Multi-platform Campaign Packages

1/4 Page Ad Campaign

$299 12-month contract
$326 6-month contract

Magazine Ads
1/4 page vertical or horizontal

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

Extras
• Press releases posted on site
• Reposts to social media

1/3 Page Ad Campaign

$446 12-month contract
$473 6-month contract

Magazine Ads
1/3 page vertical or horizontal

Banner Ads
Medium Rectangle 300 x 250 pixels

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

1/2 Page Ad Campaign

$667 12-month contract
$698 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

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

$745 12-month contract
$798 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
• Banner ad in newsletters
• Reposts to social media
• Social media imports

Full Page Ad Campaign

$993 12-month contract
$1,118 6-month contract

Magazine Ads
1/1 page or half spread

Banner Ads
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

Notes:
12-month contracts comprise 8 magazine issues and 370 days of banner advertizing. 6-month contracts comprise 4 magazine issues and 180 days of banner advertizing. ROS: Run of Site—4 banners in rotation in each slot.

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.

We know how hard it has been out there, which is why we have looked at ways to make your marketing money work harder and go further. Pre-paid packages cut our administration costs down, thus allowing us to pass the savings directly on to you. Sign up now for 6 or 12 months and benefit from easy cash flow whilst telling the world about your services and products in the most economical manner.
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.

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.

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.

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 websites and social media channels making for a coherent and complete media platform with multiple channels.

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

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.

Divers like it “Free”
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.

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

Magazines

Social Media channels

Websites

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**

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.

1. Content Creation
   - Content is created by editors and copywriters 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, websites and other media.

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

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

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.

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


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.

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

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

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

11. Narratives and images

12. Brochures and catalogues

13. Website creation or upkeep

**Social Media**

**Blog**

**B2B Services**

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

'Human gills invented.'

'Turtles farm jellyfish in open ocean pens.'

'English Channel drying up exposing war wrecks.'

'Wreckage of Columbus’ ship found off Iceland.'
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

<table>
<thead>
<tr>
<th>Region</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>€2,800</td>
</tr>
<tr>
<td>US/Canada</td>
<td>$4,100</td>
</tr>
<tr>
<td>Asia</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>45%</td>
</tr>
<tr>
<td>Male</td>
<td>55%</td>
</tr>
</tbody>
</table>

Age distribution

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>23%</td>
</tr>
<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>20%</td>
</tr>
<tr>
<td>65+</td>
<td>7%</td>
</tr>
</tbody>
</table>

Median age

<table>
<thead>
<tr>
<th>Region</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>38 years</td>
</tr>
<tr>
<td>US/Canada</td>
<td>39 years</td>
</tr>
<tr>
<td>Asia</td>
<td>26 years</td>
</tr>
</tbody>
</table>

Marital status

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>56%</td>
</tr>
<tr>
<td>Single</td>
<td>44%</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td>62%</td>
</tr>
<tr>
<td>University</td>
<td>8%</td>
</tr>
</tbody>
</table>

Average household income

<table>
<thead>
<tr>
<th>Region</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>€96,500</td>
</tr>
<tr>
<td>US/Canada</td>
<td>$96,500</td>
</tr>
<tr>
<td>Asia</td>
<td>$96,500</td>
</tr>
</tbody>
</table>

Household size

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pers.</td>
<td>24%</td>
</tr>
<tr>
<td>2 pers.</td>
<td>37%</td>
</tr>
<tr>
<td>3 pers.</td>
<td>13%</td>
</tr>
<tr>
<td>4 pers.</td>
<td>18%</td>
</tr>
</tbody>
</table>

Diving experience

<table>
<thead>
<tr>
<th>Experience</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 dives</td>
<td>Average experience</td>
</tr>
<tr>
<td>45% do min. 50 dives per year</td>
<td></td>
</tr>
<tr>
<td>22% do min. 100 dives per year</td>
<td></td>
</tr>
</tbody>
</table>

Aspirations and training

<table>
<thead>
<tr>
<th>Aspiration</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>Wants a Nitrox course</td>
</tr>
<tr>
<td>57%</td>
<td>Has a Nitrox course or better</td>
</tr>
<tr>
<td>23%</td>
<td>Is a dive master or instructor</td>
</tr>
</tbody>
</table>

Equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>Dive with a single tank</td>
</tr>
<tr>
<td>23%</td>
<td>Dive with twin sets</td>
</tr>
<tr>
<td>6%</td>
<td>Own a rebreather</td>
</tr>
</tbody>
</table>

Underwater Photography

<table>
<thead>
<tr>
<th>Photography</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>Would like to take a course in underwater photography</td>
</tr>
<tr>
<td>65%</td>
<td>Own an underwater camera</td>
</tr>
</tbody>
</table>

Frequency of trips

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9 dives per year</td>
<td>Europeans</td>
</tr>
<tr>
<td>4.6 dives per year</td>
<td>US and Canadians</td>
</tr>
<tr>
<td>2.3 dives per year</td>
<td>Asians</td>
</tr>
</tbody>
</table>

