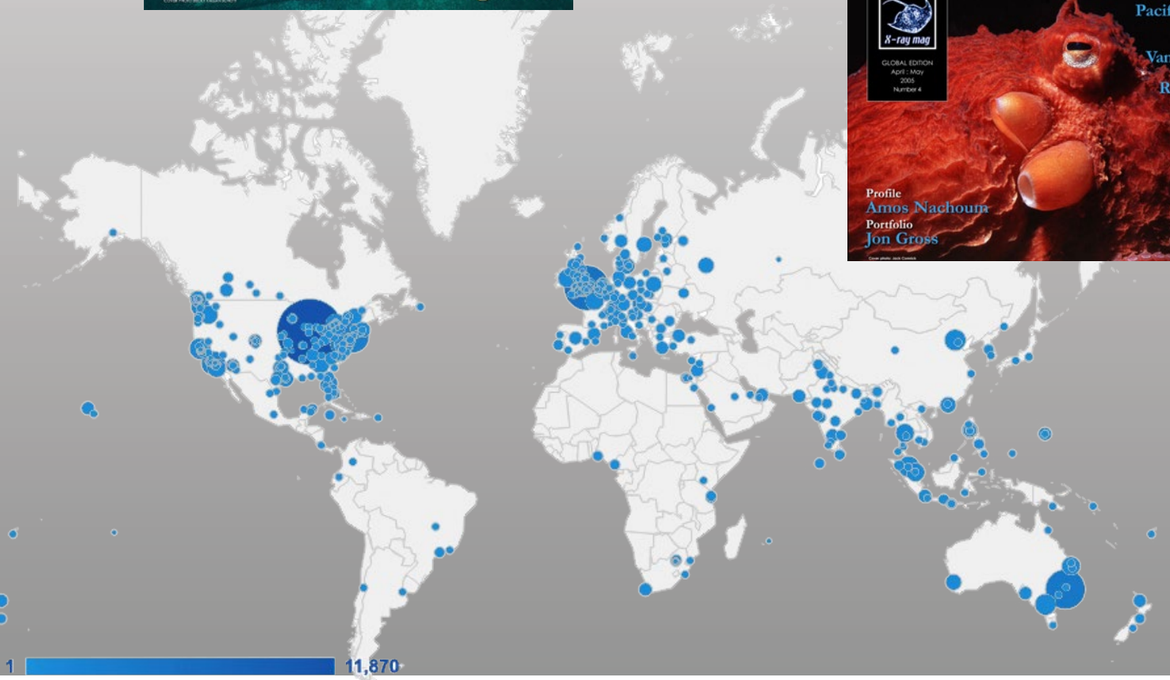
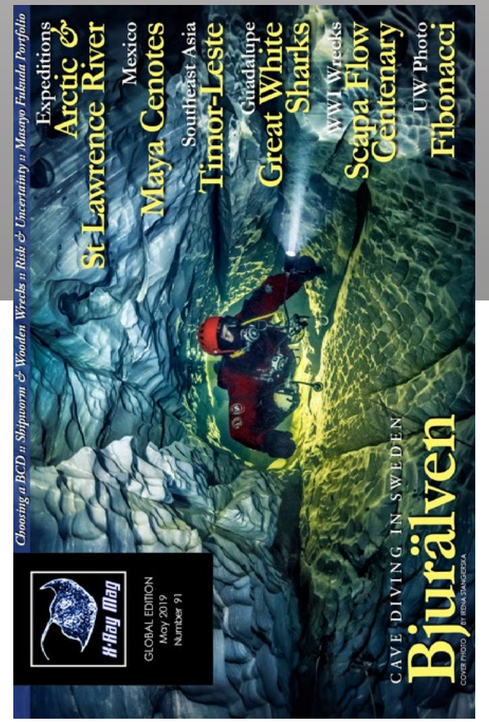


X-Ray Mag

Advertising &
Media Information

USD



Media Info 2023-4

Revised 25 July 2023 - valid until futher notice

Marketing *Multi-platform* Solutions

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

$ 375 12-month contract

$ 395 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

$ 525 12-month contract

$ 595 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

$ 725 12-month contract

$ 795 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

$ 895 12-month contract

$ 995 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

$ 1,145 12-month contract

$ 1,295 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.

