

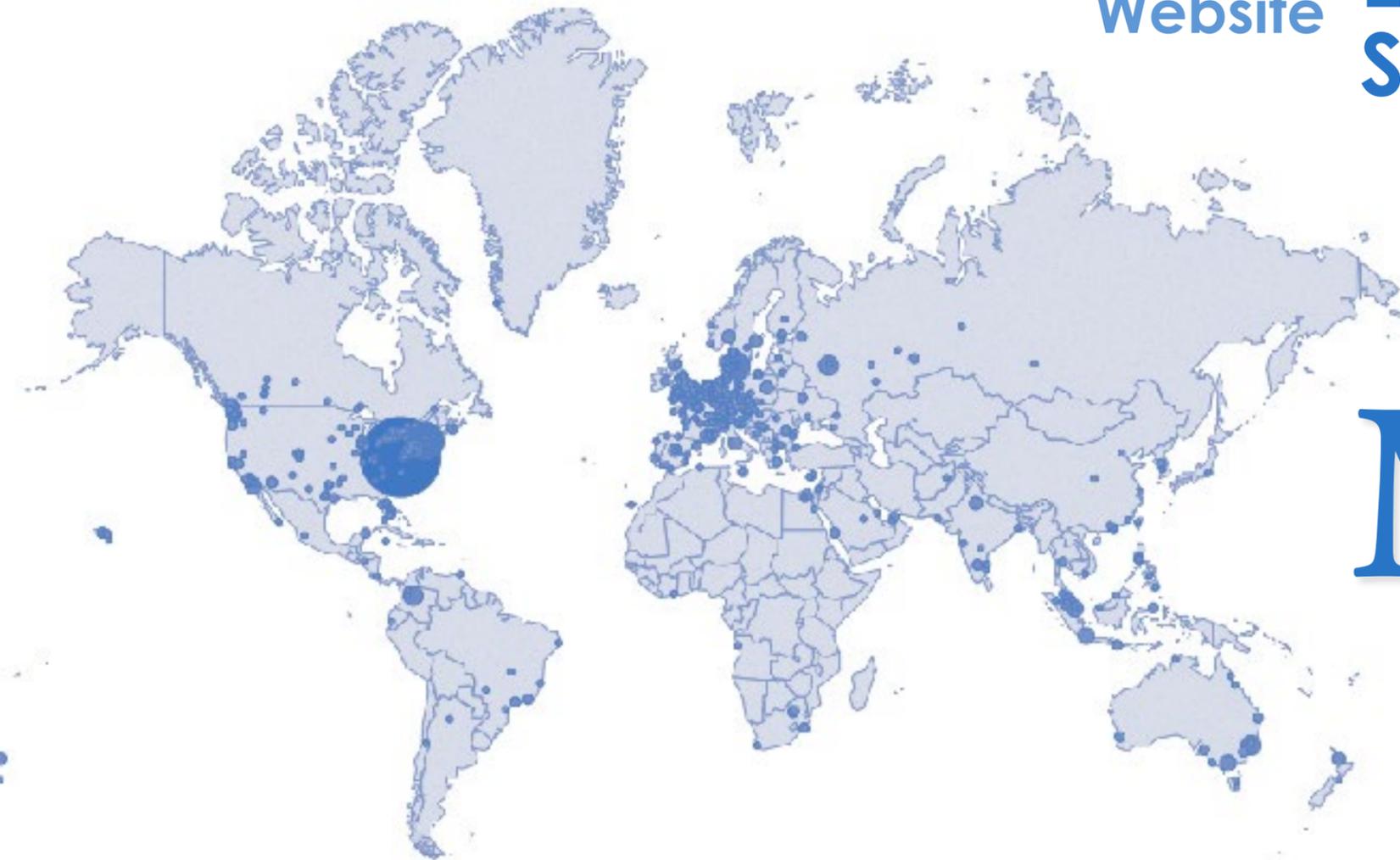


X-Ray Mag

Advertising &
Media Information

EUR

Content Creation
 Magazine Ads
 Banner Ads
 Equipment
 Blog Posts
 Reviews
 Destination Highlights
 Photography
 Editorial Sponsorships
 Resort Reviews
 Facebook
 Instagram
 Website
 Video Ads
 YouTube
 Twitter
 Reviews
 Contextual Links
Branded Content
 Copywriting
 Social Media Posts



Media Info 2018-19

Multi-platform Campaign Packages



1/4 Page Ad Campaign

€ 225 12-month contract
€ 260 6-month contract

Magazine Ads
1/4 page vertical
or horizontal

Banner Ads
Medium Rectangle
300 x 250 pixels

Extras

- Press releases posted on site
- Reposts to social media



1/3 Page Ad Campaign

€ 355 12-month contract
€ 395 6-month contract

Magazine Ads
1/3 page vertical
or horizontal

Banner Ads
Medium Rectangle
300 x 250 pixels
+
Rectangle
180 x 150 pixels

Extras

- Press releases posted on site
- New products mentioned on site
- Reposts to social media



1/2 Page Ad Campaign

€ 495 12-month contract
€ 550 6-month contract

Magazine Ads
1/2 page vertical
or horizontal

Banner Ads
Wide Skyscraper
160 x 600 pixels
+
Medium Rectangle
300 x 250 pixels
Run of site

Extras

- Press releases posted on site
- New products mentioned on site
- Video widget on section pages
- Reposts to social media



2/3 Page Ad Campaign

€ 595 12-month contract
€ 650 6-month contract

Magazine Ads
2/3 page vertical

Banner Ads
Half Page Ad
300 x 600 pixels
Run of site
+
Wide Skyscraper
160 x 600 pixels
Run of site with articles

Extras

- Press releases posted on site
- New products mentioned on site
- Video widget on section pages
- Reposts to social media
- Social media Imports



Full Page Ad Campaign

€ 835 12-month contract
€ 899 6-month contract

Magazine Ads

1/1 page
or half spread

Banner Ads

Half Page Ad
300 x 600 pixels
Front page + Run of site
+
Wide Skyscraper
160 x 600 pixels
Run of site with articles

Extras

- Press releases posted on site
- New products mentioned on site
- Video widget on section pages
- Banner ad in newsletters
- Reposts to social media
- Import and display of feeds

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Rates are monthly. The packages bundle magazine ads, website banner ads, newsletters, press releases, social media posts and extra services. These are our most attractive marketing and promotion packages in which we combine the best of what we have to offer with the highest discounts.

Editorial Services & Content Creation



Editorial Sponsorship

Content that is funded by an advertiser but produced by X-Ray Magazine journalists.



Sponsored Blog Posts

Blogging is highly effective for companies that are doing it right.



Branded Content

We can work with you to create custom content (text, photos and articles) about your brand.



Blogs for Corporate Sites

Do you need a blog written for your site or brand?



Equipment Reviews

Content that is funded by an advertiser but produced by X-Ray Magazine journalists.



Resort Reviews

Content that is funded by an advertiser but produced by X-Ray Magazine journalists.



Copywriting

Wordsmithery for advertising, press releases and other forms of marketing.

In the ever-changing world of media, print no longer has the dominant impact it once enjoyed, as digital mediums continue to seek new ways to attract audience attention.

Both marketing research and personal experience points to the fact that conventional methods are increasingly less effective, and pay-per-click and post boosting can be quite expensive and not always effective.

The emerging alternative is actually a new take on a proven strategy, tracing back to the old saying that "content is king." In the digital realm, this means creating authentic, original stories that have tangible value to the audience. The Internet rewards such content through both search and sharing, and audiences are far more likely to believe and respond to this type of content. This is where we excel.

This is where we excel.

Providing the Expertise

Today's marketing demands new strategies in the form of content creation. Most businesses understand this for targeted marketing, but lack the expertise or resources to properly deliver anything more than the occasional facebook post or perhaps an e-newsletter.

What goes into the Underwater Journal (UWJ) and X-Ray Magazine does not stay solely with us.

Any article that UWJ has rendered can be repurposed into a standalone PDF to be used, distributed or shared by our client however they see fit.

