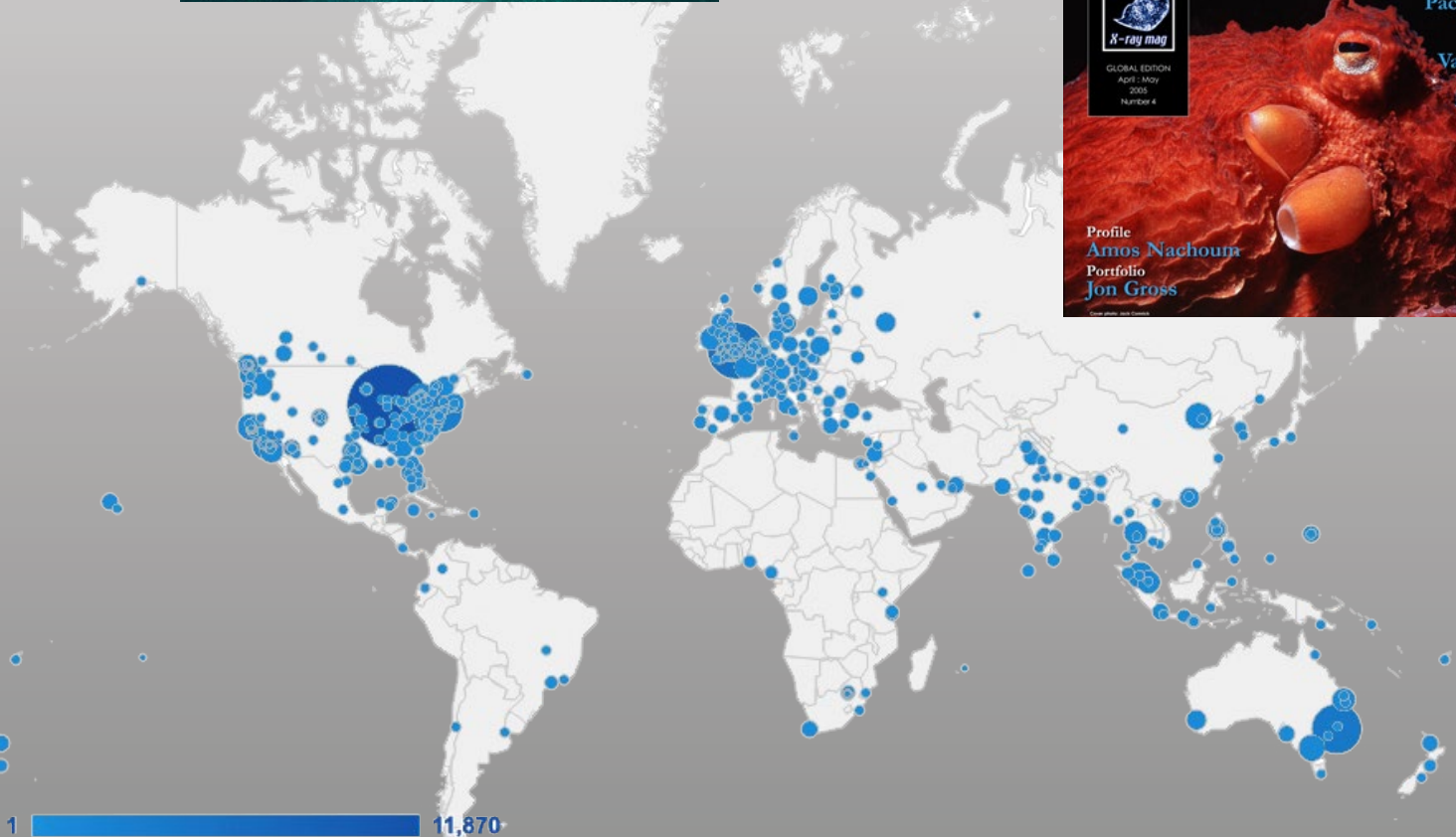
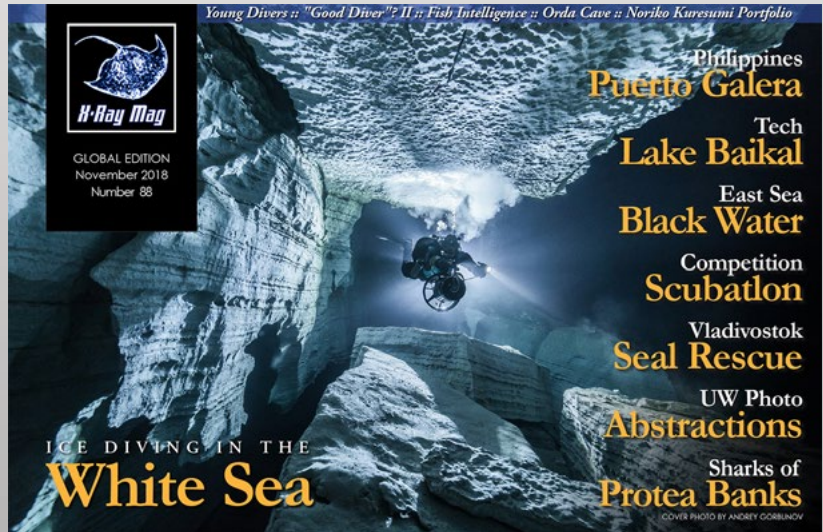
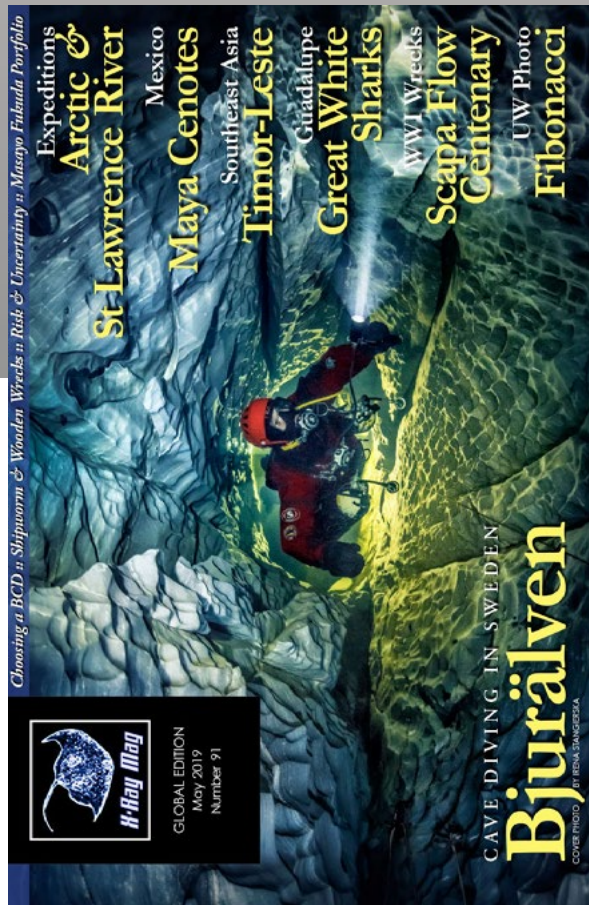


