a publication which is avidly read all over the world by beginners and advanced alike. In fact if you look at the "Subscriber Photography Level" pie chart you will see that 5% are UW Pros so we must be doing something right!

UwP would be nothing without its sponsors and we thank those who have come on board so far. They help keep it free and in return we provide them the most cost effective medium in which to reach the underwater photography community. It's a true partnership and, if you manu-

UwP is a free web-based magazine available for download as a PDF file

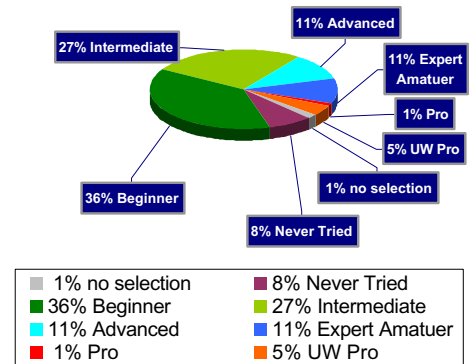
Over 400% increase in unique website visitors since July 2003



facture or sell underwater photo equipment or have destinations suitable for uw photographers, we hope you will join us and sponsor UwP with an advert. It makes good business sense.

## UwP Subscriber Photography Level

from 1814 new subscribers: Apr 4, 2003 - Jan 6, 2004



1814 new "Subscribers" provided data. 10,333 "Readers" download issues.

The involvement of Deb Fugitt from City Seahorse, Inc. transformed the site into a statisticians dream.

We can provide truly accurate figures, include links to our sponsors and conduct instant surveys from our readers.

Our most recent survey was a vote on an evolutionary change from a traditional vertical format to an appealing new horizontal layout. The consensus was fully in favour so UwP16 became the first horizontal issue and there's no looking back.

UwP embraces change and looks forward to the future. It is a future from which the readers and sponsors will derive a great deal of benefit.

Peter Rowlands, peter@uwpmag.com

# Why advertise in UwP?



[www.uwpmag.com](http://www.uwpmag.com)

*UwP Sponsors  
Receive these  
Benefits:*

## UwP Readers are 100% UW Photographers

UwP readers are underwater photographers or those who wish to be. 100%.

While many magazines have a larger circulation, only a small percentage of those are photographers.

**UwP has a minimum of 10,333 readers.**

"Readers" are photographers who visit the website and **choose** to download UwP issues.

## How Do We Know Who Reads UwP?

Each website visitor is assigned a cookie which is stored on their computer, then checked and saved in our log when the photographer downloads an issue. This insures each photographer is counted as a "reader" only once. It is also checked to insure the unique website visitor count is accurate.

## Worldwide Audience

Since April 4, over 1825 additional subscribers provided demographic data on themselves. "Subscribers" are photographers who submitted the subscriber form.

Subscribers are located in **93 different countries** with the majority from the USA, UK, Australia, Canada and Europe. The Asian subscriber count is growing rapidly. UwP logged website visitors from 101 countries.

## A Majority of Beginners

Subscriber demographics also tell us that over 70% of readers are beginning or intermediate underwater photographers who are interested in learning the basics of underwater photography or expanding their knowledge with expert tips & techniques.

## Strong Growth

The exponential growth in UwP's unique website visitors and readers began in August and climbs steadily upward on a steep incline increasing over 400% in the last 5 months (see the graph top right, page 1)

Search engine feeds, the popularity of UwP on photography and diving forums, paid advertising and word of mouth all contribute to our growth. Hundreds of "Refer a Friend" forms are sent each quarter.

## Reasonable Rates

**There is no better, more cost effective way to get your message to underwater photographers than with UwP.**



Display ads include the benefits listed in the column at the right.

As there are no printing costs and minimal distribution costs, UwP rates are much lower than conventional magazines.

And they are even less with discounted rates for series of 3 issue or 6 issue ads.

For information, more statistics and readers' comments about UwP visit: [uwpmag.com/sponsors](http://uwpmag.com/sponsors)

email Deb Fugitt:  
[marketing@uwpmag.com](mailto:marketing@uwpmag.com)

**USA 817 626-0636  
UK 44 (0)20 8399 5709**

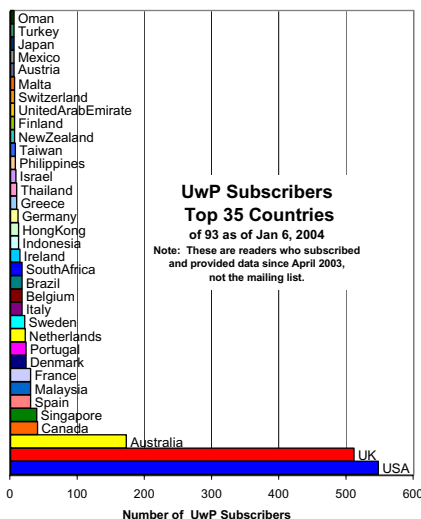
or download an issue at  
[www.uwpmag.com](http://www.uwpmag.com)

## in Magazine Issues:

- ad space
- active links from ads to website & email
- active links to sponsors websites appended to content-appropriate articles
- 24 / 7 / 365 availability of your ad in archived issues

## on [uwpmag.com](http://uwpmag.com):

- rotating small banner on home page
- logo, description, link on sponsors' page
- rotating small banner on other web pages
- opportunity to add larger banner to home and download pages.



