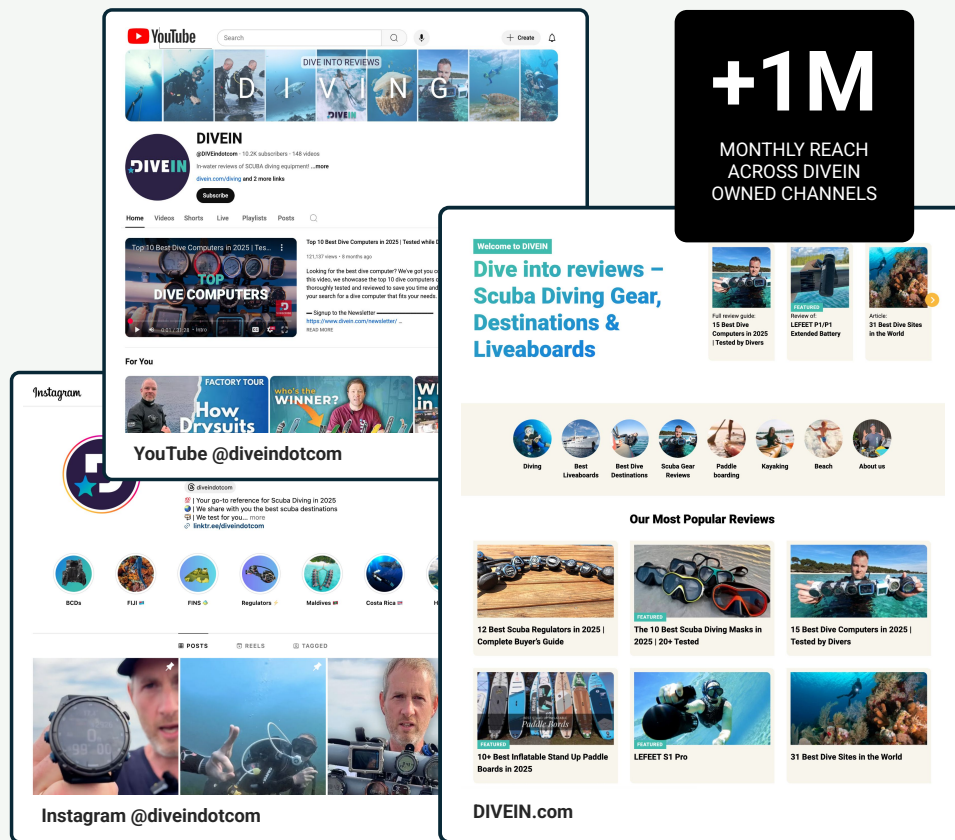


Grow Your Business With **DIVEIN**.COM

- **11.4 million annual** readers (around 950,000 monthly) who are actively researching scuba and watersports gear on our website
- 400,000 monthly views on our **YouTube** videos
- Our readership is growing year-over-year as we focus on reaching end consumers via Google, YouTube, newsletters, and social media
- Our readers are actively **searching for product and travel recommendations** and coming to DIVEIN.com for advice before they buy





— BACKED BY REAL RESULTS

Success Guarantee

We don't believe in guesswork. That's why we give every advertiser a clear traffic or impression goal before their campaign starts.

This isn't a vague promise—it's a **specific traffic commitment** based on real data and past campaign performance.

And if we don't hit the promised target?
Then we'll keep your campaign running, **free of charge**, until we do.

No hidden fees. No fine print.
Just results you can count on.

We created this guarantee because we know how hard it is to find the right advertising partners. With our guarantee, the success of each campaign becomes our headache, not yours.

— ABOUT US

The DIVEIN numbers

135,600

SOCIAL MEDIA FOLLOWERS

Between Facebook, Instagram, and YouTube, we have a strong, loyal follower base.

950,000

MONTHLY VISITORS

Come to DIVEIN.com to read our guides. They spend on average 5:22 minutes on our pages.

400,000

YOUTUBE VIEWS (28-day average)

Our videos target end consumers and focus on real, in-depth gear reviews and destination guides.

120,500

NEWSLETTER SUBSCRIBERS

Read our emails about scuba destinations, resorts, liveboards, and gear reviews.