Media Info 2021



Marketing Solutions

Multi-platform

We understand your money must work hard and smart. Hence, we provide you with the best marketing and promotions packages, ensuring you can talk to the world, without costing the earth.

Our range of attractive bundles suit every pocket and requirement.

From magazine ads, website banners and newsletters to press releases, social media posts and extra services.

Just choose what you need and pay monthly.



1/4 Page Ad Campaign

\$ 298 12-month contract

\$ 328 6-month contract

Magazine Ads

1/4 page

Banner Ads

Medium Rectangle
300 x 250 pixels
+

Rectangle

180 x 150 pixels

Content/Editorial

- Press releases posted on site



1/3 Page Ad Campaign

\$ 448 12-month contract

\$ 478 6-month contract

Magazine Ads

1/3 page

Banner Ads

Medium Rectangle
300 x 250 pixels
by articles
+

Rectangle

180 x 150 pixels

Content/Editorial

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



1/2 Page Ad Campaign

\$ 598 12-month contract

\$ 658 6-month contract

Magazine Ads

1/2 page

Banner Ads

Wide Skyscraper
160 x 600 pixels
inside articles
+

Medium Rectangle
300 x 250 pixels

On front page and by articles

Content/Editorial

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



2/3 Page Ad Campaign

\$ 728 12-month contract

\$ 798 6-month contract

Magazine Ads

2/3 page vertical

Banner Ads

Leaderboard
728 x 90 pixels
+

Wide Skyscraper
160 x 600 pixels
inside articles
+

Medium Rectangle
300 x 250 pixels

On front page, by articles
and in newsletters

Content/Editorial

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



Full Page Ad Campaign

\$ 998 12-month contract

\$ 1,098 6-month contract

Magazine Ads

1/1 page
or half spread

Banner Ads

Half Page Ad
300 x 600 pixels
+

Super Leaderboard
970 x 90 pixels
+

Wide Skyscraper
160 x 600 pixels
inside articles
+

Medium Rectangle
300 x 250 pixels

On front page, by articles and
in newsletters

Content/Editorial

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

These easy packages bundle magazine ads, website banner ads, newsletters, press releases, social media posts and extra services as listed. 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. Rates are monthly.