International travel

<table>
<thead>
<tr>
<th>Travel</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>Never go to other countries</td>
</tr>
<tr>
<td>13%</td>
<td>The diving is the only thing that matters</td>
</tr>
<tr>
<td>51%</td>
<td>Diving is most important, but I appreciate the nice landscape and culture</td>
</tr>
<tr>
<td>19%</td>
<td>Diving matters a lot, but more so the culture, country and nature</td>
</tr>
<tr>
<td>7%</td>
<td>Need to see and do something else in addition to diving</td>
</tr>
</tbody>
</table>

Companionship on trips

<table>
<thead>
<tr>
<th>Companionship</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>It varies / I prefer not to say</td>
</tr>
<tr>
<td>23%</td>
<td>Travel by myself</td>
</tr>
<tr>
<td>16%</td>
<td>Travel with my regular buddy</td>
</tr>
<tr>
<td>21%</td>
<td>Travel with my diving domestic partner</td>
</tr>
<tr>
<td>7%</td>
<td>Travel with my non-diving domestic partner</td>
</tr>
<tr>
<td>10%</td>
<td>Travel with the family</td>
</tr>
<tr>
<td>11%</td>
<td>Travel with the friends or colleagues</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>50%</td>
</tr>
<tr>
<td>Europe</td>
<td>35%</td>
</tr>
<tr>
<td>Asia</td>
<td>10%</td>
</tr>
<tr>
<td>Oceania</td>
<td>4%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
</tbody>
</table>

What happened to newspapers?
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 their student kit.

Distribution Partners 21,800 est.
X-Ray Mag has teamed up with DivePhotoGuide.com, UnderwaterTimes.com, Wetpixel.com, Underwater.com.au, ScubaBoard.com and many other distribution partners, including some manufacturers.

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

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.

“...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.

There 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
Frequency and Volume Discounts

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 x</td>
<td>4 %</td>
</tr>
<tr>
<td>3 x</td>
<td>6 %</td>
</tr>
<tr>
<td>4 x</td>
<td>8 %</td>
</tr>
<tr>
<td>8 x</td>
<td>12 %</td>
</tr>
<tr>
<td>11 x</td>
<td>15 %</td>
</tr>
<tr>
<td>12 x</td>
<td>17.5%</td>
</tr>
<tr>
<td>15 x</td>
<td>20 %</td>
</tr>
</tbody>
</table>

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.

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

USD 3595
2/1 - 'Spread' (double page)
410 x 260 mm (no bleed, as shown)
430 x 280 mm (bleed)

USD 1990
1/1 - full page
203 x 260 mm (no bleed, as shown)
215 x 280 mm (bleed)

USD 1325
2/3 - two thirds
134 x 260 mm

USD 1095
1/2 - half page
A. 203 x 128 mm (horizontal)
B. 100 x 260 mm (vertical)

USD 735
1/3 - third of a page
A. 203 x 84 mm (horizontal)
B. 134 x 128 mm ('stubby')
C. 65 x 260 mm (vertical)

USD 595
1/4 - quarter page
A. 203 x 62 mm (left)
B. 100 x 128 mm (center)
C. 48 x 260 mm (vertical)

USD 395
1/6 - one sixth’s of a page
A. 100 x 62 mm (horizontal)
B. 65 x 128 mm (vertical)

USD 335
1/8 - one eighth’s of a page
A. 100 x 62 mm (Horizontal)
B. 48 x 128 mm (Vertical)

€ and £
All rates are also payable in Euros or Pounds (GBP)

Download guide with live size templates and measurements (pdf)
Banner Ads

File formats: jpg or gif

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

Banner rotation applies to each slot.

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Dimensions (w x h in pixels)</th>
<th>Max File Load</th>
<th>Animation Guidelines</th>
<th>Placement on pages</th>
<th>Banner rotation</th>
<th>Per month (Cost per thousand impressions)</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>200 KB</td>
<td>15 sec. All (ROS)</td>
<td>4</td>
<td>4</td>
<td>$395 $295 $27</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150</td>
<td>80 KB</td>
<td>15 sec. Section</td>
<td>4</td>
<td>4</td>
<td>$185 $95 $8</td>
<td></td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160 x 600</td>
<td>200 KB</td>
<td>15 sec. All (ROS)</td>
<td>4</td>
<td>4</td>
<td>$445 $345 $8</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>798 x 90</td>
<td>200 KB</td>
<td>15 sec. Section</td>
<td>5</td>
<td>4</td>
<td>$345 $345 $8</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970 x 90</td>
<td>200 KB</td>
<td>15 sec. All (ROS)</td>
<td>3</td>
<td>3</td>
<td>$495 $495 $21</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600</td>
<td>200 KB</td>
<td>15 sec. All (ROS)</td>
<td>3</td>
<td>3</td>
<td>$795 n/a</td>
<td></td>
</tr>
</tbody>
</table>

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

Newsletters

EMAIL MARKETING pricing

Banners in Newsletter

- 600 x 300 banner: $990
- 300 x 250 banner: $600
- 180 x 150 banner: $300

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

- $990

Custom Newsletter (per mailing):

- $2,900

In-Banner Video & Rich Media

— Please inquire.