Specialized Agency

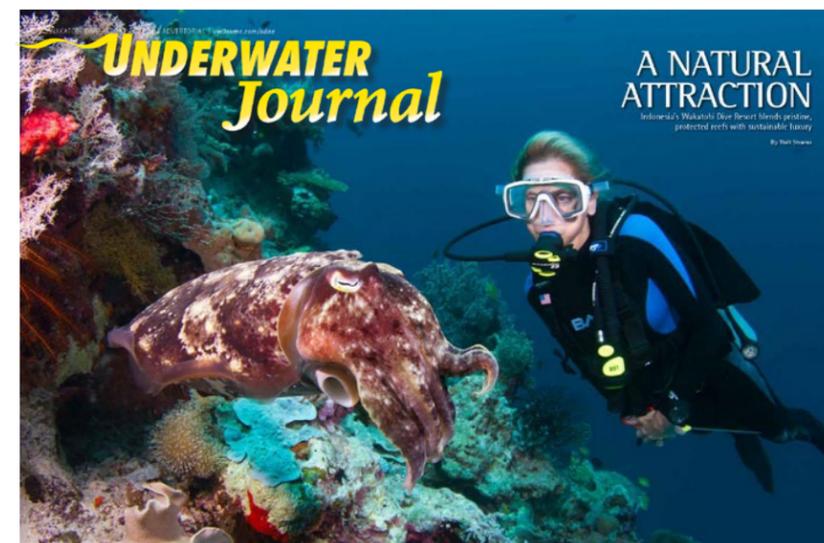
We provide full spectrum content creation and marketing services specializing in recreational diving and

dive tourism through our UWJ Editor, Walt Stearns (Ocean Arts, Inc.).

Among our suite of professional services – photography, copywriting, design and layout for both print and digital media, etc – our specialties also include proactive content generation and ad placement services, organic marketing initiatives and social media maintenance for a select range of clients.

Open Source Imagery Creation

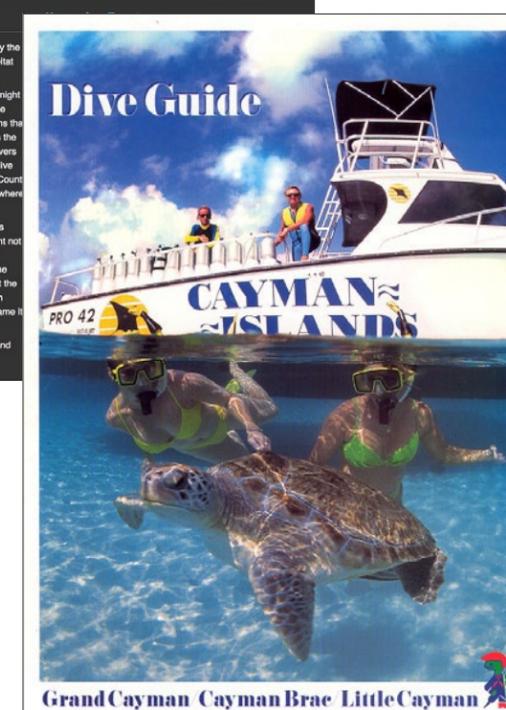
Imagery published in articles created for UWJ and X-Ray Magazine, which are produced by Walt Stearns, will be made available to the client royalty free. Use of additional imagery from other sources can only be provided as negotiated and agreed upon.



Articles, copywriting and photography



Websites



Brochures

A writer paints a word picture and a photographer aims to tell a story with images rather than words. A Content Creator takes both mediums – words and imagery – and assembles them into elements suitable for a wide range of media products; From word-centric documents, image-centric posts, social media shares, audio and video files to searchable lists.

An award-winning publication and

A Priceless Concept

X-Ray Mag has led the way in media innovation ever since it was launched in 2003. It is a ground-breaking complimentary magazine brought to you by world-class contributors and distributed across all the continents.

With a novel approach to content and a widescreen layout created for both on-screen viewing and paper printout, X-Ray Mag rapidly built and retained a solid six-figure readership across the world.

Not only is the magazine itself interactive with clickable ads, another first is its tight integration with web-sites and social media channels making for a coherent and complete media platform with multiple channels.



No apps needed

X-Ray Mag's distribution, extremely competitive rates and unique "clickable ads" make for one of the most exciting, attractive and environmentally-friendly advertising platforms when it comes to reaching out to new audiences and reinforcing your message with existing ones.

What does a "free magazine" mean for advertisers?

Divers and non-divers alike have embraced the concept of a "free" magazine. Like the free daily newspapers that came about at the turn of the millenium, X-Ray Mag's popularity and circulation is building rapidly. This means that you can reach a targeted audience of thousands of divers and dive travelers as well as potential new divers who enjoy a high engagement in media and seek follow-up activity in diving.

Content is King

Social media and networks, Facebook, blogs, Twitter, Flickr, Myspace, YouTube, microblogging... are you confused? Don't know where to go for good info? Don't worry, you are not alone.

The bottom line is that fashions come and go in the media, too. Do you remember yesteryear's hype about being on Second Life? No? Well, there you have it! Who cares now?

Information and infotainment is the core issue and has been since humankind sat around the campfire in the Stone Age listening to the tales of their ancestors.

X-Ray Mag provides **original content** in a way that confuses no one—via magazines and news websites. Plain and simple. Content is also provided by:

Content Creation Services*

Underwater Journal (UWJ) was founded in 2005 by Walt Stearns and was published as an independent magazine and website until merging with X-Ray Mag in the fall of 2015 with the aim of focusing on B2B-services.

UWJ extends and complements X-Ray Mag.

UWJ provides bespoke services, including in-depth destination and gear reviews for publication in both X-Ray Mag and other media and can provide photography and copy for many other usages and outlets — including brochures, catalogues and websites.

More details on page 3 ►

Exciting new options

Divers like it "Free"



Contrary to widespread belief, X-Ray Mag is actually not 'paperless' —we only made printing optional. But who wants paper? Each issue is approximately 200 normal pages. All current issues printed out would tip the scales at 50 kgs.

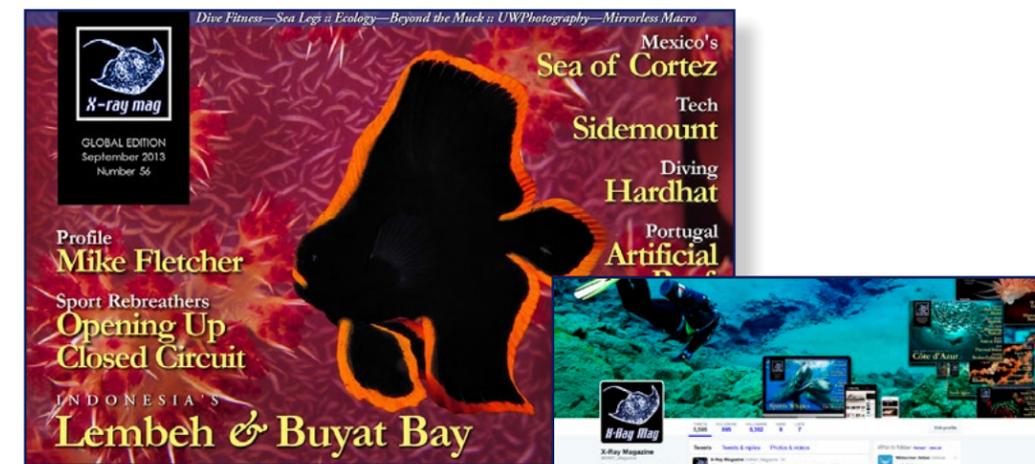
Multiple media & multiple platforms are all interacting

Our various media platforms are highly integrated, and stories and news are not just shared across the channels, but often interlinked.

Our flagship media, the award-winning magazine, is a periodical in which we publish longer features, travel reports and in-depth articles, along with regular columns.

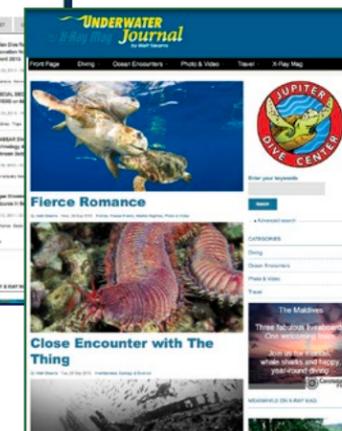
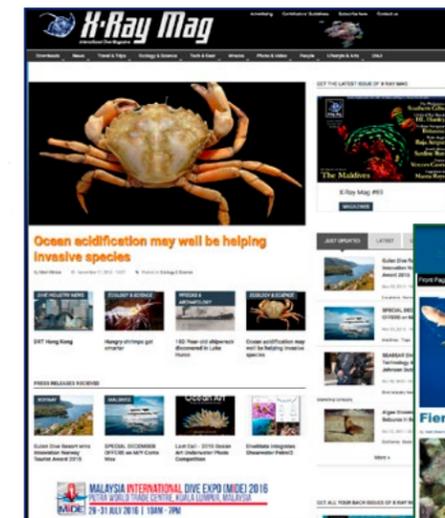
Meanwhile, our websites report on current and daily news and act as an extensive resource and library for everything dive-related.