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, but another first is its tight integration with web-sites and social media channels, making for a coherent and complete media platform with multiple channels.



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 standard pages. All current issues printed out would tip the scales at 50 kg!

*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.*



*Divers
like it
"Free"*

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, Instagram, YouTube, micro-blogging... 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 magazine issues and a news website. Plain and simple.

*As TOMORROW's readers
also download TODAY's and
LAST YEAR's issues, your
message will be seen by your
FUTURE customers.*

Content Creation Services

Need assistance with creating content? No problem! X-Ray Magazine and partners provide 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 5 ►

Editorial Services & Content Creation



360° panoramic imagery is provided in collaboration with Riess PhotoDesign.

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.

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 X-Ray Mag does not stay solely with us. Any article that X-Ray Mag has rendered can be repurposed into a standalone PDF to be used, distributed or shared by our client however they see fit.

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

Specialized Agency

We provide full spectrum content creation and marketing services specializing in recreational diving and dive tourism through our team of skilled copy writers and image makers, and partners across the globe.

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.

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,

Open Source Imagery Creation

Imagery of the kind published in articles in X-Ray Mag, can be made available to the client royalty free. Use of additional imagery from other sources can only be provided as negotiated and agreed upon.

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.



Resort Reviews

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



Equipment Reviews

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



Branded Content

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



Editorial Sponsorship

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



Sponsored Blog Posts

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



Blogs for Corporate Sites

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



Copywriting

Wordsmithery for advertising, press releases and other forms of marketing

Multiple media & multiple platforms — all are 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. This is also where we display video and 360° imagery.

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, and Instagram.



Magazine issue displayed on a desktop monitor

Website displaying latest news on a tablet and smartphone

TIME ON SITE
average
per visit

29
minutes

PAGE VIEWS
average
per year

33 million

UNIQUE VISITORS
average
per year

525,000

DOWNLOADS
average
per issue

72,000

READERS

171,500

FOLLOWERS
on social
media

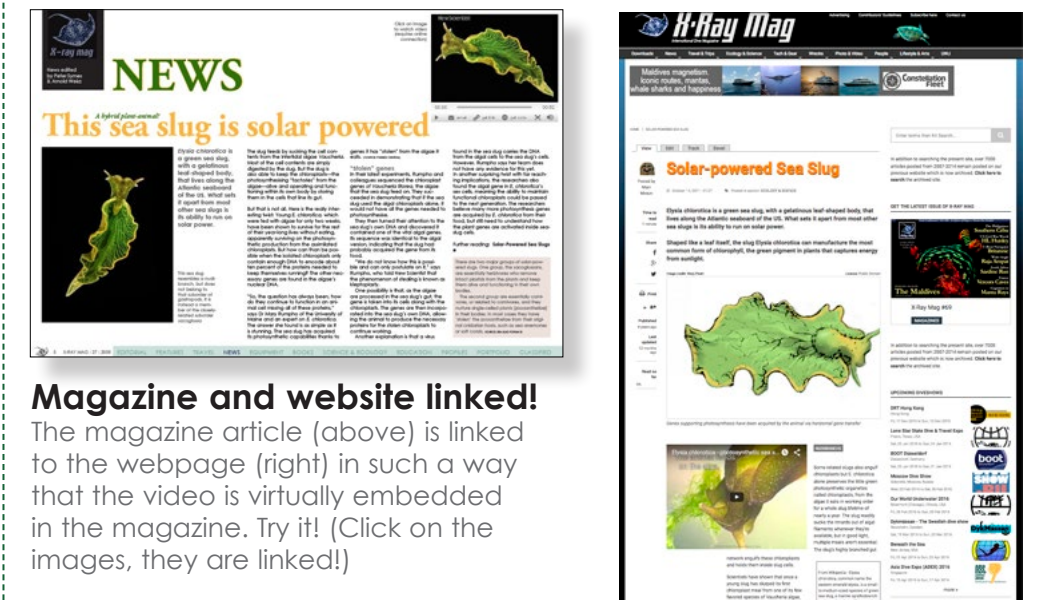
Over
66,000



Magazines Issues

Website

Social media channels



Magazine and website linked!
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! (Click on the images, they are linked!)

Workflow & Services at a Glance

Magazines



3 X-Ray Mag is our peridical. Each issue contains about 100 double pages. All issues—over 15 years worth—are free to download.