Business Directory

The new interactive Business Directory is aimed at providing maximum visibility and context-sensitive branding for a very attractive annual fee.

A Business Directory entry is made up of two parts:

1. An online listing on our website, describing your dive operation or brand. This listing also provides context sensitive branding across the website.

2. An in-issue ad in our magazine's new classified section.

Website Listing

Elements:

Name (brand)

Main image

Image gallery

Google map

Video

Social media handles

Website

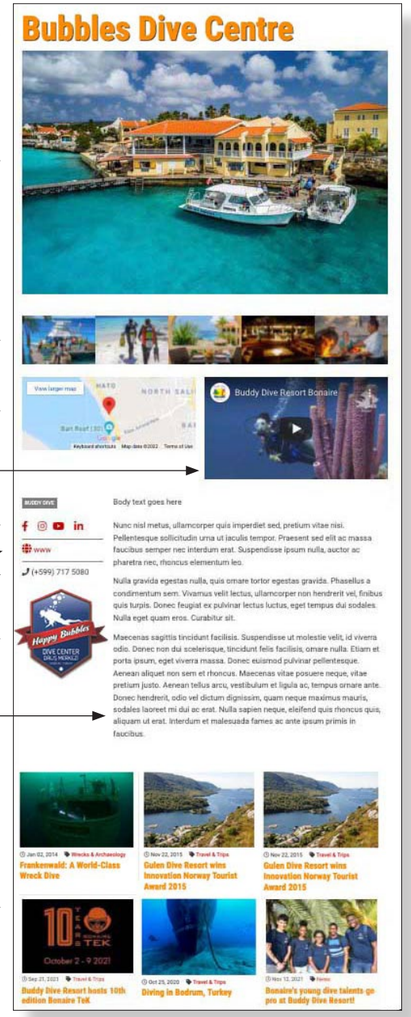
Telephone no.

Logo

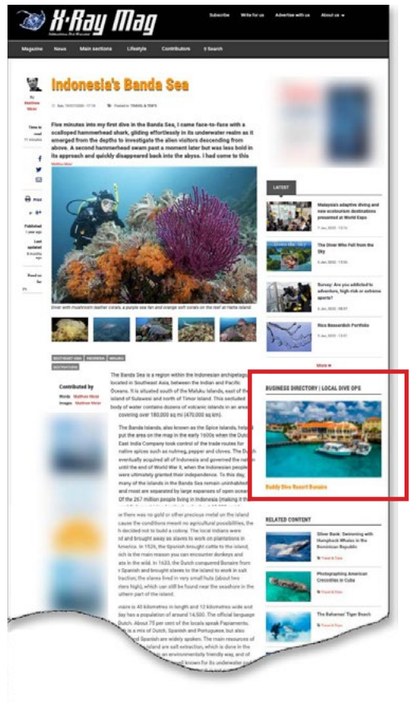
Description (150 words)

Other existing articles about your dive operation or brand are automatically listed here

Further below, other articles about the location or region are listed.



Sample Dive Directory listing on our website

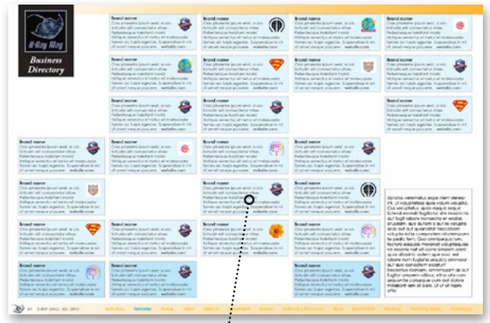


Sample article on our website, showing how a directory entry gets listed in other articles and news posts. Actual design may evolve.

