



2026 MEDIA KIT

Connect with divers

Print

Digital

Newsletter & co-branding

The free scuba diving magazine



Contents

01	Print offering	The magazine, print rates
02	Newsletter & editorial co-branding	Campaigns, metrics, rates
03	Digital offering	Website, social media, banners, gamification
04	Discounts & packages	Discounts and bundled offers
05	Contacts	The Chercheurs d'eau team

01

Print offering

THE FREE SCUBA DIVING MAGAZINE



CHERCHEURS D'EAU · PRINT



The free quarterly scuba diving magazine

A practical, attractive format, valued by divers everywhere for its paper quality, layout and articles.

13,000

copies (print run)

16,000

online views / issue

32 pp.

full colour, 115g
paper

4

issues per year

Publication dates: 6 January — distributed at the Salon de la Plongée dive show (copy deadline 20 Dec) · 6 April (deadline 20 March) · 6 July (deadline 20 June) · 6 October (deadline 20 Sept)

Publisher: Beltrami Côme Unique S.A.R.L — Publication director: Yann Beltrami · Editor-in-chief: Fabrice Boissier

ALSO READ ONLINE

16,000 online views per issue

Every issue can be read and downloaded free of charge on Calaméo and chercheursdeau.com. Your ad is seen in print AND on screen, and stays visible online long after publication.



Magazine sections

Feature story

A major feature story in every issue.

Photo gear tests

The latest and most capable photo and video equipment.

Gear tests

Essential equipment and accessories for every diver.

Travel

Discovering new destinations, all over the world.

What's on

Cruises, expeditions, meet-ups — everything coming up.

Events

Trade shows, festivals, events and exhibitions.

Partners

To showcase your business and what you do.

News

A wealth of information to make divers' lives easier.

Distribution network

150 distribution points across France: Paris, Lyon, Marseille, the Atlantic coast, the Mediterranean, and more.

A targeted network: dive shops, clubs, the Salon de la Plongée dive show in Paris, the Festival de l'Image Sous-Marine underwater imaging festival.

You want to: promote your products, introduce your business and what you do, announce an event, showcase a destination.

Book an ad space — contact the Chercheurs d'eau team.



Rates excl. tax — Magazine ad space

Placement	Unit price 1 insertion	Unit price 2 insertions	Unit price 3 insertions	Unit price 4 insertions
Club Special — 5 x 7 cm	€95 (flat rate)			
1/4 page — 7.5 x 10.5 cm	€428	€384	€363	€356
1/2 page — 15x10.5 or 7.5x21 cm	€784	€705	€667	€653
1 inside page — 15 x 21 cm	€1,426	€1,322	€1,283	€1,188
Inside front or back cover	€1,782	€1,604	€1,552	€1,426
Back cover	€2,376	€2,138	€2,020	€1,901
Double-page spread — 30 x 21 cm	€2,614	€2,352	€2,222	€2,091