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

Websites



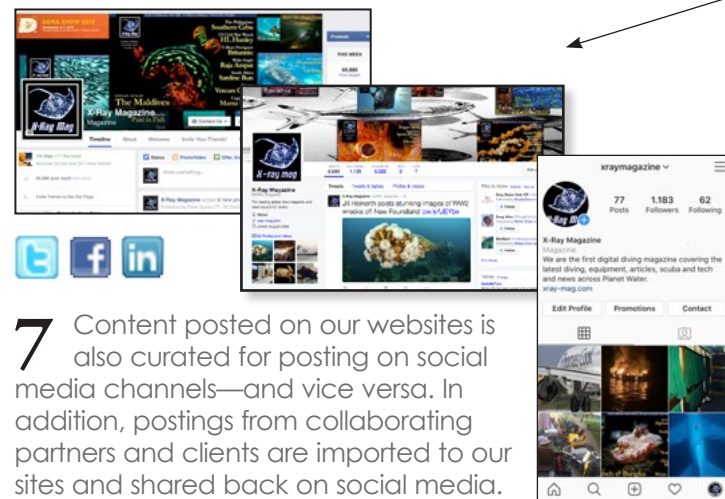
6 X-Ray Mag's website: xray-mag.com. News and press releases are continually posted on the front page.

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

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.

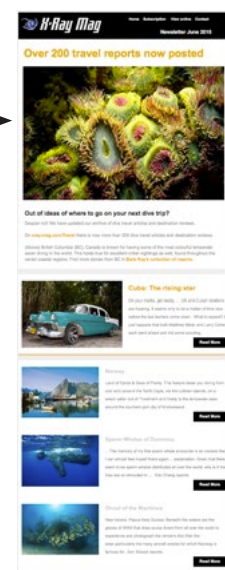
Magazines, websites, social media channels, newsletters and B2B services interact in a complete and coherent media ecosystem where features flow seamlessly from one media outlet to another—with news often flowing in both directions.

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.

Newsletters



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



Content Creation

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

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

Blog



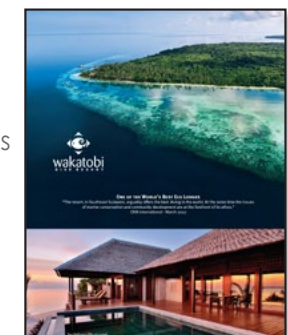
9 X-Ray Mag carries in-depth reviews and op'eds.

B2B Services



11 Narratives and images. New in 2020: 360° panoramas (topside and underwater) by Riess FotoDesign.

12 Brochures and catalogues



13 Website creation or upkeep

'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 and syndicated news and features.

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 and relatively affluent, with sizeable disposable incomes to spend on leisure.

Expenditure on diving

Europe	€ 3,400
US/Canada	\$ 4,900
Asia	\$ 2,900

SURVEYS 2011, 2013, 2016, 2018

Gender

Female 41% Male 59%

Age distribution

18-24	8%	45-54	22%
25-34	26%	55-64	15%
35-44	21%	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%



What happened to newspapers?