Media Industry Standards apply

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

Sample regular newsletter
**Qualitative Metrics**

Sources: Facebook, Alexa

**Facebook Likes (home page)**

- xray-mag.com: 3,921
- sportdiver.com: 197
- sportdiver.co.uk: 751
- tauchen.de: 189
- unterwasser.de: 177
- scubadiving.com: 237
- duiken.nl: 120
- divemagazine.co.uk: 35

**Facebook Shares (home page)**

- xray-mag.com: 212
- sportdiver.com: 184
- sportdiver.co.uk: 154
- tauchen.de: 123
- unterwasser.de: 92
- scubadiving.com: 19
- duiken.nl: 91
- divemagazine.co.uk: 28

**Pageviews**

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

**Global Pageviews**

- xray-mag.com: 0.000005% ▲ 200.05%
- scubadiving.com: 0.000059% ▲ 65.22%
- sportdiver.com: 0.000043% ▲ 27.68%
- tauchen.de: 0.000007% ▲ 7.33%
- unterwasser.de: 0.000002% ▲ 1.00%
- divemagazine.co.uk: 0.000001% ▲ 0.00%
- sportdiver.co.uk: 0.000005% ▲ 0.00%
- duiken.nl: 0.000002% ▲ 0.00%

**Time on Site**

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

**Other Dive Publications**

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

**Blogs & Forums**

**Historical data not available for sites ranked > ~100,000**

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

**Time on Site (minutes)**

- xray-mag.com: 20.00 ▲ 20.55%
- sportdiver.com: 4.50 ▲ 20.00%
- sportdiver.co.uk: 1.10 ▲ 20.00%
- tauchen.de: 2.40 ▲ 20.00%
- unterwasser.de: 4.50 ▲ 20.00%
- scubadiving.com: 3.20 ▲ 20.00%
- duiken.nl: 1.90 ▲ 20.00%
- divemagazine.co.uk: 1.70 ▲ 20.00%
Publication Schedule 2018

#83
Reserve by: 11 Nov
Copy deadline: 25 Nov
Publication: 5 Jan

#84
Reserve by: 13 Jan
Copy deadline: 3 Feb
Publication: 14 Feb

#85
Reserve by: 3 Mar
Copy deadline: 17 Mar
Publication: 28 Mar

#86
Reserve by: 21 Apr
Copy deadline: 5 May
Publication: 16 May

#87
Reserve by: 2 Jun
Copy deadline: 16 Jun
Publication: 27 Jun

#88
Reserve by: 4 Aug
Copy deadline: 18 Aug
Publication: 05 Sept

#89
Reserve by: 15 Sep
Copy deadline: 29 Sep
Publication: 10 Oct

#90
Reserve by: 27 Oct
Copy deadline: 17 Nov
Publication: 28 Nov

#91
Reserve by: 15 Dec
Copy deadline: 6 Jan
Publication: 16 Jan

Dates are subject to change.
Reservation and copy deadlines may shift around major trade industry events such as DEMA in November.

Meet us at some of these events and dive shows during 2017-18

**DEMA**
1 - 4 Nov 2017
Orlando, Florida, USA
Exhibiting.

**BOOT**
20 - 28 Jan 2018
Düsseldorf, Germany
Attending 25-28 January

**Lone Star State**
27 - 28 Jan 2018
Dallas/Frisco, Texas, USA
Attending

**Moscow Dive Show**
1 - 4 Feb 2018
Moscow, Russia
Exhibiting

**Our World Underwater**
217 - 18 Feb 2018
Chicago, Illinois, USA
Exhibiting

**Dykmåssan**
17 - 18 March 2018
Stockholm, Sweden
Exhibiting

**OzTek**
16 - 17 March 2018
Sydney, Australia
Attending

**Beneath the Sea**
23 - 25 March 2018
New Jersey, United States
Exhibiting

**Scuba & H2O**
20 - 22 April 2018
Tampa, Washington, USA
Exhibiting

**DEMA**
6 - 8 April 2018
Singapore
Exhibiting

**ADEX**
6 - 8 April 2018
Singapore
Exhibiting

**Malaysia International Dive Expo**
4 - 6 May 2018
Kuala Lumpur, Malaysia
Exhibiting

**Australia International Dive Expo**
2 - 6 Aug 2018
Sydney, Australia
Exhibiting

**DRT Manila**
7 - 9 September 2018
Manila, Philippines
Exhibiting

Additional events will be amended to the event calendar listed on xray-mag.com
General Trading Terms
"The Small Print"

Workflows & Document Trails
The following documents will be issued from our accounting software e-conomic (i.e. www.e-conomic.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 firm 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 canceled 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.

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

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.

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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