

If you want to increase your business and increase your profits, advertising is a must. Even a giant like Coca Cola spends more than \$150 million a year to keep their product in the forefront of the public eye.

H2O MAGAZINE
The Official Face of the Red Sea

H2O brings the world to the Red Sea and the Red Sea to the world.



**A MUST FOR ANYONE CONSIDERING
VISITING OR DOING BUSINESS IN
THE RED SEA.**

Touristic Center Villa 11018, Hurghada - Red Sea - Egypt
Tel: (+2) 065 346 2229 / Fax: (+2) 065 3444 801
Mob.: 010 54 50 353 / 012 78 53 760 / 012 22 68910
www.h2o-mag.com / www.redsea-magazine.com
info@h2o-mag.com

Benefits



Advertising

- H2O is the first and only dive magazine in the Red Sea. It is a complimentary magazine and we go to great lengths to ensure that all visitors (some even before they arrive) receive a copy, truly making it internationally-orientated.
- H2O is now in its third year of publication, it is well established and growing. Diving is our mission - guided by our members and the tourists - we deliver - information, entertainment and education.
- H2O is unbiased; we report on all areas of diving and watersports in the Red Sea.
- H2O editorial features are carefully researched and written by specialists working in the Red Sea.
- H2O gives your advertisement plenty of space to be noticed - no issue contains more than 40 per cent advertising.
- H2O do more to promote the sport / Red Sea than any other organization in Egypt.
- H2O is produced by a fully experienced and professional publishing team. Our policy is high standards and ongoing improvement.



Issue Deadlines

Issue Date	Ad Due	Articles	Publishing
January / February / March	Dec. 22, 2005	Dec. 10, 2005	Jan. 5, 2006
April / May / June	March 15, 2006	March 1, 2006	April 1, 2006
July / Augusts / September	June 15, 2006	June 1, 2006	July 1, 2006
October / November / December	Sept. 25, 2006	Sept. 10, 2006	Oct. 10, 2006

* Deadlines are subject to change.

Magazine Specs

Frequency:	Quarterly
Magazine Size:	190 mm wide and 260 mm deep
Type area:	164 mm wide and 220 mm deep
Printing process:	Offset rotary, (CTP)
Text Printing:	4X4 color
Cover Printing:	4X4 color
Cover Finish:	Gloss Lamination
Binding:	Perfect Bound



Editor in Chief
Karim Helal

info@h2o-mag.com

Red Sea Association for diving and Watersport

www.h2o-mag.com

Advertising

Rate

As an advertiser you want to receive quality leads. Leads that will convert to sales for your company. This is done when your publication reaches the right reader.

H2O magazine reaches 50,000+ readers (Divers, Diving centers and Red Sea visitors). These are the readers you need to reach.

Rate Card No. 4 • Effective January 1, 2006

Display Advertising Rates (Prices listed per insertion, in LE.)

H2O Magazine is full color publication

Ad. Size	1x Buy	2x Buy	3x Buy	4x Buy	ASS. / SSDM Member
Spread	LE. 9840.00	LE. 9350.00	LE. 8855.00	LE. 8360.00	LE. 7380.00
One full page	LE. 6000.00	LE. 5700.00	LE. 5400.00	LE. 5100.00	LE. 4500.00
Half page	LE. 3600.00	LE. 3420.00	LE. 3240.00	LE. 3060.00	LE. 2700.00
Quarter	LE. 1900.00	LE. 1805.00	LE. 1710.00	LE. 1615.00	LE. 1425.00

* Layout & format >>> next page.

Exclusive pages (Full pages only)

Ad. Size	1x Buy	2x Buy	3x Buy	4x Buy	ASS. / SSDM Member
Front fold in (36.8 x 26 cm)	LE. 21.000.00	LE. 19950.00	LE. 18900.00	LE. 17850.00	LE. 15750.00
Back cover (19 x 26 cm)	LE. 12.000.00	LE. 11400.00	LE. 10800.00	LE. 10200.00	LE. 9000.00
Inside front cover (18.2 x 26 cm)	LE. 09.500.00	LE. 9025.00	LE. 8550.00	LE. 8075.00	LE. 7125.00
Inside back cover (19 x 26 cm)	LE. 08.500.00	LE. 8075.00	LE. 7650.00	LE. 7225.00	LE. 6375.00
Pages No. 1, 2, 3, 4, 5, 6, 7	LE. 07.000.00	LE. 6650.00	LE. 6300.00	LE. 5950.00	LE. 5250.00