In addition and in parallel, the bulk of our content and news is also broadcast via our associated social media channels, Facebook and Twitter foremost.



Magazines

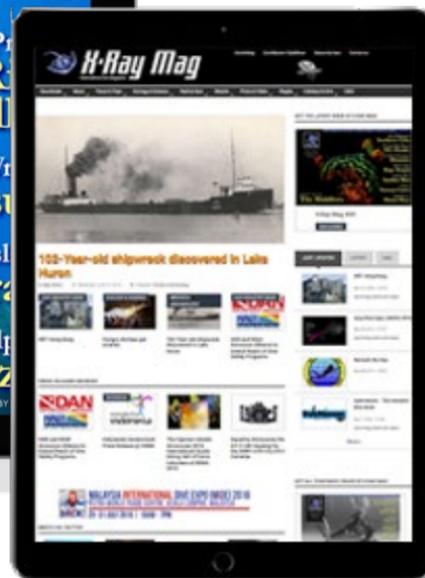
Social Media channels



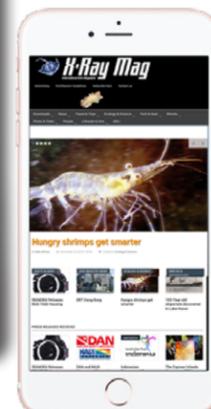
Websites



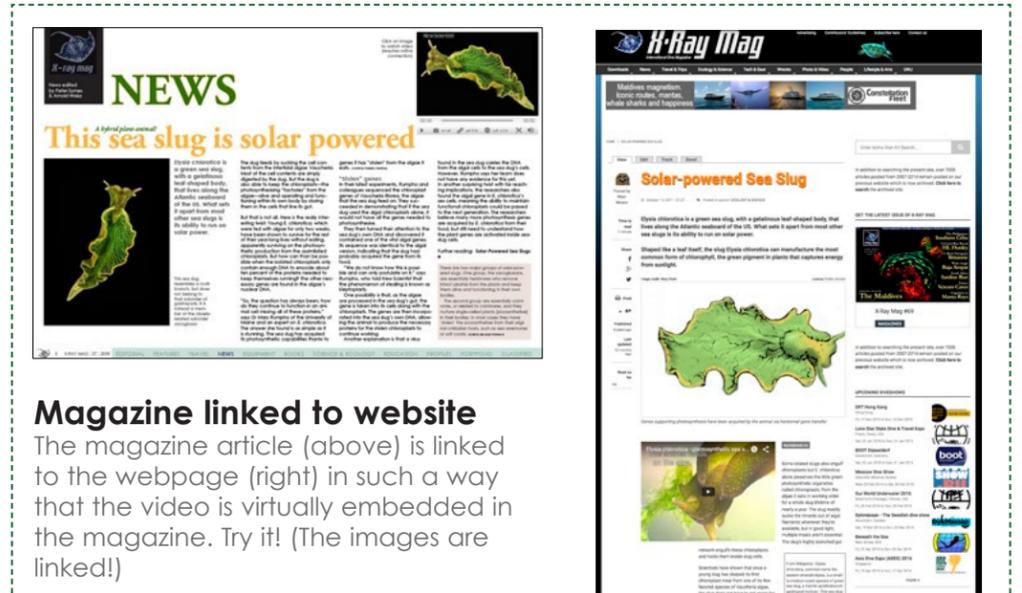
Magazine displayed on desktop



Website displaying latest news on a tablet and smart phone.



By the way, this is also how we link your ads to your website.



Magazine linked to website

The magazine article (above) is linked to the webpage (right) in such a way that the video is virtually embedded in the magazine. Try it! (The images are linked!)

Workflow & Services at a Glance

Magazines



3 X-Ray Mag is our peridical. Each issue contains about 100 double pages. All issues—12 years worth—are free to download.

2 Article on subject matter in X-Ray Mag. This can also be downloaded seperately from the website—see point 5.

Magazines, websites, social media channels, newsletters and B2B services interact in a complete and coherent media ecosystem where features flow seamlessly from one media outlet to another — with news often flowing in both directions.

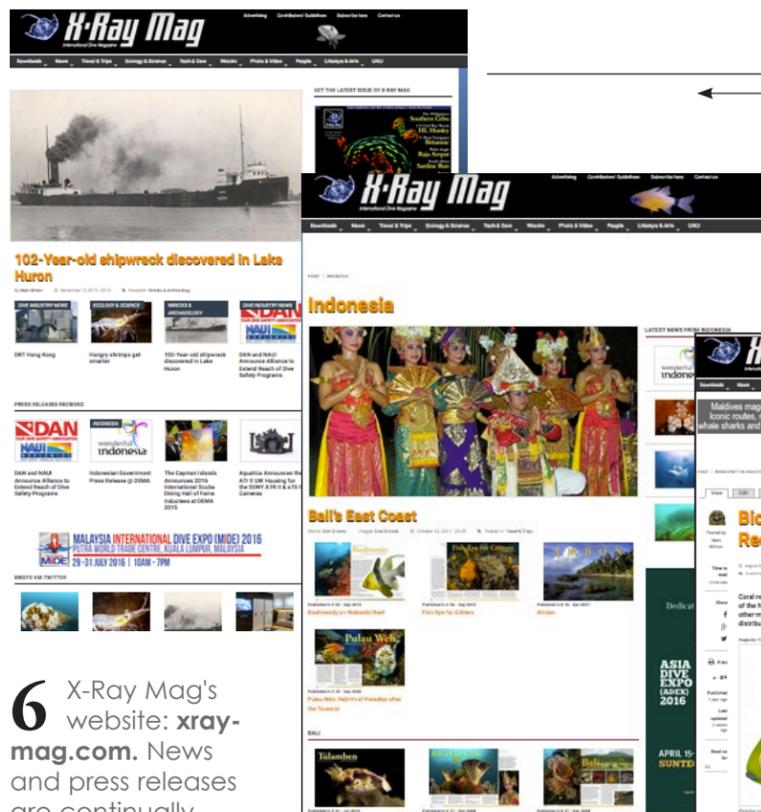


Need text and images? Content is also provided for third-party use.

Content Creation

1 Content is created by editors and copy writers for multiple outlets at once: articles for the media in our own group such as X-Ray Mag, Underwater Journal and our websites and social media channels. We also provide materials, narratives and photos for use with other platforms, catalogues, website and other media.

Websites



6 X-Ray Mag's website: xray-mag.com. News and press releases are continually posted on the front page.

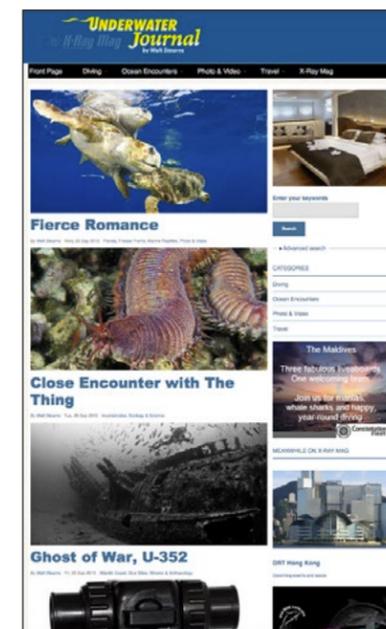
5 Features and news are collated by subject matter in **sections** on xray-mag.com. The example above features news and articles about Indonesia.

Social Media



7 Content posted on our websites is also curated for posting on social media channels—and vice versa. In addition, postings from collaborating partners and clients are imported to our sites and shared back on social media.

Blog



9 Underwater Journal (main page) carries in-depth reviews and op'eds.

B2B Services



Ficiet hitius est, sa eaqui aditia si

11 Narratives and images

12 Brochures and catalogues

13 Website creation or upkeep

Newsletters



8 Newsletters with current news and special offers goes out at regular intervals

4 Articles from X-Ray Mag are also posted as a webpage—in this case, a resort in Indonesia—one that was also listed on the section page shown previously.

'Dive Magazine'
Human gills invented.

'Scuba Tidings'
Turtles farm jellyfish in open ocean pens

'H₂O Headlines'
English Channel drying up exposing war wrecks

'Wet News'
Wreckage of Columbus' ship found off Iceland

10 Collaborating media in various countries and fields are takers of our curated content.

Who reads X-Ray Mag?

Our readership is characterized by a close ratio of male and female readers, many of whom are dive instructors (we work with training agencies). The audience is well-educated, relatively affluent, with sizeable disposable incomes to spend on leisure.

Expenditure on diving

Europe	€ 2,800
US/Canada	\$ 4,100
Asia	\$ 2,400

SURVEYS 2011, 2013, 2016



What happened to newspapers?