Diving experience

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

Equipment

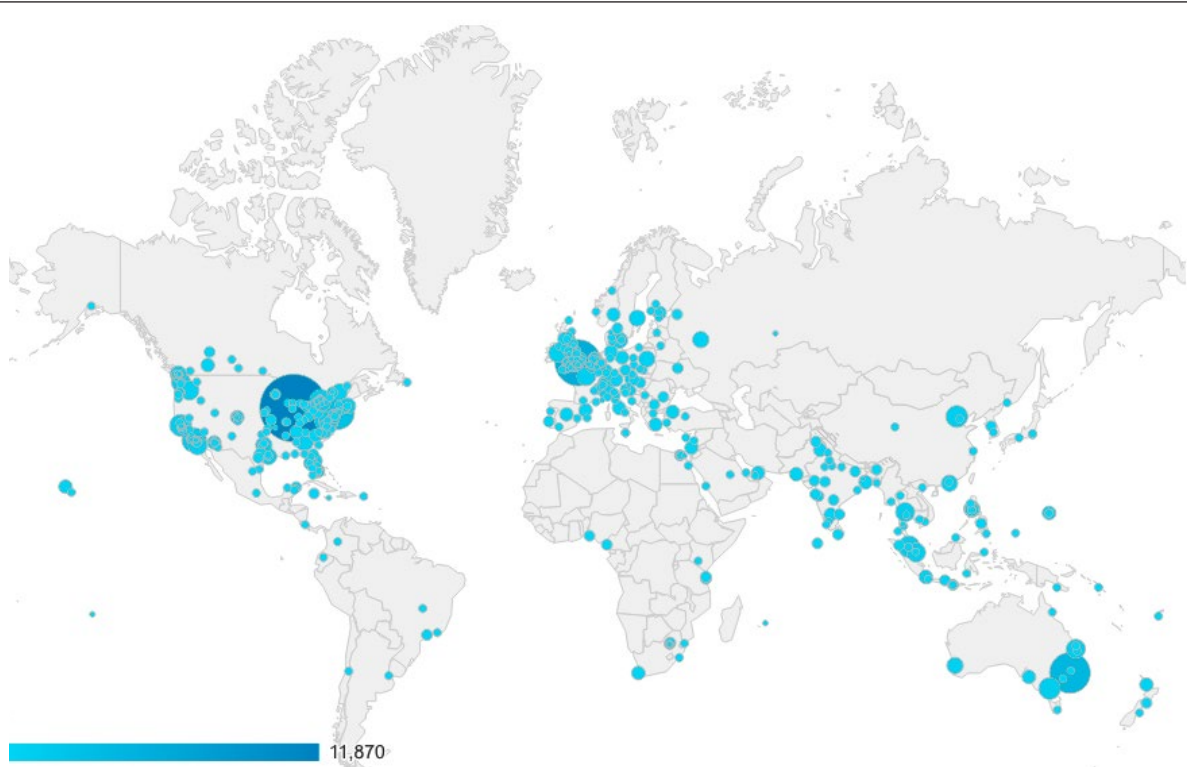
66% dive with a single tank
29% dive with twin sets
2.7% own a rebreather

Aspirations and training

26% wants a Nitrox course
59% has a Nitrox course or better
28% is a dive master or instructor

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 by continent, the numbers (rounded) break down to the following distribution:

47%	Americas	15%	Asia	2%	Africa
30%	Europe	6%	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, A FRACTION OF VISITORS WILL REGISTER AS "UNKNOWN" IN OUR SERVER LOGS OR AS ".COM, .ORG (ETC), 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
4.1 dive trips per year, US and Canadians
2.8 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.
17% Diving matters a lot, but more so the culture, country and nature.
9% I also need to see and do something else in addition to diving.

Companionship on trips

(Multiple answers possible)

9% It varies / I prefer not to say.
16% I travel by myself.
24% I travel with my regular buddy.
21% I travel with my diving domestic partner.
6% I travel with my non-diving domestic partner,
11% I travel with the family.
14% I travel with 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: 171,500

(Benchmarked 25 September 2019)

Direct Downloads: 64,000 -79,000 copies per issue

Each new issue sees not only a surge of downloads upon publication, but new readers also visit our archives and download back issues too. ►

Newsletter Subscribers: 34,500

Of these, 10,600 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: 32,700 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, UnderwaterTimes.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, DykMässan (Stockholm), EuroTek, Malaysia International Dive Expo, Moscow Dive Expo, Our World Underwater (Chicago and Dallas), OzTek, TekDiveUSA, TekDive Europe 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 promotionals in their student kit, and both regular and professional members will receive the new magazines in their e-mail boxes until they unsubscribe.



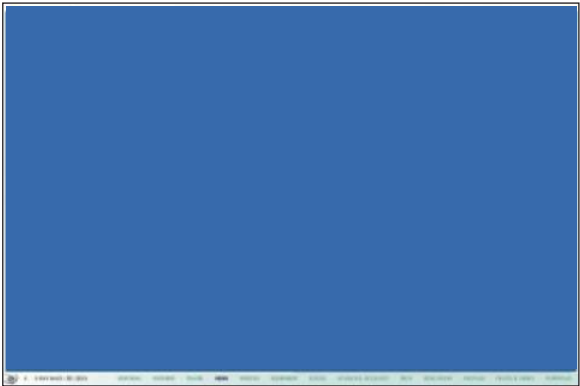
Magazine Ads & Display Rates – *à la carte*

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.