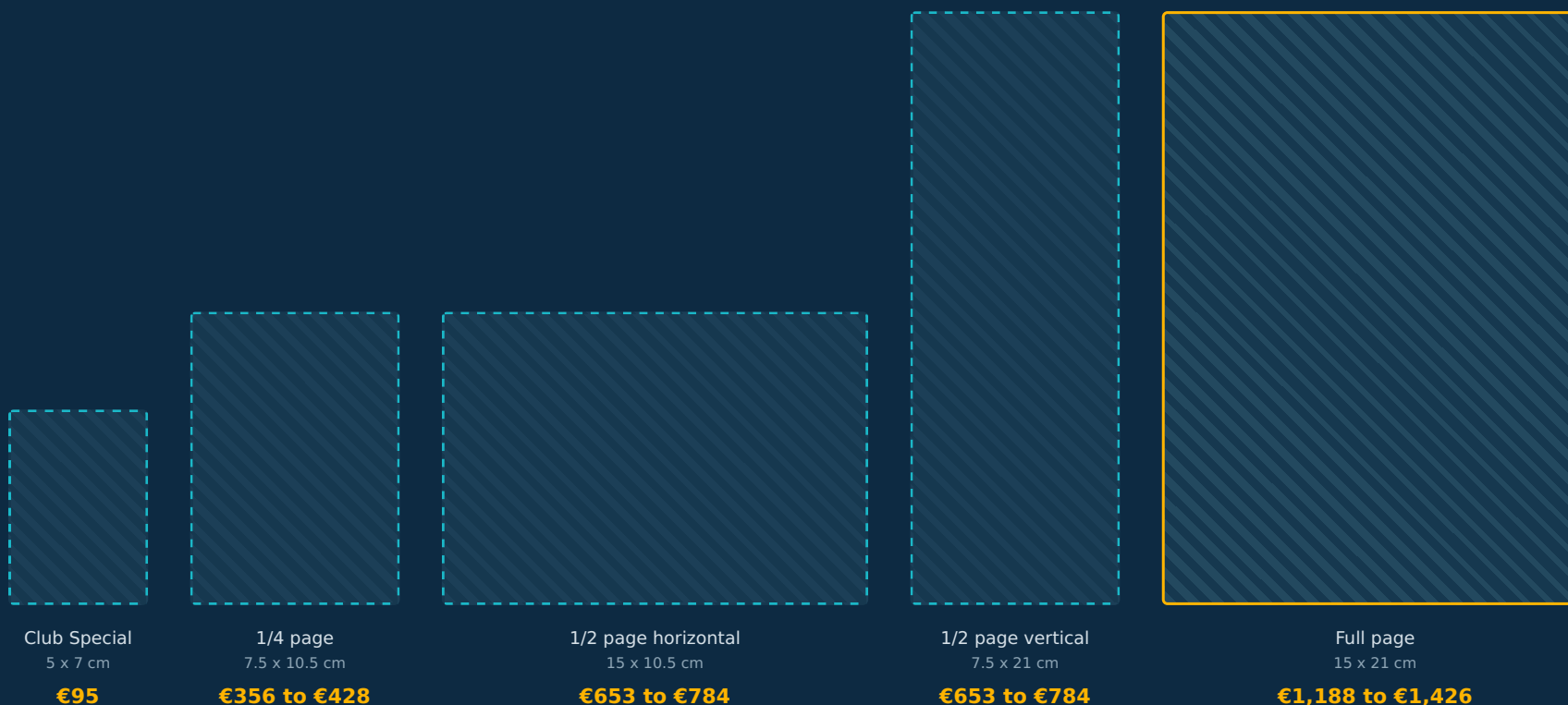
Rates excl. tax. Beltrami Côte Unique — 145 impasse de Bellevue, 69280 Marcy-l'Étoile, France — +33 6 87 83 46 75

Yann Beltrami — +33 6 87 83 46 75 — yann@chercheursdeau.com

chercheursdeau.com

A format for every budget

Five ad formats, shown to scale relative to one another — from the most affordable to the most visible.



Diagrams to scale, proportional to the magazine page (15 x 21 cm closed). See the full rate card on the previous page.

02

Newsletter & editorial co-branding

CAMPAIGNS · METRICS · RATES



2026 ADVERTISER DOSSIER

Campaign examples & key metrics

These campaigns show our ability to activate a highly targeted diving and travel audience through an editorial approach (content + online article + social media relay), going beyond plain advertising. Every campaign is also relayed on Facebook (group: 9,000 + page: 4,000–5,000), alongside the newsletter and the article published online.

~40,000

contacts per send

17-22%

open rate

5.5-13%

click rate

3

campaign types measured

Product — Divevolk Sealink

38,966 contacts · 17.46% open · 8.42% click — details on next page

Partnership — Eurodivers Worldwide

40,307 contacts · 21.5% open · 6.4% click — details on next page

Destination — Issue 88 & Mayotte Special Edition

39,052 contacts · 22.01% open · 13.1% click — details on next page



EXAMPLE 1 — PRODUCT CAMPAIGN

Divevolk Sealink — mobile surface transmitter

Campaign: Divevolk Sealink – Jan. 2026 (Subscribers segment) · **Send date:** 05/01/2026 · **Goal:** showcase a diving product through editorial content, linking through to resources

Sent Monday 05 January 2026 to 38,966 contacts · From: Chercheurs d'eau <contact@chercheursdeau.com>

83.61%

Delivered
32,579 emails

12.99%

Blocked

3.13%

Soft bounce

0.26%

Hard bounce

17.46%

Opened
5,689 emails

8.42%

Clicked
479 emails

0.04%

Unsubscribed
13 emails

0.02%

Reported as spam
5 emails

Open rate

**17.46%**

Click rate

**8.42%**

“ These results reflect a high level of engagement with product content, among a highly qualified diving audience. ”