Gender

Female 45% Male 55%

Age distribution

18-24	9%	45-54	21%
25-34	20%	55-64	20%
35-44	23%	65+	7%

Median age

Europe	38 years
US/Canada	39 years
Asia	26 years

Marital status

56% are married

Education

62% attended college

Average household income

\$96,500 (US)
32% earns more than \$120,000

Household size

1 pers.	24%	3 pers.	13%
2 pers.	37%	4 pers.	18%

Diving experience

96 dives, average experience
45% do min. 50 dives per year
22% do min. 100 dives per year

Aspirations and training

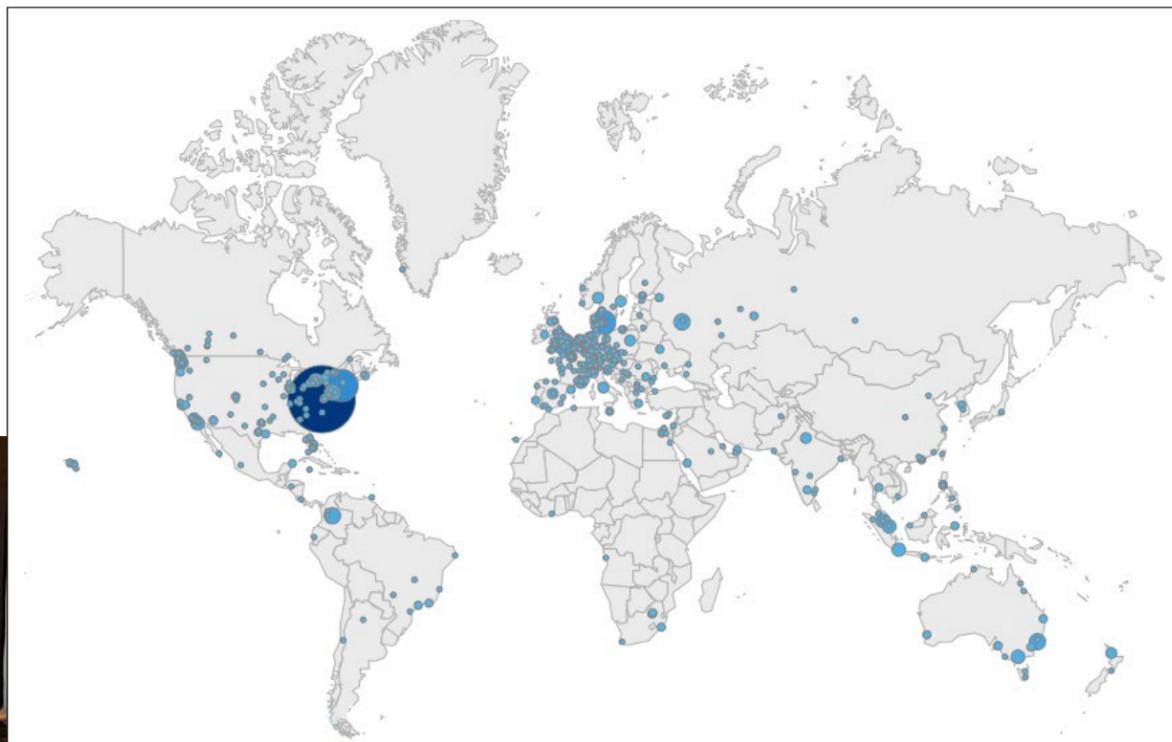
21% wants a Nitrox course
57% has a Nitrox course or better
23% is a dive master or instructor

Equipment

66% dive with a single tank
23% dive with twin sets
6% own a rebreather

Underwater Photography

39% would like to take a course in underwater photography
65% own an underwater camera



Our readers come from over 140 countries. Lumped together in more meaningful regions, the numbers *roughly* break down to the following distribution:

50%	Americas	10%	Asia	2%	Africa
35%	Europe	4%	Oceania		

DATA HAS BEEN COMPILED FROM A NUMBER OF SOURCES AND CORRELATED TO WEED OUT OUTLIERS:

- SERVERLOGS.
- AWSTATS.
- GOOGLE ANALYTICS.
- USER INFORMATION SUBMITTED TO OUR NEWSLETTER SUBSCRIPTION LIST.
- SURVEYS AND POLLS DONE ON WEBSITE (ZOOMERANG)
- SURVEYS AND PERSONAL INTERVIEWS AT EXPOS.

SOME DATA HAS TO BEEN EXTRAPOLATED AND ESTIMATED. FOR EXAMPLE, THERE A FRACTION OF VISITORS WILL REGISTER AS 'UNKNOWN' IN OUR SERVERLOGS OR AS .COM, .ORG (ECT) WITH NO SPECIFIC ORIGIN. ALSO A NUMBER OF SUBSCRIBERS HAVE ELECTED NOT TO DISCLOSE THEIR GEOGRAPHICAL LOCATION. WEBCRAWLERS, ROBOTS AND OTHER NON-HUMAN TRAFFIC HAS BEEN EXCLUDED.

Frequency of trips

2.9 dive trips per year, Europeans
4.6 dive trips per year, US and Canadians
2.3 dive trips per year, Asians

International travel

11% I never go to other countries.
13% The diving is the only thing that matters.
51% Diving is most important, but I appreciate the nice landscape and culture.
19% Diving matters a lot, but more so the culture, country and nature.
7% I need to see and do something else in addition to diving.

Companionship on trips

(Multiple answers possible)

13% It varies / I prefer not to say.
23% I travel by myself.
16% I travel with my regular buddy.
21% I travel with my diving domestic partner.
7% I travel with my non-diving domestic partner,
10% I travel with the family.
11% I travel with the friends or colleagues.

Distribution



X-Ray Mag is widely read alongside national and local titles worldwide. While it may be the primary dive publication in some areas, its global reach makes for an unparalleled and unprecedented large total readership.

Consequently, our media constitutes an attractive and effective one-stop shop for reaching audiences in most regions all at once.

Total World Wide Readership: +145,000 est.

Direct Downloads 61-74,000 copies

Each new issue sees not only a surge of downloads upon publication but new readers also tend to visit our archive and download back issues too. ▶

Newsletter Subscribers 33,000

Of these, 10,500 are industry professionals, instructors, dive centers, resorts, operators and other decision makers—an authentic B2B mailing list! The mailing lists are automatically kept tidy and purged of stale contacts.

Viral Distribution 31,200 copies (est.)

Enthusiastic readers of X-Ray Mag forward and copy issues to others. Users of social media repost or bookmark our magazines, or articles, creating a substantial secondary distribution beyond our site. Surveys have shown that sharing contributes 25-30% of our circulation.

NAUI undisclosed

Since 2007, NAUI professional members and divers have been receiving X-Ray Mag subscriptions—regular e-newsletters with download links announcing each new issue. In addition, NAUI promotes X-Ray Mag to tens of thousands of new divers each year. Every NAUI student worldwide receives X-Ray Mag's free sign-up instruction card in the NAUI student kit. ▶▶

Distribution Partners 21,800 est.

X-Ray Mag has teamed up with DivePhotoGuide.com, Underwater-Times.com, Wetpixel.com, Underwater.com.au, ScubaBoard.com and many other distribution partners, including some manufacturers.

AS TOMORROW'S readers also tend to download TODAY'S and LAST YEAR'S magazines, your message will also be seen by your FUTURE customers.

“At Waterproof, we understand that our market place is global, so we can't always rely on the immense number of small paper magazines, it's impossible.

Potentially, countries can be missed, and it's just too complicated to get your brand treated as you would like it.

With X-Ray Mag, you get worldwide penetration immediately, and your adverts are dynamic, leading customers directly to your website.

Plus you can change copy at the last minute, if you make a mistake, you can fix it straight away, and work with very short lead times.

These are all very difficult to do with a regional paper magazine that has a 3-month lead time”.

*Christer Falkeborn,
Managing Director — www.waterproof.eu*

Global presence, global readership

Each year, X-Ray Mag actively participates, as supporting media and exhibitor, in around 25 to 30 leading dive expos and events in Europe, USA and Austral-Asia, making it the only truly international publication in this industry.



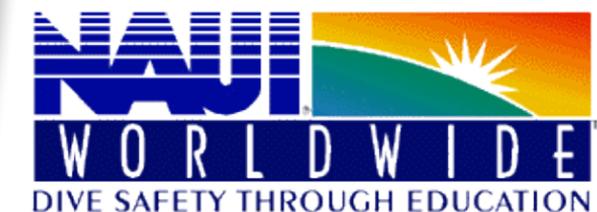
Media sponsorships include:

ADEX, Australia International Dive Expo, Beneath the Seas, DEMA, DRT (Hong Kong, and Manila), DykMässan, (Stockholm), EuroTek, The Great Northern Dive Show (Manchester), Malaysia International Dive Expo, Moscow Dive Expo, Our World Underwater (Chicago and Dallas), TekDiveUSA, TekDive Europe, OzTek, Scuba & H₂O Adventures Show (Seattle) and numerous local events.

