



WHY SURFERS BUY IT

- Built from the best-selling World Stormrider Guide Volumes 1, 2 & 3, this book covers 36 surf zones from Mauritius to Mentawai and Maldives to Madagascar, detailing the surf at a staggering 400 surf spots and everywhere in-between.
- This is the only book on the market for the world's favourite surf travel region and it allows surfers to compare the Mentawai Islands with the Maldives and covers both Indian Ocean islands and the Bay of Bengal.
- With a credit crunching retail price of USD \$19.95, The Stormrider Surf Guide Indonesia & The Indian Ocean, represents the best value on the market.

WHY YOU SHOULD ADVERTISE

- Unique positioning – No other book covers this region or contains the same level of reliable surf info in an easy to use layout. Stormrider Guides are the highest quality, best-priced books, traditionally out-selling our nearest competitors by at least 3 to 1.
- Incredible longevity – One advertising package gets your business years of exposure, stretching your ad budget cheaply and effectively. Stormrider Guides have a 5 year shelf life, plus you get multiple paper book and eBook insertions!
- Perfectly Targeted Audience – Surfers that buy this book have one thing in mind....going surfing in Indonesia & The Indian Ocean. This demographic take their surfaris very seriously, so if you cater for travelling surfers, then Stormrider readers are your kind of customers!
- Impressive Global Distribution – Our international network puts your business in both surf shops and book shops across 5 continents and 19 countries. Our extensive web coverage and eBook program means you get global penetration rarely seen in the surf media.

CONTACT INFORMATION
 ollie@lowpressure.co.uk
 Tel France: 00 33 558 777 685
 Skype: ollielowp

INDONESIA & THE INDIAN OCEAN

Low Pressure are stoked to announce the next addition to the best-selling Stormrider Surf series. *The Stormrider Surf Guide Indonesia & The Indian Ocean* portrays what many believe are the best waves in the world. The Mentawais, Maldives, Bali and Sumbawa are all now famous, but there are literally hundreds more spots to discover across Indonesia & The Indian Ocean, as detailed in this comprehensive publication. Crucial stats on swell, wind, tide and weather are just a few of the reasons this guide should be top of the packing list.



ONE ADVERT GETS MULTIPLE PLACEMENTS

- + **PAPER BOOK** - A custom Ad in the industry leading Yellow Pages section of the book (1/9, 1/3 or Full Page Ads only).
- + **PAPER BOOK** – Your business location plotted on the Zone Map for your region and a Yellow Pages tag taking people straight to your ad.
- + **PAPER BOOK** – Your business location plotted on the Continental Surf Travel Resources Map
- + **WEB** - A live link plotted on the regional map on the Indonesia & The Indian Ocean Stormrider eBooks which clicks through to your website.
- + **WEB** – A live link on the eBooks Yellow Pages section.

ADVERTISING RATES

On the Map	\$300	<i>no custom ad included</i>
One-ninth page	\$500	W60 x H80mm
One-third page	\$1000	W193 x H80mm
Single page	\$2250	W220 x H280mm (3mm bleed)
DPS	\$3750	W220 x H440mm (3mm bleed)

DPS gets all the above Ad benefits with multiple map inclusions for those with multiple destinations. The DPS Ads appear in the main body of the book before each of the 6 main chapters. There are very limited DPS Ad places available.