KEY FIGURES FOR THIS CAMPAIGN

38,966

contacts reached

5,689

opens

479

clicks

8.42%

click rate / delivered



EXAMPLE 2 — PARTNERSHIP / DESTINATION CAMPAIGN

Eurodivers Worldwide — Egypt & Maldives summer offers

Campaign: Eurodivers Worldwide co-branding (full audience) · **Send date:** 09/06/2026 · **Goal:** showcase Egypt & Maldives summer offers through editorial content, linking through to booking

Sent Tuesday 9 June 2026 to 40,307 contacts · From: Chercheurs d'eau <contact@chercheursdeau.com>

21.5%

Open rate
~8,700 opens

6.4%

Click rate
~2,600 clicks

0.19%

Unsubscribed
industry avg: ~0.5%

0%

Reported as spam

Open rate



21.5%

Click rate



6.4%

“ A full audience activated around an international travel offer, with a click rate twice the leisure/travel industry average.

KEY FIGURES FOR THIS CAMPAIGN

40,307

contacts reached

~8,700

opens

~2,600

clicks

6.4%

click rate / delivered



EXAMPLE 3 — DESTINATION / EDITORIAL CAMPAIGN

Issue 88 & Mayotte Special Edition — out now

Campaign: Issue 88 & Mayotte Special Edition launch (Subscribers segment) · **Send date:** 28/12/2025 · **Goal:** drive engagement around editorial content (print + digital) and showcase a destination

Sent Sunday 28 December 2025 to 39,052 contacts · From: Chercheurs d'eau <contact@chercheursdeau.com>

83.78%

Delivered
32,717 emails

11.57%

Blocked

3.03%

Soft bounce

1.63%

Hard bounce

22.01%

Opened
7,201 emails

13.1%

Clicked
943 emails

0.26%

Unsubscribed
85 emails

0.01%

Reported as spam
3 emails

Open rate

**22.01%**

Click rate

**13.1%**

“The engagement seen here shows the power of destination content when handled editorially: a qualified audience, strong attention, meaningful clicks.”

KEY FIGURES FOR THIS CAMPAIGN

39,052

contacts reached

7,201

opens

943

clicks

13.1%

click rate / delivered



Rate card — Sponsored newsletters

~40,000 qualified subscribers · Certified divers, travellers, regular practitioners

FORMAT 1

Integrated banner

Your image and link featured in one of our regular newsletters, alongside other content.

€450

per send

- ✓ ~40,000 recipients
- ✓ Image + clickable link
- ✓ Stats report

MOST POPULAR

Dedicated newsletter

An entire send devoted to your brand, written editorially by Chercheurs d'eau.

€1,200

per send

- ✓ ~40,000 recipients
- ✓ Content written by CdE
- ✓ Your image + link
- ✓ Full report

FORMAT 3

Annual package

4 dedicated newsletters over the year, timed with each magazine issue. Rate locked for 12 months.

€3,900

/ year (-19%)

- ✓ 4 dedicated newsletters
- ✓ Priority placement
- ✓ Annual campaign review
- ✓ Rate guaranteed 12 months



A real presence, not a lost corner of a website: unlike a web ad space that can go unnoticed among a site's pages, the integrated banner (shown here in orange) is seen by all ~40,000 newsletter recipients, with every send — a concrete presence, across your entire audience, every time.

Always relayed on Facebook (group: 9,000 + page: 4,000-5,000): every article and every campaign is shared there.