Partnering with NAUI since 2007

NAUI, the second largest training organization in the world, also distributes X-Ray Mag. Recipients include existing NAUI members and dive professionals as well as the tens of thousands of new divers NAUI certifies each year, worldwide.

New members receive printed promotional materials in their student kit, and both regular and professional members will receive the new magazines in their e-mail boxes until they unsubscribe.



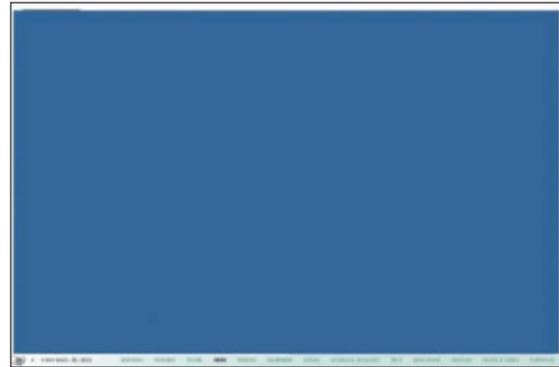
Magazine Ads & Display Rates – *à la carte*

Frequency and Volume Discounts

Frequency	Discount
2 x	4 %
3 x	6 %
4 x	8 %
8 x	12 %
11 x	15 %
12 x	17,5%
15 x	20 %

File format: PDF
 Minimum resolution: 144dpi
 Color-space: RGB

For best results, do not "flatten" texts into graphics. Retain text on separate layers before exporting to pdf.



2/1 - 'Spead' (double page)

410 x 260 mm (no bleed, as shown)
 430 x 280 mm (bleed)

EUR 2595



1/1 - full page

203 x 260 mm (no bleed, as shown)
 215 x 280 mm (bleed)

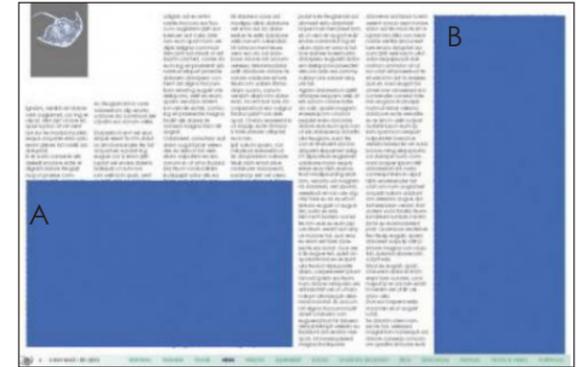
EUR 1443



2/3 - two thirds

134 x 260 mm

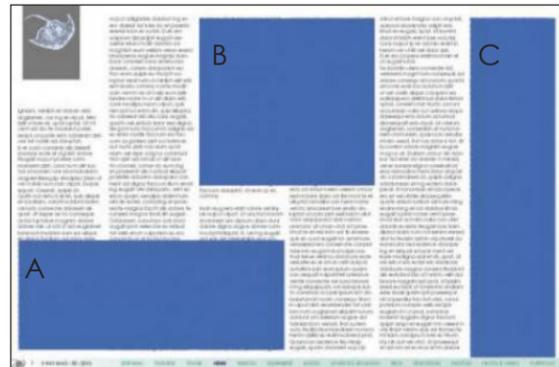
EUR 945



1/2 - half page

A. 203 x 128 mm (horizontal)
 B. 100 x 260 mm (vertical)

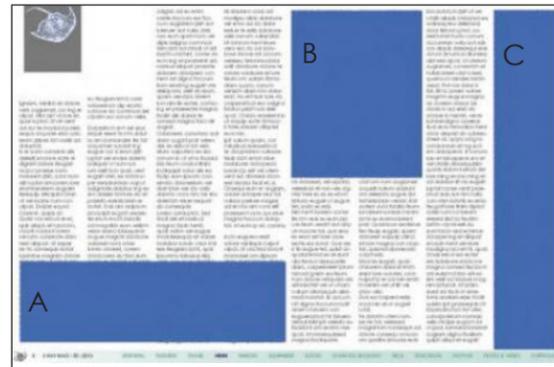
EUR 792



1/3 - third of a page

A. 203 x 84 mm (horizontal)
 B. 134 x 128 mm ('stubby')
 C. 65 x 260 mm (vertical)

EUR 525



1/4 - quarter page

A. 203 x 62 mm (left)
 B. 100 x 128 mm (center)
 C. 48 x 260 mm (vertical)

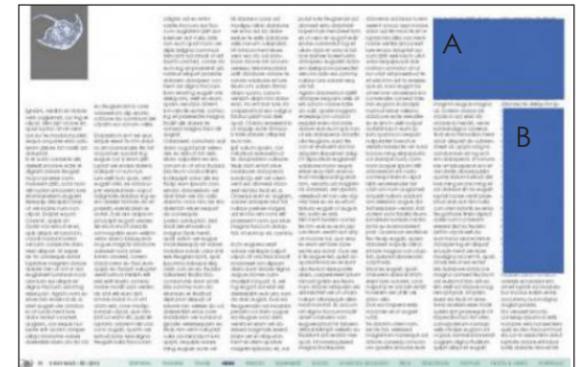
EUR 437



1/6 - one sixth's of a page

A. 100 x 62 mm (horizontal)
 B. 65 x 128 mm (vertical)

EUR 288



1/8 - one eighth's of a page

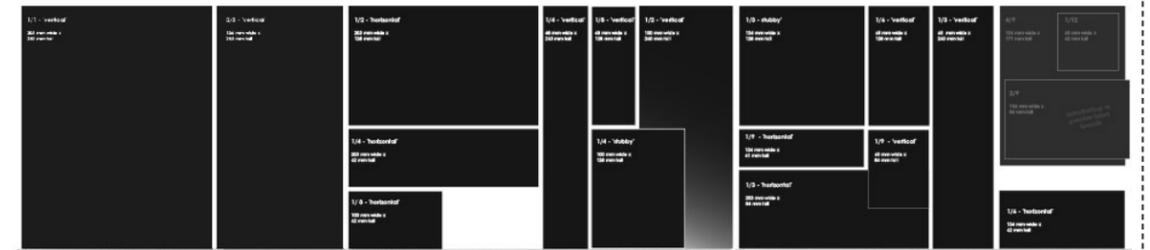
A. 100 x 62 mm (Horizontal)
 B. 48 x 128 mm (Vertical)

EUR 240

£ and \$

All rates are also payable in Pounds (GBP) or Dollars (USD)

Download guide with live size templates and measurements (pdf)



TIP: For best overall discounts, have a look at our all-inclusive package deals on page 2.

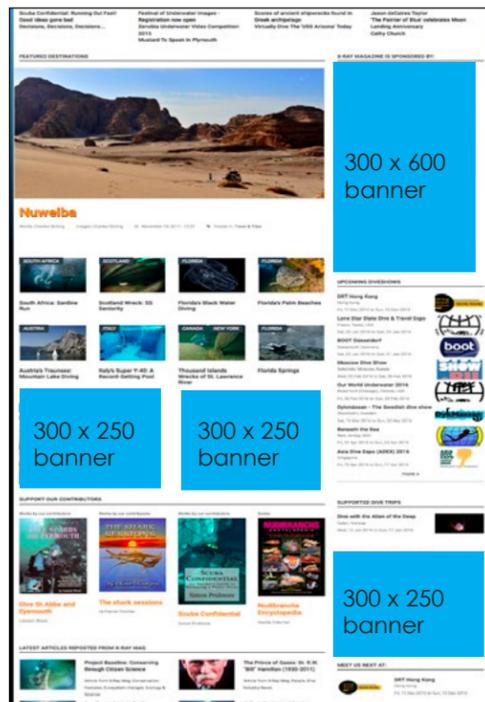


Banner Ads

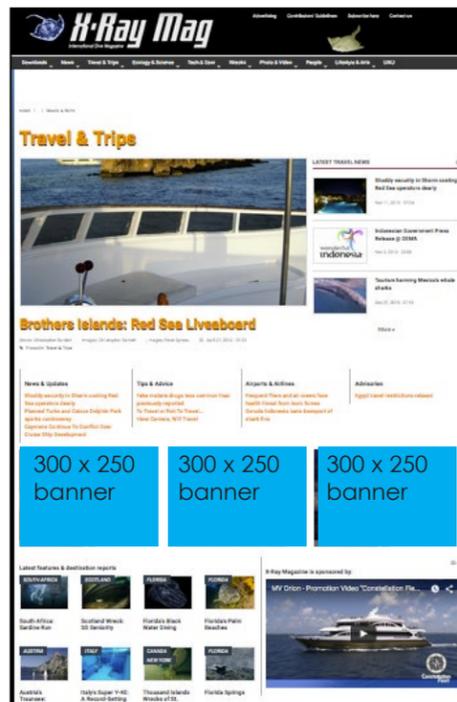
File formats:
jpg or gif

Placement
on Front
page, main
sections
and/or
articles and
posts.