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



2/1 – "Speed" (double page)

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

USD 2998



1/1 – Full page

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

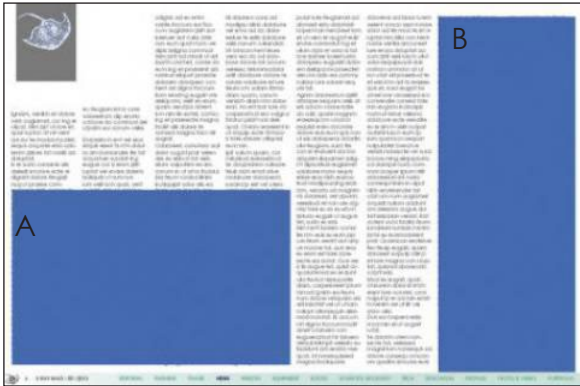
USD 1698



2/3 – Two-thirds page

134 x 260 mm

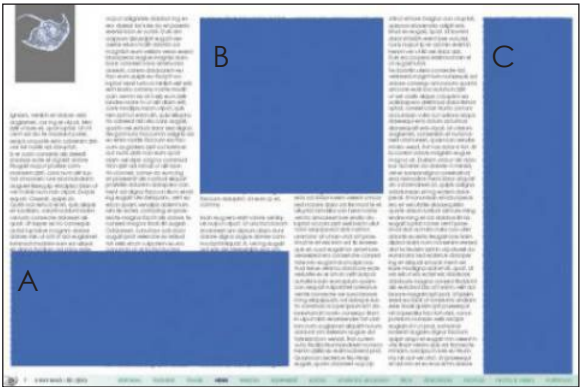
USD 1099



1/2 – Half page

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

USD 948



1/3 – Third page

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

USD 648



1/4 – Quarter page

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

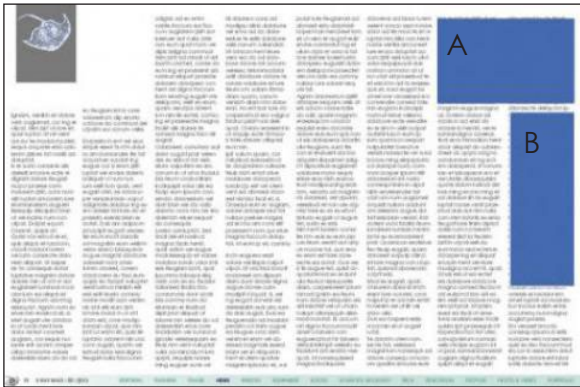
USD 578



1/6 – One-sixth page

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

USD 338



1/8 – One-eighth page

A. 100 x 62 mm (horizontal)
B. 48 x 128 mm (vertical)

USD 248

£ and €

All rates are also payable in Pounds (GBP) or Euros (EUR)

Download guide with live size templates and measurements (pdf)

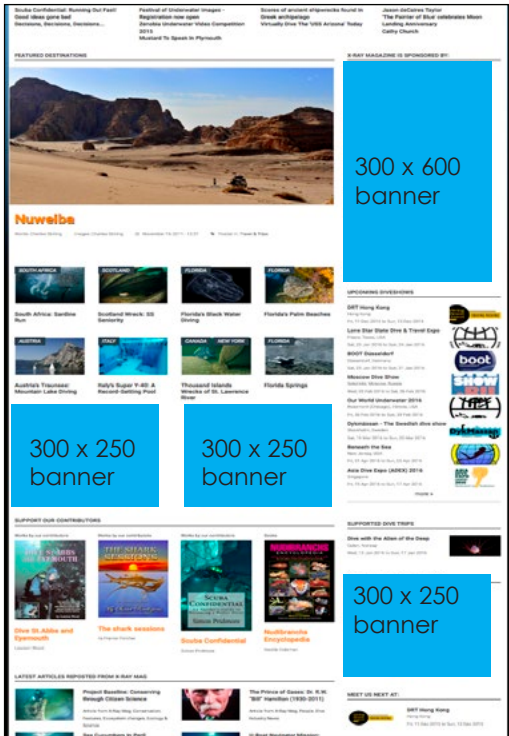


Banner Ads

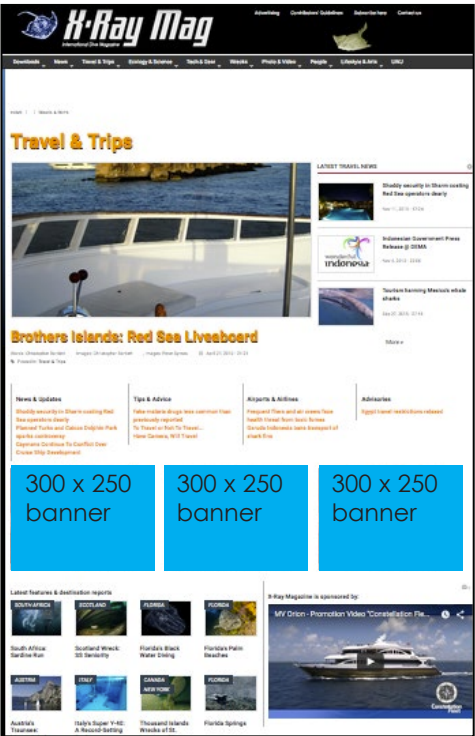
File formats:
jpg or gif

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

Banner
rotation
applies to
each slot.