Includes context sensitive placements on our website

Your dive business or brand also gets listed in articles and news posts in a context-sensitive manner. For example, a dive operation gets listed in the margin of a travel article about the region in which it is located.

In-Issue Classified Ad



Brand/Business Name
Cras pharetra ipsum erat, a sollicitudin elit consectetur vitae. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Suspendisse in mi sit amet neque posuere. **website.com**

Sample classified ad

Elements

Classified ad includes your business name, website, description of up to 200 characters, and logo. Ad can be linked (clickable).

Rates

	USD	EUR	GBP
Annual contract is prepaid by credit card.	$ 595	€ 575	£ 425

The directory entry stays online for the duration of the arrangement, after which it deactivates, unless extended. The client provides all elements listed, such as images, text, website, logo, map, phone number, social media and video links, etc.

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.

No apps needed

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 websites 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!

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.

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.

Open Source Imagery Creation

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

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.

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

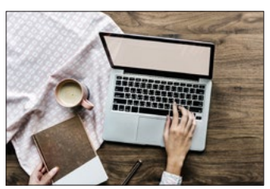
We can work with you to create custom content (text, photos and articles) about your brand.

Editorial Sponsorship

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

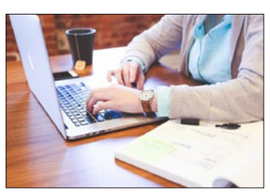
Sponsored Blog Posts

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.

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**

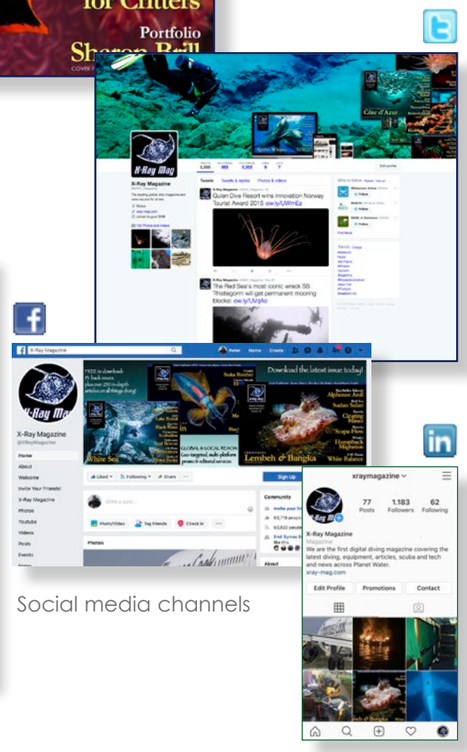
READERS — **171,500**

FOLLOWERS on social media — **Over 66,000**

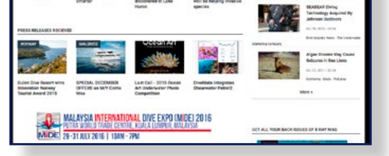
Magazine issue displayed on a desktop monitor

Website displaying latest news on a tablet and smartphone

Magazines Issues



Social media channels



Website

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.

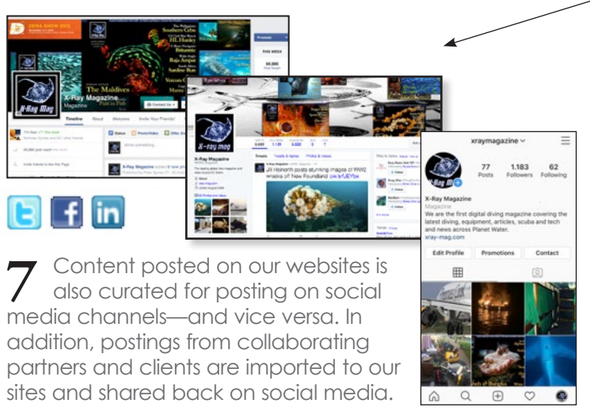
2 Article on subject matter in X-Ray Mag. This can also be downloaded separately from the website—see point 5.

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.

