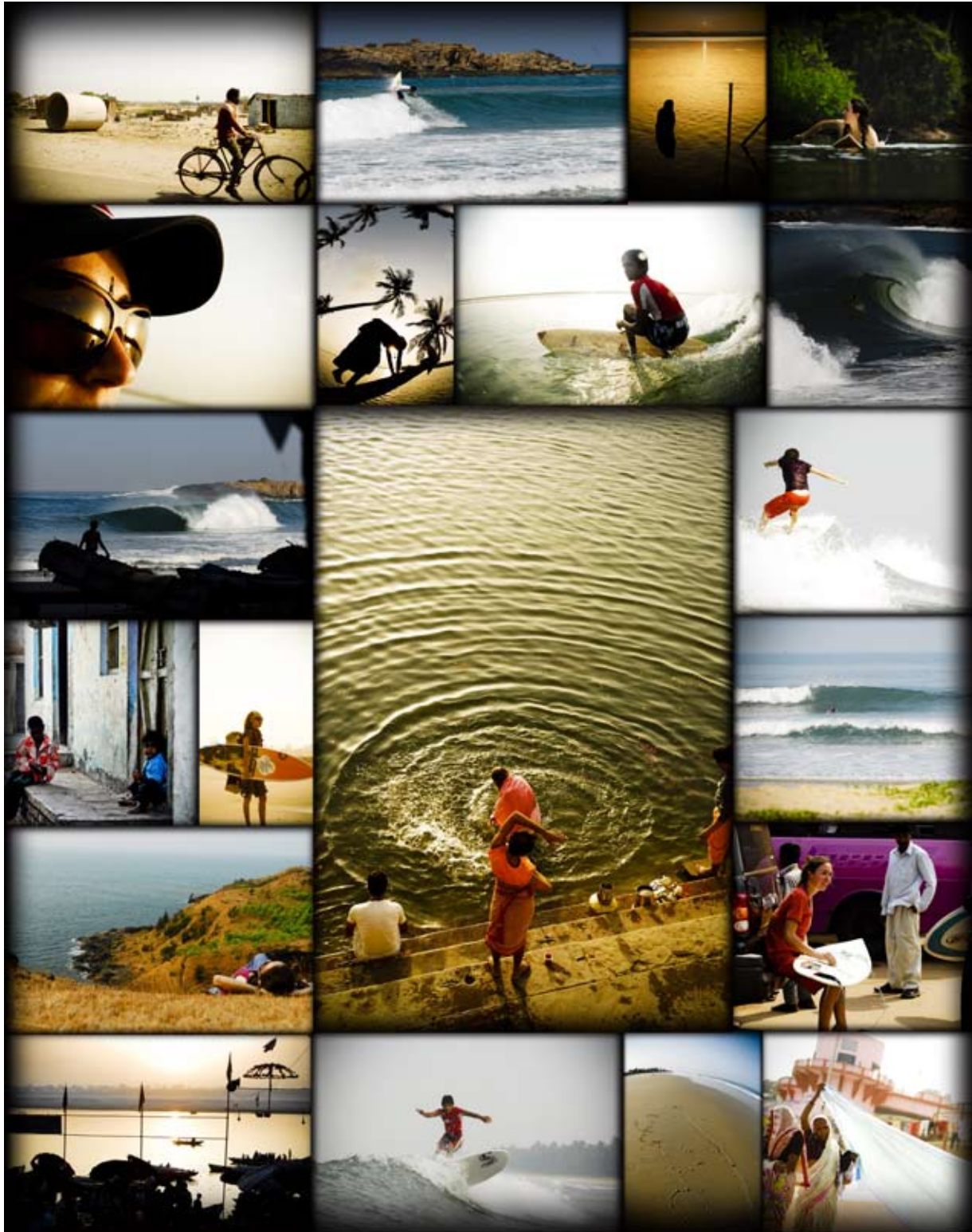


Media Kit 2011





SURFER'S EYES

Surfer's Eyes is an independent media showcasing global surf cultures through photography, art, writing, music, film and travel.

"Surfer's Eyes is our gift to the people and places we meet, to the surfing culture and lifestyle that dominates our existence, and to mother nature for sharing her oceans, her land and her air. This is for all of you...We hope you can be inspired."

Angie & Kuni Takanami

Our Media

Online:

www.surferseyes.com is an English language surf/travel/lifestyle media website featuring categorized editorials, quality photos, film trailers, music, updated blog posts, event information, sustainable living tips, brand recommendations and more.

SHIZEN Digital Magazine:

SHIZEN is an outlook into the future. An interactive digital magazine produced by Surfer's Eyes featuring interviews, editorials, photos, film, art and music collected from our global adventures. SHIZEN will be compatible

www.surferseyes.com

with Mac and Android devices. Launch Date: 2013 (subject to change)

Calendar:

The 2011 Surfer's Eyes 12-month calendar was released in October 2010, printed on 100% recycled paper with soy ink, in Japan. The Calendar highlights surf cultures from three very different countries; Japan, Australia and India.

Photo Essay Books:

We aim to publish our first Photo Essay Book in 2012, reflecting images and stories from our travels and international works.



History

Angie and Kuni Takanami combined have been involved in the both mainstream and organic/grassroots level surfing, travel, outdoor and lifestyle print and online media (writer/editor and photographer) for nearly a decade.

Surfer's Eyes was created to share world surf journeys viewed from the eyes of surfers and the camera's lens, with an emphasis on more than just waves.

Angie and Kuni believe Surfer's Eyes is their opportunity to encourage others to see more of the world, tread lightly on the environment, take greater responsibility in all areas of life and contribute to brightening the future of underdeveloped communities through surf culture.

Demographic

Travellers, surfing families, nomads, global surf searchers, surf sub culture fanatics and anyone

open to new possibilities, adventures and the joy of sustainable surf travel.

Surfer's Eyes targets anyone with an internet connection, an interest in travel and global surf cultures with a keen curiosity for anything outside the mainstream.

Access

Since the site's upgrade and re-launch in September 2011, we have experienced more than 300,000 hits and 20,000 unique visitors per month. We expect this to continue to grow in coming months as the site expands and the media brand expands online via social networks, media partners, sponsors and our readership.

Useage by Country

Australia & New Zealand 50%
Japan 20%
United States 20%
Other 10%

"to travel is to really live" Angie & Kuni





Advertising Rates

Online Banners:

\$90 3 Month 125x125 rotating all pages top right position

\$150 3 Month 120x240 rotating all pages bottom right position

\$275 3 Month 468x60 exclusive home page top position

Sponsorship

Unique sponsorship opportunities are negotiable for online and broader media recognition. Please contact direct.

Surfer's Eyes Media

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E: info@surferseyes.com

W: www.surferseyes.com

FB: <http://www.facebook.com/pages/Surfers-Eyes/321000283363>

TW: <http://twitter.com/#!/SurfersEyes>

www.surferseyes.com



100% RECYCLED PAPER

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