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INTEGRATED BANNER

Your banner, placed inside a newsletter

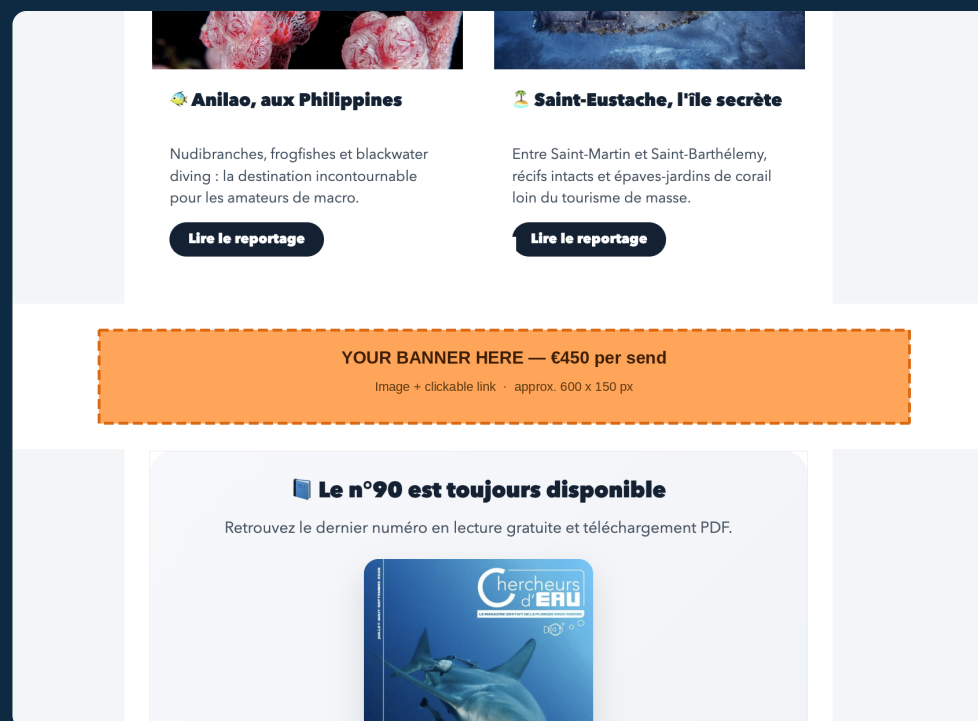
Your image and link featured in one of our regular newsletters, among the latest articles — seen by every recipient of the send.

€450

per send

~40,000

recipients



03

Digital offering

WEBSITE • SOCIAL MEDIA • EMAIL • GAMIFICATION



[CHERCHEURSDEAU.COM](http://chercheursdeau.com)

The go-to website for scuba diving

A comprehensive information site: articles, events, travel, videos and photos. Free PDF download of every magazine issue.

20,000

unique visitors / month

16,000

online views / issue

~40,000

newsletter subscribers

Website sections

News · What's on · Photos · Videos · Events · Distributors · Magazine downloads

Facebook community

Chercheurs d'eau group: 9,000 active members

Chercheurs d'eau page: 4,000-5,000 followers

facebook.com/groups/40211824045 · facebook.com/chercheursdeau



Website ad spaces

A space in the form of an image, video or paragraph with a clickable link, shown across every page of the site for the length of your choice.

Small box

300 x 250 pixels
On news pages and standard pages.

Large box

300 x 500 pixels
On news pages and standard pages.

Banner

728 x 90 pixels
Placed at the top of the page, sitewide.



Rates excl. tax — Website ad space

Placement	3-month display	6-month display	9-month display	12-month display
Small box — 300x250 px	€180	€288	€378	€432
Large box — 300x500 px	€250	€400	€525	€600
Banner — 728x90 px	€260	€416	€546	€624

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ADVANCED DIGITAL SOLUTIONS

Gamification solutions

Chercheurs d'eau runs your prize competition for you: jackpot draws, scratch cards, prize draws, challenges, fun games... Adapted to different platforms (smartphones, tablets, Facebook), to entertain your diving community and give your brand a likeable image.

We handle the design and setup of the game, with all visuals adapted to the different platforms.

At the end of the game, we hand over a CSV or XLS file with all the opt-ins collected.

RATE

€3,000

average game length: 15 days to 1 month

They've trusted us: major diving brands (SUBEA, SCUBAPRO, FEELFREE...).



04

Discounts & packages

DISCOUNTS AND BUNDLED OFFERS



Discounts

Take advantage of our discounts to make the most of your communication budget.

New client discount

On your first campaign with Chercheurs d'eau

10%

Loyalty discount

1 campaign run within the last 12 months

10%

Annual volume discount

2 insertions: 10% · 4 insertions: 15% · 6 insertions: 20%

10-20%

Multi-channel bundling

Print + Digital + Newsletter combined in a single campaign

20%

Discounts can be combined up to a limit of 40%.



Bundled packages — Print + Digital + Newsletter

Find the option that fits your communications.

Included	STARTER ~€1,100*	ESSENTIAL ~€2,400*	PREMIUM ~€4,300*
Magazine ad space	1/4 page	1/2 page	1 inside page
Website ad space	Small box, 3 months	Large box, 6 months	Banner, 12 months
Newsletter	—	Integrated banner	Dedicated newsletter
Facebook relay	✓	✓	✓

*Indicative prices excl. tax, before multi-channel bundling discount (see previous page).

Let's talk about your next campaign

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