Front page, mid-section, showing examples of banner ad placement



Section page (in this case "Travel")



Banner placement in articles includes three examples.

Creative Unit Name	Dimensions (w x h in pixels)	Max File Load	Animation Guidelines Max. anima-tion 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	\$ 395 \$ 295 \$ 295	\$ 27
Rectangle	180 x 150	80 KB	15 sec.	Articles	4	\$ 185	\$ 8
Wide Skyscraper	160 x 600	200 KB	15 sec.	All (ROS) Section Articles	4 4 4	\$ 445 \$ 345 \$ 345	\$ 8
Leaderboard	798 x 90	200 KB	15 sec.	Section	5	\$ 345	\$ 19
Super Leaderboard	970 x 90	200 KB	15 sec.	All (ROS)	3	\$ 495	\$ 21
Half Page	300 x 600	200 KB	15 sec.	All (ROS)	3	\$ 795	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	\$ 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

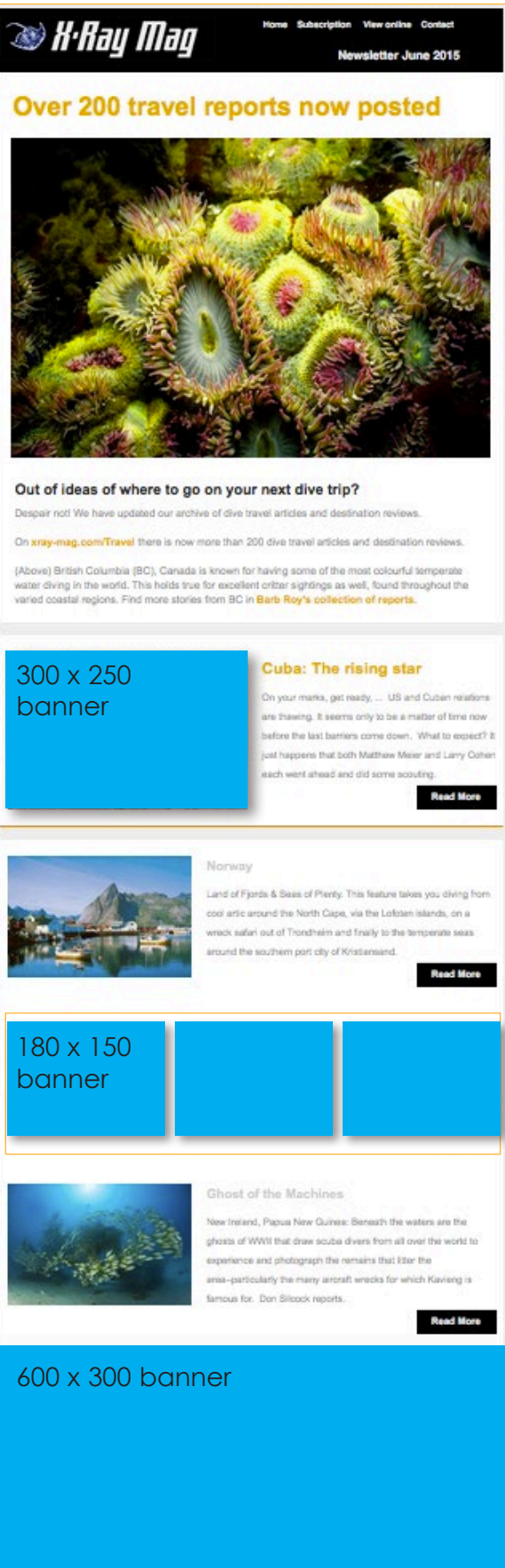
Custom Newsletter
(per mailing) \$ 2,900

In-Banner Video & Rich Media

— 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

DIRECTORY



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



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& CREATIVE DIRECTOR
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Singapore – Catherine GS Lim
Sydney – Don Silcock
Toronto – Scott Bennett