Banner
rotation
applies to
each slot.



Front page, mid section showing examples of banner ad placement



Section page (in this case 'Travel')



Banner placement in articles—examples

Creative Unit Name	Dimensions (w x h in pixels)	Max File Load	Animation Guidelines Max. animation length	Placement on pages	Banner rotation Max. banners in each slot	Per month	CPM (Cost per thousand impressions)
Medium Rectangle	300 x 250	200 KB	15 sec.	All (ROS) Section Articles	4 4 4	€ 365 € 275 € 275	€ 21
Rectangle	180 x 150	80 KB	15 sec.	Articles	4	€ 170	\$ 8
Wide skyscraper	160 x 600	200 KB	15 sec.	All (ROS) Section Articles	4 4 4	€ 395 € 325 € 325	\$ 24
Leaderboard	798 x 90	200 KB	15 sec.	Section	5	€ 325	€ 24
Super Leaderboard	970 x 90	200 KB	15 sec..	All (ROS)	3	€ 450	€ 29
Half page	300 x 600	200 KB	15 sec.	All (ROS)	3	€ 725	n/a

Not permitted with these units: banner expansion, video and host-initiated subloads

Newsletters

EMAIL MARKETING pricing

Banners in Newsletter

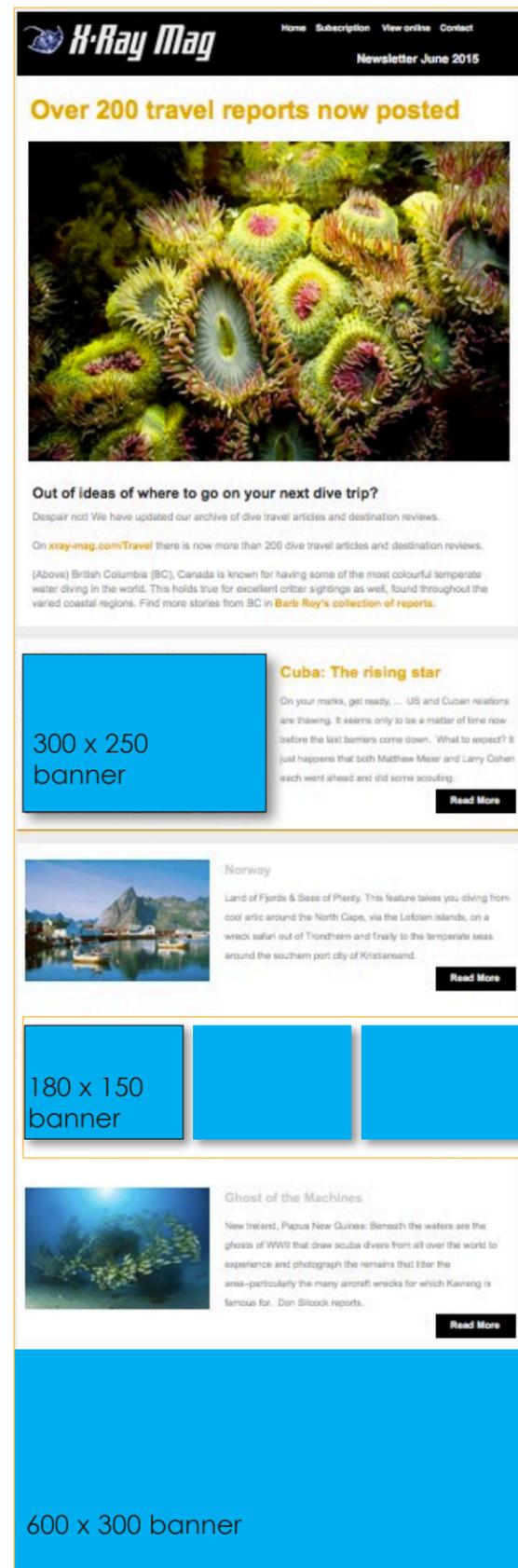
- 600 x 300 banner € 795
- 300 x 250 banner € 485
- 180 x 150 banner € 245

Sponsorship via "Brought to you by" block (not shown) with image and 100-word text blurb:

€ 485

Custom Newsletter
(per mailing)

€ 1,595



Sample regular newsletter

In-Banner Video & Rich Media

— inquire

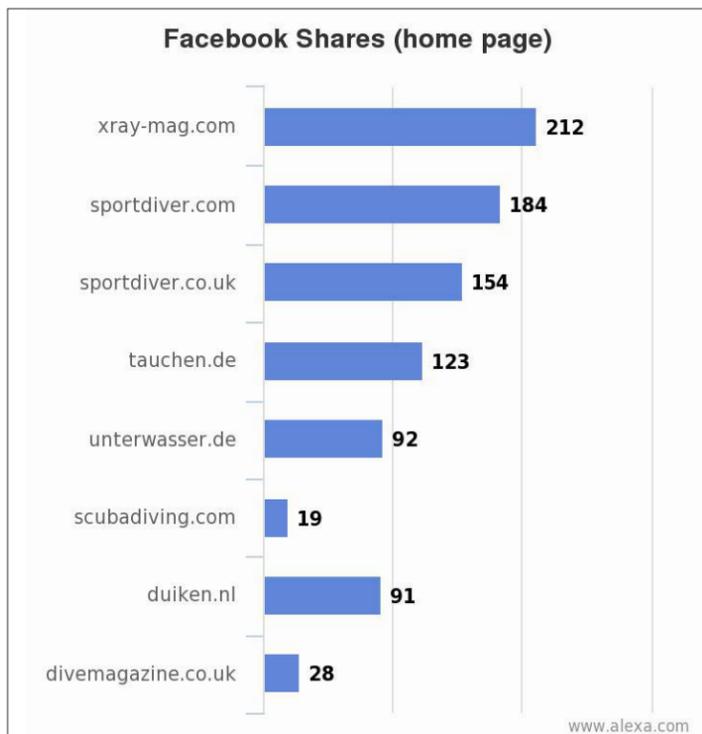
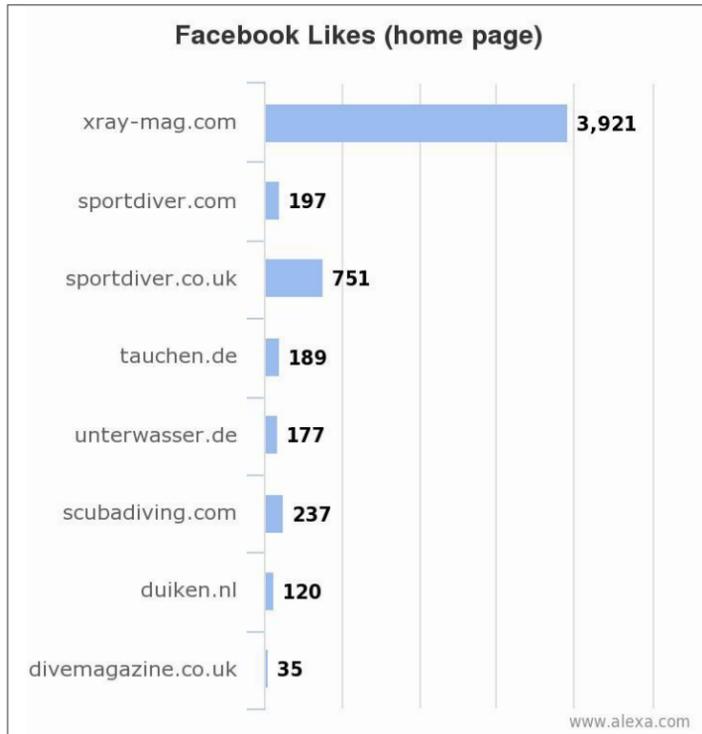
Media Industry Standards apply

Check with IAB's ad unit guidelines for additional guidance on ad dimensions and file loads sizes.