*UwP uses a conventional magazine format adapted for the web. UwP readers spend hours reading UwP issues rather than minutes scanning a website.*

# Underwater Photography Magazine

## Advertising Rates

*As a special  
"thank you"  
2003 sponsors  
may renew at  
2003 rates*

Current Rates,  
ad dimensions  
& requirements  
available at:

[uwpmag.com/sponsors](http://uwpmag.com/sponsors)

Contact:

Deb Fugitt:  
[marketing@uwpmag.com](mailto:marketing@uwpmag.com)  
USA 817 626-0636

Peter Rowlands:  
[peter@uwpmag.com](mailto:peter@uwpmag.com)  
UK 44 (0)20 8399 5709



### Underwater Photography Magazine Display Ad Rates

Ad Size	One Time	3 Issues (per issue)	6 Issues (per issue)
Full Page	\$675	\$510	\$340
1/2 Page	\$510	\$385	\$250
1/4 Page	\$330	\$275	\$190

Rates are based on publication-ready advertisement. We will prepare your ad at a rate of \$100 per hour with a minimum of one hour.

During the life of a series ad, new ad layouts can be submitted for replacement in the next issue. at \$35 per change. Replacement ads must be received before the advertising deadline for the target issue.

### uwpmag.com Website Banner Ad Rates banner ads available only to Display Ad 3 or 6 issue sponsors

Placement	with one time display ad	for 6 months with 3 issues display ad	for one year with 6 issues display ad
Home Page	not available	\$175	\$300
Download Page	not available	\$175	\$300

Banner ad runs from the publication date of the display ad for 6 or 12 months. Rate is for 6 or 12 months, not per month. For example a one year banner is \$25 per month.

### 2004 Publication & Advertising Deadlines

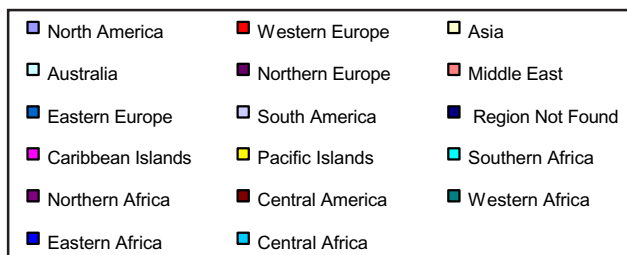
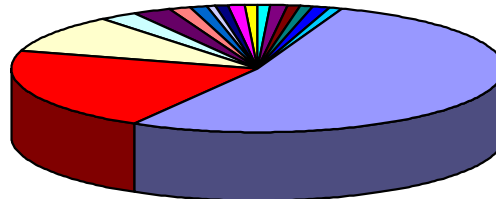
Issue	Publication Date	Advertising Deadline
UwP 17	Feb 3, 2004	January 27
UwP 18	April 6, 2004	March 19
UwP 19	June 1, 2004	May 21
UwP 20	August 3, 2004	July 21
UwP 21	October 5, 2004	September 21
UwP 22	December 1, 2004	November 19

Website Visitor Geographic Data on Page 4

# Underwater Photography Magazine

## Website Visitor Geographic Data

### UwP Website Visitors by Geographic Region



*A sample of new subscriber comments logged since Dec. 20:*

For someone who knew nothing of underwater photography, this web magazine is educational and an inspiration to people like me. Yabadabadoo!!!

Never Tried - Singapore

Just getting started in digital underwater photography. Looking forward to tips and deals on equipment.

Beginner - USA

I'm so glad I found you! Awesome magazine! I was looking for some quick tips and advise on what settings to use for my new Olympus C-50 digital on my dive trip in two weeks.

Intermediate - USA

Absolutely fantastic content, format and advice for all levels of photographers - and its free. Best underwater photography resource on the web!!

Beginner - South Africa

I am in charge of the subsea inspection of pipelines in the Bongkot Gas Field in Thailand. Part of the workscope is stand off and close up photography of certain items.

UW Pro? - Thailand

Current Rates, ad dimensions & requirements available at:

[uwpmag.com/sponsors](http://uwpmag.com/sponsors)

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UK 44 (0)20 8399 5709



data for region and country visitors generated from a current geographical IP address database

### Where are UwP Website Visitors?

(Aug 1, 2003 - Jan 6, 2004)

**USA = 52%**  
**GB = 27%**