Content Creation

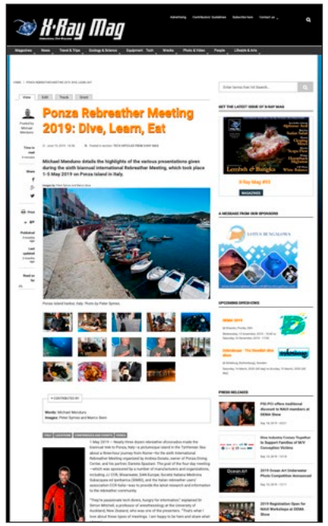
1 Content is created by editors and copy writers for multiple outlets all at once: articles for the media in our own group such as X-Ray Mag, our websites and social media channels. We also provide materials, narratives and photos for use with other platforms, catalogues, website and other media.

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

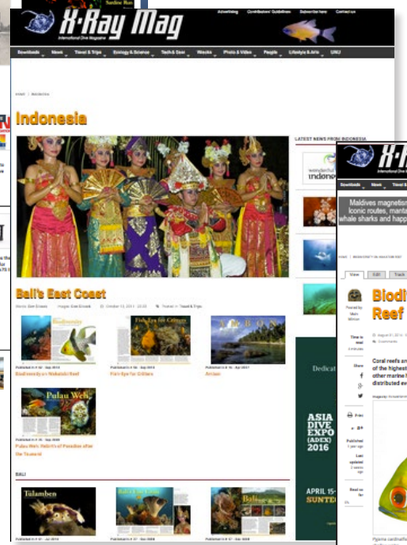
B2B Services

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

12 Brochures and catalogues

13 Website creation or upkeep

Websites

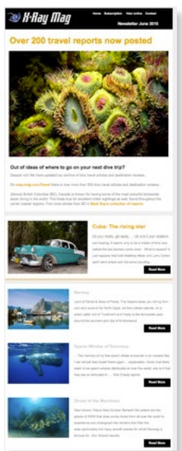


6 X-Ray Mag's website: **xray-mag.com.** News and press releases are continually posted on the front page.

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.

Newsletters



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

'Dive Magazine'	'Scuba Tidings'	'H_2O Headlines'	'Wet News'
Human gills invented.	Turtles farm jellyfish in open ocean pens	English Channel drying up exposing war wrecks	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.

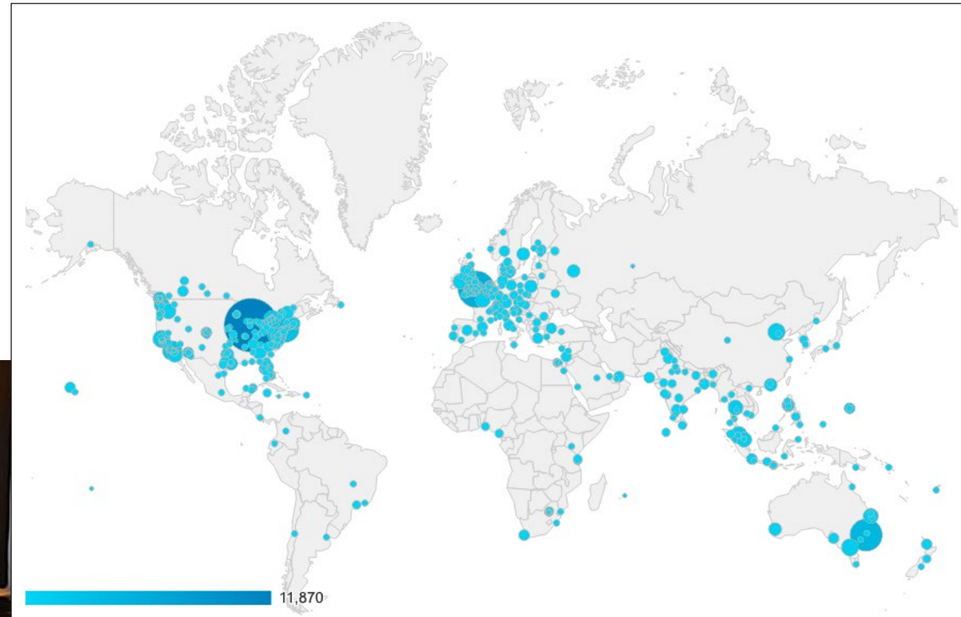
Who reads X-Ray Mag?