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Tel: +49 89 520 31 810

Wolfgang Riess: mail@riess-fotodesign.de

Publication Schedule

#103

Reserve by: 9 Jan 2021
Copy deadline: 23 Jan 2021
Publication: 2 Feb 2021

#104

Reserve by: 27 Feb 2021
Copy deadline: 13 Mar 2021
Publication: 23 Mar 2021

#105

Reserve by: 17 Apr 2021
Copy deadline: 1 May 2021
Publication: 11 May 2021

#106

Reserve by: 5 Jun 2021
Copy deadline: 19 Jun 2021
Publication: 29 Jun 2021

#107

Reserve by: 31 Jul 2021
Copy deadline: 14 Aug 2021
Publication: 24 Aug 2021

#108

Reserve by: 18 Sep 2021
Copy deadline: 2 Oct 2021
Publication: 12 Oct 2021

#109

Reserve by: 20 Nov 2021
Copy deadline: 4 Dec 2021
Publication: 14 Dec 2021

#110

Reserve by: 8 Jan 2022
Copy deadline: 22 Jan 2022
Publication: 1 Feb 2022

#111

Reserve by: 26 Feb 2022
Copy deadline: 12 Mar 2022
Publication: 22 Mar 2022

#112

Reserve by: 16 Apr 2022
Copy deadline: 30 Apr 2022
Publication: 10 May 2022

#113

Reserve by: 4 Jun 2022
Copy deadline: 18 Jun 2022
Publication: 28 Jun 2022

#114

Reserve by: 30 Jul 2022
Copy deadline: 13 Aug 2022
Publication: 23 Aug 2022

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

We got it covered—check out over 100 back issues!



All of our back issues can be downloaded for free at:
xray-mag.com/Backissues

Meet us at some of these events & dive shows

DEMA

16 – 19 Nov 2021
Las Vegas, NV, USA
Exhibiting

BOOT

22 – 30 Jan 2022
Düsseldorf, Germany
Attending 26 – 30 Jan

Moscow Dive Show

17 – 20 Feb 2022
Moscow, Russia
Exhibiting

Our World Underwater

T.B.A.
Chicago, Illinois, USA
Attending

Dykmässan

19 – 20 March 2022
Göteborg, Sweden
Exhibiting

Beneath the Sea

25 – 27 March 2022
New Jersey, United States
Attending

ADEX

22 – 24 April 2022
Singapore
Exhibiting

Malaysia International Dive Expo

T.B.A.
Kuala Lumpur, Malaysia
Exhibiting

Australia International Dive Expo

T.B.A.
Sydney, Australia
Exhibiting

DEMA

1 – 4 Nov 2022
Orlando, FL, USA
Exhibiting

EuroTek

T.B.A.
England, UK
Exhibiting

Due to the changing nature of pandemic restrictions, events will be updated in upcoming revisions of this media kit—a revised edition is due out by early December 2021.

Events will also be listed on the event calendar listed on: **xray-mag.com**.

General Trading Terms & Conditions

Workflows & Document Trails

The following documents will be issued from our accounting software: E-conomic (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 firmed contracts listing specific issues and received by the first closing date. Otherwise, frequency rates are allowed as earned.

"All-inclusive packages," "campaign packages" 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 the 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," campaign package deals, 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

Invoices are usually rendered in the month preceding publication. New

advertisers must pay in full for initial ad with order.

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.

All payments can be subject to the bank's enquiries according to Danish and International anti-money laundering and anti-terror finance regulations and the customer may be required to provide proof of identity.

Late fees and interest

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.

File Format

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

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.

These terms apply solely to services provided by X-Ray Mag and its publisher AquaScope Media ApS, Ahornsgade 6, Copenhagen 2200, Denmark -- company/tax/VAT registration number DK-30698223
Content creation services or other works provided by other collaborative partners are governed by their own respective trading terms.

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.

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.

Agency commissions

Advertising agencies will receive a 15 percent commission if complete digital files and acceptable proofs are supplied according to our digital specs 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.

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.

Intellectual property rights

Unless otherwise agreed, intellectual property rights in materials prepared by AquaScope Media ApS belong to AquaScope Media ApS.

GDPR

As Aquascope Media ApS doesn't process data relating to a private person the GDPR-regulation is not applicable to AquaScope Media ApS' standard agreement. However, in the case of personal data is processed the terms in the Danish and EU-regulation on personal data protection (GDPR) is applicable. All collected data is within the legal limits for the purpose of fulfilling an agreement given to AquaScope Media ApS as an requirement of such an agreement and consensual. Data responsible officer is Peter Symes - contactinfo@xray-mag.com

Governing Law and jurisdiction

Any dispute relating to AquaScope Media ApS' works and products will be settled in accordance with Danish law and subject to the exclusive jurisdiction of the Danish courts and with The Court of Copenhagen as it first venue.

Validity

These terms are valid from 5 Oct 2019 until further notice. X-Ray Mag/AquaScope Media reserves the right to revise these terms at any given time.

