



# MEDIA KIT 2021



Dive Buddies 4 Life



# Meet Joey and Ali, two Canadian scuba divers and founders of Dive Buddies 4 Life.



For us, scuba diving is not just a hobby - it's a lifestyle.

We have been proudly sporting a neoprene wetsuit for almost a decade. Saltwater, freshwater, volcanic craters, glacier lagoons, tidal whirlpools, tropical reefs, murky lakes... if you can dream it, chances are we've tried diving in it.

Scuba diving is our passion and it is our dream to spread this love. Through writing and photographing our dive adventures, we hope to teach people about this hidden underwater world.

Everyone has their calling... ours came when we put on our first set of fins.



# AWARDS AND PARTNERSHIPS



Joey and Ali scuba dive the globe showcasing their real-time journey through writing, photography and video's. Here is a quick list of press and publications the couple has previously worked with:

- Canadian Geographic
- Divers Alert Network (DAN)
- Diver Magazine (Divernet)
- Oceanographic
- Scuba Diving
- Motor Home Magazine
- PADI
- Dalhousie University Sustainability
- Canadian Network for Ocean Education (CaNOE)
- Canadian Parks and Wilderness Society (CPWS)
- Bay Today
- CTV
- Dal Gazette
- Ocean Wise

# BLOG STATS



2,400+ followers



890+ followers



275 + followers



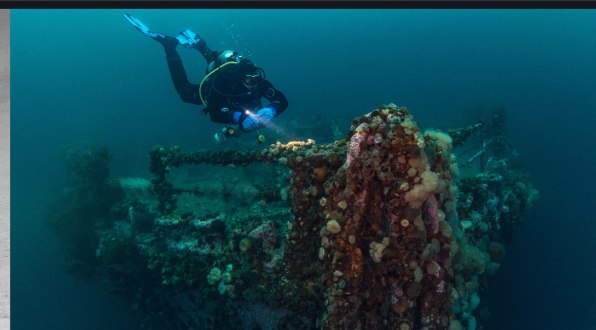
200 + followers

4,000 + unique web visitors/month

5,000 + page views/month

Posts 2-5 times/week

# AS SEEN ON



# LONG TERM PARTNERSHIP



**Do you want to spread your love for scuba diving? Are you a dive shop or brand who needs a little spotlight?**

A large focus of our work is partnering with scuba shops and brands on influencer campaigns, a mutually beneficial marketing approach that ties visual and written components to a specific dive destination. Essentially the brand gets web and social media advertising and our readers have a comprehensive list of safe and reliable dive shop across a wide range of countries.

Our goal is to create a win-win relationship - for the brand, our readers and us.



**Let's dive in and get people excited about the ocean!**

**Join the blue movement at [divebuddies4life.com](http://divebuddies4life.com)**