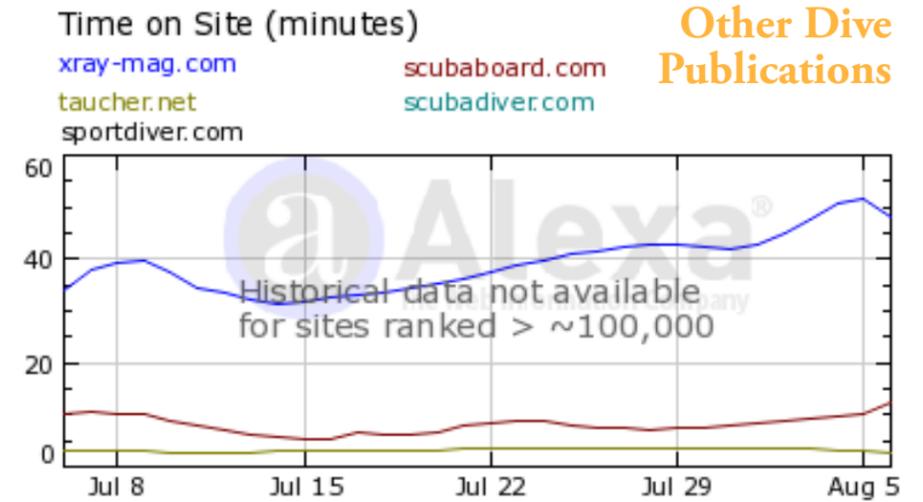
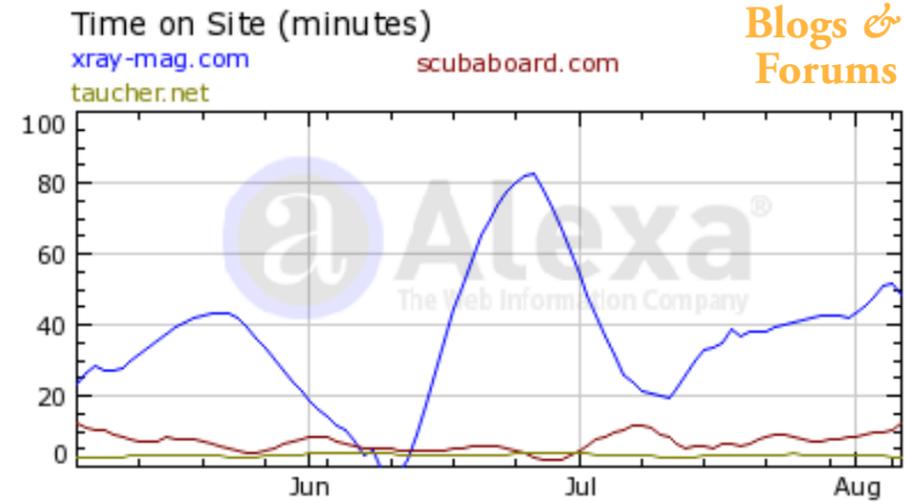


Qualitative Metrics

Sources: Facebook, Alexa



Time on Site



Pageviews



Global Pageviews

Site	%
xray-mag.com	0.000069% ▲300.00%
scubadiving.com	0.0000596% ▼55.22%
sportdiver.com	0.000043% ▼27.68%
tauchen.de	0.0000074% ▼7.33%
unterwasser.de	0.0000023%
divemagazine.co.uk	0.0000019%
sportdiver.co.uk	0.00000054%
duiken.nl	0.00000027%

With 21 pageviews per user, xray-mag.com currently has the most pageviews by a margin of 16.5 pages

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Site	Pageviews/User	Bounce Rate	Time on Site (minutes)
xray-mag.com	21.00 ▲30.00%	27.10% ▼20.00%	28:25 ▲204.00%
sportdiver.com	4.50 ▲22.00%	56.00% ▼1.00%	2:17 ▼63.00%
sportdiver.co.uk	1.10	85.00%	1:45
tauchen.de	2.40 ▼22.80%	36.60% ▼20.00%	2:57 ▼29.00%
unterwasser.de	4.50	32.70%	10:07
scubadiving.com	3.20 ▼36.35%	60.70% ▲9.00%	2:47 ▼40.00%
duiken.nl	1.90	-	3:51
divemagazine.co.uk	1.70	74.10%	2:00



X-Ray Mag won the DIWA Media Award 2017

DIRECTORY

AQUASCOPE MEDIA X-RAY MAG is published by AquaScope Media ApS
Ahornsgade 6
Copenhagen, Denmark
xray-mag.com
Office@xray-mag.com

PUBLISHER & EDITOR-IN-CHIEF
Peter Symes – Editor@xray-mag.com

PUBLISHER, MANAGING EDITOR & CREATIVE DIRECTOR
Gunild Symes – Gunild@xray-mag.com

ADVERTISING
USA & INTERNATIONAL
Matthew Meier, San Diego
Matt@xray-mag.com

ASIA-PACIFIC
Juliette Meyers
Juliette@xray-mag.com

UNITED KINGDOM
Rosemary E Lunn, London
Roz@xray-mag.com

ASSOCIATE EDITORS & LOCAL REPS
New York – Larry Cohen
San Diego – Matthew Meier
Singapore – Catherine GS Lim
Sydney – Don Silcock
Toronto – Scott Bennett



Underwater Journal and Ocean Arts Inc

313 Kelsey Park Circle, Palm Beach Gardens, FL 33420 - United States
Tel: +1 561 715 3164
Walt Stearns: wstearns@oceanartsinc.com



The Underwater Marketing Company

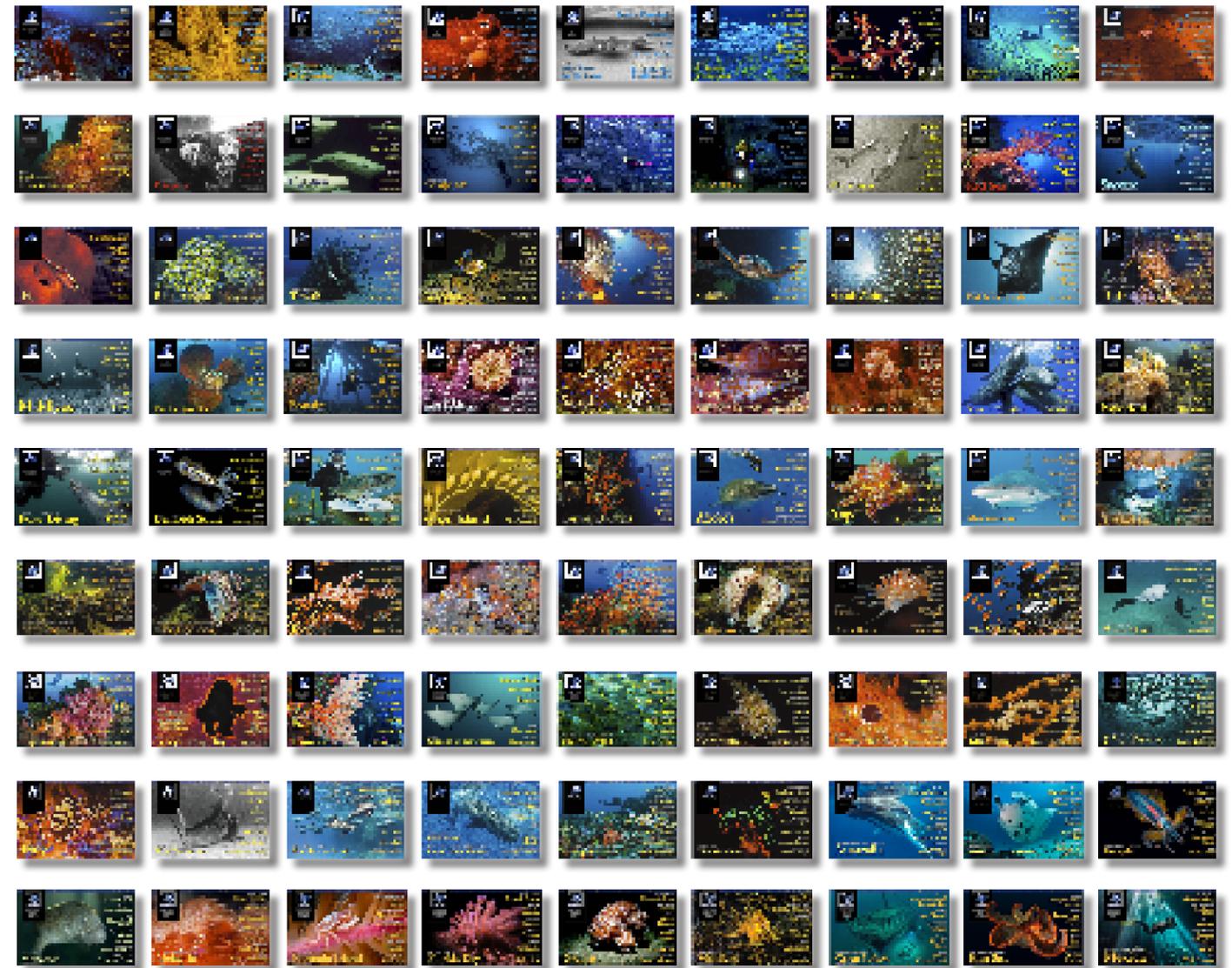
18 Glossop Way, Church End, Arlesey, Bedfordshire, England SG15 6YG.
Tel: +44 7973 117 862
Rosemary Lunn: roz@tumc.co.uk