— OUR PRIMARY AUDIENCE

End consumers with an **active lifestyle**



+25 million

In direct sales to retailers per year via affiliate links
(76% in the United States alone)



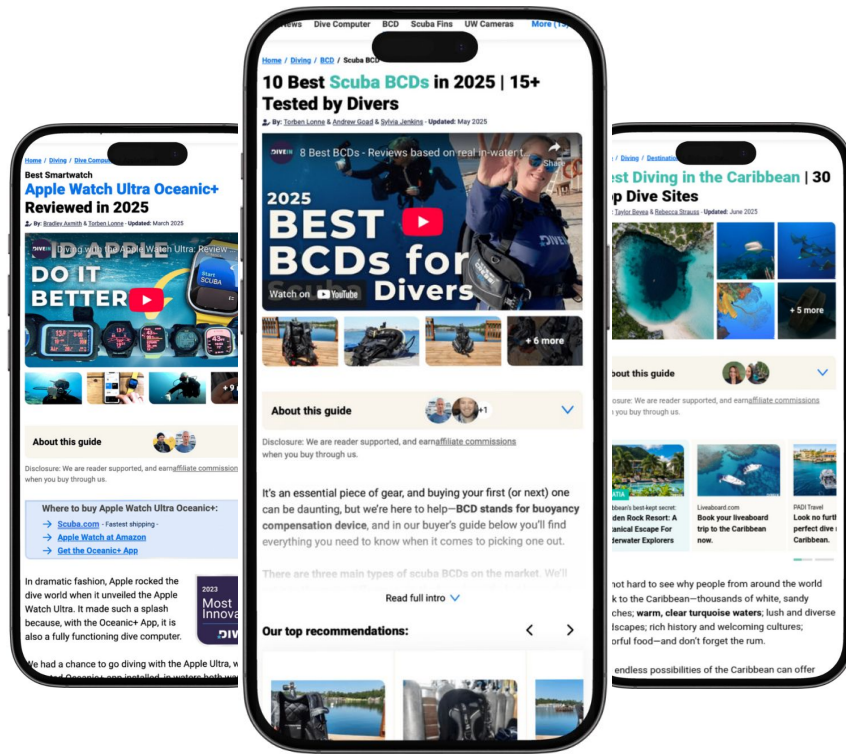
11.4 million visitors

Every month, we have more than 950,000 unique visitors on DIVEIN.com.



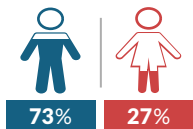
High buyer intent

Unlike influencers or media websites focusing on news, our review guides bring in *buyers* instead of just *readers*.





READERS BY GENDER



68%

Make between \$150,000 &
\$500,000 per household

— ABOUT OUR READERS

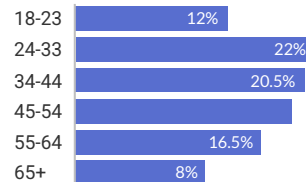
Demographics

READER GEOGRAPHICS



United States: 65.46% Canada: 10.91%
Europe (EU): 8.51% Australia: 5.23%
United Kingdom: 7.11%

READER AGE



78% are college
graduates



61% enjoy
lifestyle & outdoors



67% are interested
in travel & flights

— ABOUT OUR READERS

Divers are much more

Divers are so much more than *just divers*. They're:

Avid travelers: They prioritize unforgettable experiences and plan vacations around diving and other outdoor experiences.

Gear enthusiasts: They invest in high-quality equipment and embrace challenges and new discoveries.

Financially secure: The average income level of our readers is between \$150,000 and \$500,000 per household, and they value quality, reliability, and performance.

Tech-savvy: Our readers seek out knowledgeable information sources on the web (like us) to guide them in their consumer choices.

They're so much more: Fitness enthusiasts, eco-conscious shoppers, outdoor lovers, photographers—in short, they're the ideal audience for brands across a broad spectrum of active-lifestyle industries.

They're looking for the next coolest thing to support their active lifestyle—and it could be yours.



DIVEIN



— About us

Who We Are

Founded by brothers Torben & Nicolai on a dive trip to Bali in 2009, DIVEIN began as a resource for divers who were looking for honest gear advice—and we’ve stayed true to that mission.

With years of experience, we’ve built one of the internet’s most trusted outlets for scuba gear reviews and travel information, powered by a team of hands-on adventurers.

That’s why over **950,000 readers** turn to DIVEIN every month for **reviews that guide their buying decisions**.

We’re not just another media outlet—we’re your direct line to a **passionate, gear-hungry audience** that trusts us—because we use the gear ourselves.

— CONTACT US

READY TO WORK TOGETHER?



Contact **Nicolai Lonne**, partnership manager at DIVEIN.com, to start a dialogue about your advertising goals and target audience.

Together we'll find the perfect solution.

Email: nicolai@divein.com
Schedule a call: nicolai.divein.com