* Please add 3 mm bleed in all sides

Market Place	Price
1 Box 5.5 cm x 3.5 cm	LE. 450.00
2 Boxes 5.5 cm x 7 cm or 11.2 x 3.5	LE. 700.00
3 Boxes 5.5 x 10.8 cm or 16.9 x 3.5	LE. 950.00
4 Boxes 5.5 cm x 14.5 cm	LE. 1150.00
5 Boxes 5.5 cm x 18.2 cm	LE. 1300.00
6 Boxes 5.5 cm x 22 cm	LE. 1400.00

Special Combined Rates

Advertise in the English and the German edition and get 10 % off.

Other unique marketing opportunities available through H2O, call us for complete pricing information:

Inserts
Direct Response Cards
Mailing Lists
Internet Banner Ads & Hotlinks

Bank account:

HSBC Bank Hurghada Bransh
Phoenix Corporate Communicators
Account no. 010 008 142 001

Arab African International Bank
Phoenix Co. Com Account no. 545 678

Publisher

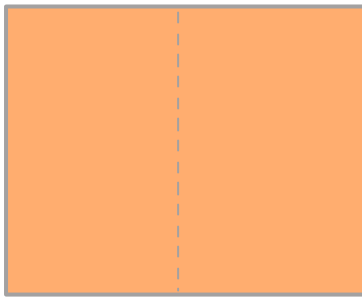
Shehata Amin
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Mob: +20 12 78 53 760
+20 12 22 68910
ads@h2o-mag.com

Advertising Sales Manager Abbas Sultan: 010 54 50 353 / sales@h2o-mag.com

Take advantage of this opportunity to reach your target market today!

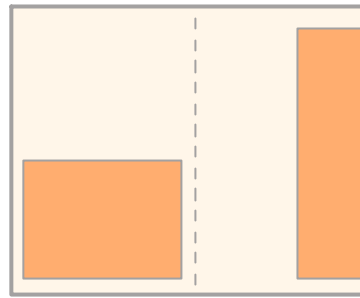
Layout Guideline & Specs



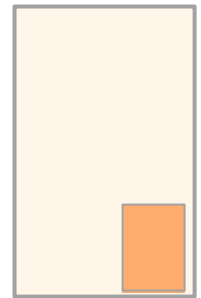
Spread
380 width x 260 depth mm
3 mm bleed on all sides



Full page
190 width x 260 depth mm
3 mm bleed on all side



Half page Horizontal
164 width x 105 depth mm
Vertical 82 x 220 mm (No bleed)



Quarter
80 width x 105 depth
No bleed

Client Guidelines for Preparing Electronic Ad Materials for Production:

PDF

The PDF format is the preferred format for file sub-mission. Careful attention must be paid to the proper creation of PDF files to ensure that they will repro-duce correctly.

Vector Art Programs – Adobe Illustrator, Macromedia Freehand

- We accept current versions of Adobe Illustrator files and Macromedia Freehand 9.
- Files should be saved as an “Illustrator EPS” or as an “editable EPS” in Freehand.
- Supply all final vector EPS files that are used within the page layout application.

Photo Imaging Programs – Adobe Photoshop

- We accepts current versions of Adobe Photoshop files.
- We prefer 4/color images be saved as composite TIFF files or JPEG, if a clipping path is being used, as an EPS file.
- Supply all images as either CMYK or grayscale high resolution (300 dpi) images.

Page File Print Outs

- Supply final color laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100% output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.
- Note any special instructions directly on your provided laser proofs.

Supplied Film Negatives

(full page ads only) :

Please include a match-print when submitting separations for color ad, and include 3mm bleed when applicable.

- Bleed ad must allow a minimum of 3 mm over trim size.
- All live area should be kept 6 mm from trim.

HOW TO GET YOUR FILES TO US:

Accepted Removable Media

- CD-Rom

Electronic Delivery

- E-mail: ads@h2o-mag.com.
- File(s) must not exceed 3 Mb in size.

General Shipping Instructions:

Send all contracts, insertion orders, negatives, mechanicals to:

Phoenix Corporate Communicators
Villa 11018, Touristic Center
Hurghada, Red Sea - EGYPT