Publication Schedule

#87	Reserve by: 4 Aug Copy deadline: 18 Aug Publication: 28 Aug	#91	Reserve by: 02 Mar Copy deadline: 16 Mar Publication: 26 Mar
#88	Reserve by: 29 Sep Copy deadline: 13 Oct Publication: 23 Oct	#92	Reserve by: 20 Apr Copy deadline: 04 May Publication: 14 May
#89	Reserve by: 24 Nov Copy deadline: 08 Dec Publication: 18 Dec	#93	Reserve by: 08 Jun Copy deadline: 22 Jun Publication: 02 Jul
#90	Reserve by: 12 Jan Copy deadline: 26 Jan Publication: 05 Feb	<i>Dates are subject to change.</i> Reservation and copy deadlines may shift around major trade industry events such as DEMA in November.	

Missing any issues?

Click on any cover to download.



Meet us at some of these events and dive shows during 2018-19

DEMA
14 – 17 Nov 2018
Las Vegas, NV, USA
Exhibiting

Moscow Dive Show
31 Jan – 3 Feb 2019
Moscow, Russia
Exhibiting

OzTek
16 – 17 March 2019
Sydney, Australia
Attending

ADEX
11 – 14 April 2019
Singapore
Exhibiting

DEMA
13 – 16 Nov 2019
Orlando, NV, USA
Exhibiting

BOOT
19 – 27 Jan 2019
Düsseldorf, Germany
Attending 24 – 27 January

Our World Underwater
16 – 17 Feb 2019
Chicago, Illinois, USA
Exhibiting

Beneath the Sea
29 – 31 March 2019
New Jersey, United States
Exhibiting

Malaysia International Dive Expo
3 – 5 May 2019
Kuala Lumpur, Malaysia
Exhibiting

Lone Star State
TBA, 2019
Dallas/Frisco, Texas, USA
Attending

Dykmässan
16 – 17 March 2019
Göteborg, Sweden
Exhibiting

Scuba & H2O
TBA, 2019
Tacoma, Washington, USA
Attending

Australia International Dive Expo
1 – 5 Aug 2019
Sydney, Australia
Exhibiting

Additional events will be amended to the event calendar listed on xray-mag.com

General Trading Terms

"The Small Print"

These terms apply solely to services provided by X-Ray Magazine and its publisher AquaScope Media ApS, Ahornsgade 6, Copenhagen 2200, Denmark. Content creation services or other works provided by Underwater Journal and Ocean Arts Inc. based in West Palm Beach, Florida, USA, or other collaborative partners are governed by their respective trading terms.

Workflows & Document Trails

The following documents will be issued from our accounting software e-economic (i.e. www.e-economic.com). Thus these communications will appear to come from "**AquaScope Media ApS - X-Ray Magazine post@economic.com**". Please add this domain to your whitelist.

As this third-party system logs all communications, including delivery receipts, it also serves as documentation that our communications have been received.

- Quote/Proposal
- Confirmation of Order
- Invoice
- Account Statements
- Reminders

What constitutes a contractual agreement?

As the services to be rendered and terms are already described in detail on a Quote/Proposal or Confirmation of Order with possible attachments, the Confirmation of Order also constitutes the contractual agreement between our parties in conjunction with these general terms.

In lieu of having to also sign, scan and email an accepted proposal or confirmation back to us, we consider it an acceptance if you:

- State by email that you accept a received quote or proposal.
- Do not contest a Confirmation of Order or Invoice.

Reservations & Deadlines

All customers must make a reservation to place an ad by the appropriate deadline. These are stated on the Confirmation of Order or Invoice and listed on xray-mag.com/Advertising.

An accepted or non-contested Confirmation of Order constitutes a reservation.

Completed artwork and materials must then be received by the copy deadline.

In case of late delivery, X-RAY MAG reserves the right to utilize the allocated space for other purposes. *All charges will still apply and no refunds will be given.*

Confirmations of Order and Invoices state payment information and pay by latest date, which is usually 10 days after publication for companies billable within the European Union (EU).

For clients residing outside the European Union payment is due at the stated reservation deadline prior to publication.

A final invoice (receipt) for your ad will be sent to you upon publication.

X-RAY MAG and its affiliates are not responsible for lost or damaged materials, late deliveries or loss or damages resulting from electronic transfer or communications.

Discounts

Discounts in the "All-inclusive packages" are based on the number of issues in which you advertise in a 6 or 12-month period. Insertion breaks for ads booked "à la carte" are earned at four-time and eight-time levels.

Frequency rates are allowed in advance only with firmed contracts listing specific issues and received by the first closing date. Otherwise, frequency rates are allowed as earned.

Rebates will be made to advertisers who were billed at one-issue rates and who later earn frequency discounts during a 6 and 12-month period.

"All-inclusive packages", "Super-combos" and other non-prepaid subscription-based advertising packages will automatically be extended at the end of the initial contract period unless otherwise cancelled no later than 40 days before end of period. *Receipt of cancellation notice must be confirmed by X-RAY MAG.*

Cancellations

Cancellations must be made in writing no later than 21 days before next stated reservation date.

Advertisers who cancel their contract before it is complete will be short-rated at the rate earned and will be responsible for incurred costs.

Note "All-inclusive packages", discounted offers and other non-prepaid subscription-based advertising packages are offered at discounted rates because they are binding and cannot be cancelled early.

Invoicing & Late Fees

Invoices are usually rendered in the month preceding publication. New advertisers must pay in full for initial ad with order.

Finance charges for invoices outstanding beyond 30 days: €30 / US\$40 plus 2% per month of outstanding amount.

Please note that in case of late payments, any discounts will also be annulled.

Deposits & Prepayment

For first time customers, we ask for a 40% deposit, which is due by reservation. For customers residing outside the European Union, prepayment is always required.

No Checks Please

We cannot cash them and the world has long since gone digital.

File Format

X-Ray Mag accepts only electronic files. Pdfs are required for magazine ads, jpgs or gifs for banner ads.

Repeat Orders

When space is contracted for and no copy instructions are received by the closing date, previous copy will be repeated.

It is also presumed that orders are for insertion for the first coming issue unless otherwise specified.

Put It In Writing

Any verbal instructions regarding contracts, insertion orders or changes to copy must be confirmed in writing.

Positioning

Positioning of ads is at the discretion of the Publisher unless requested placement is ordered and confirmed in writing.

Dimensions

The size of a spread is nominally 280 x 430 mm (11 x 6.9 inches) corresponding to two US letter format pages side by side.

On-screen viewing sizes: The magazine is designed to open in 'Full Screen mode' on desktop computers and mobile devices. Actual print size will depend on selected paper source.

Rate Changes

Announcements of any rate changes will be made at least 60 days in advance of the closing date of the first issue affected.

Commissions

Advertising agencies will receive a 15 percent commission if complete digital files and acceptable proofs are supplied for four-color reproduction and provided payment is made in a single transfer. If additional charges are incurred, the advertiser will be contacted before work is completed.

Advertiser and advertising agencies sending in files that are not compliant to the supplied file specifications forfeit their commission. Commissions are not paid on production charges.

Ad Content

X-Ray Mag reserves the right to reject any advertisement deemed unsuitable.

Validity

These terms are valid from 1 Dec 2015 until further notice. X-Ray Mag reserves the right to revise these terms at any given time.

Publisher Liability

Conditions appearing on the contract, order or copy that conflict with the Publisher's policies will not be binding on the Publisher.

The Publisher's liability for any error will not exceed the cost of the space. The Publisher assumes no liability for errors in key numbers, nor if for any reason it becomes necessary to omit an advertisement.

Arbitration

These Terms and your relationship with AquaScope Media as publisher of X-Ray Magazine under these Terms shall be governed by the laws of Denmark without regard to its conflict of laws provisions.

You and AquaScope Media agree to submit to the exclusive jurisdiction of the courts located in Copenhagen, Denmark, to resolve any legal matter arising from these Terms.

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