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



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.

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

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

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

Underwater Photography
39% would like to take a course in underwater photograpny
65% own an underwater camera

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.

NAUI WORLDWIDE
DIVE SAFETY THROUGH EDUCATION

Magazine Ads & Display Rates – *à la carte*

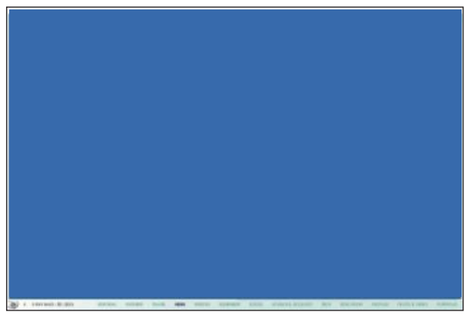
Frequency and Volume Discounts

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.

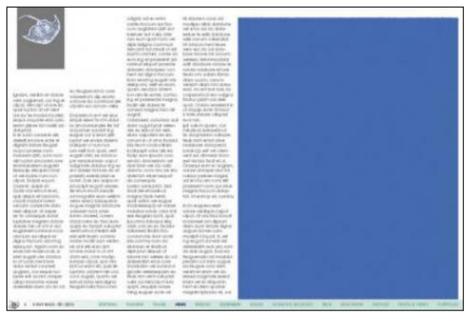
For best overall discounts, have a look at our all-inclusive package deals on page 2.



2/1 – "Spead" (double page)

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

USD 2998



1/1 – Full page

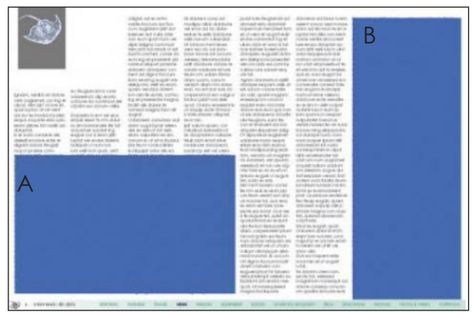
203 x 260 mm (no bleed, as shown)
215 x 280 mm (bleed)

USD 1698

2/3 – Two-thirds page

134 x 260 mm

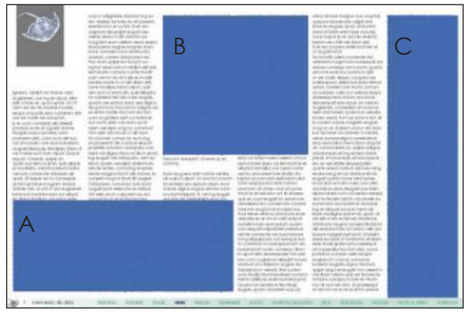
USD 1099



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)

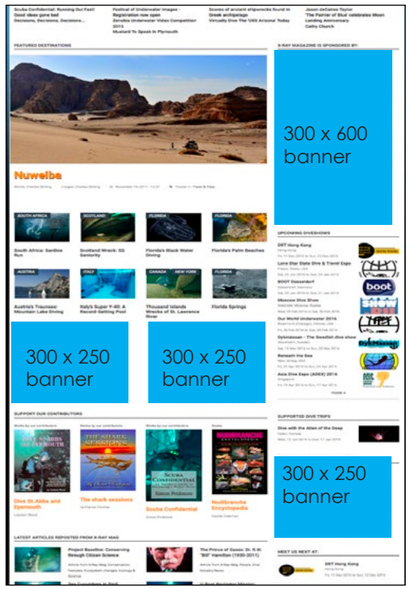
Download guide with live size templates and measurements (pdf)

Banner Ads

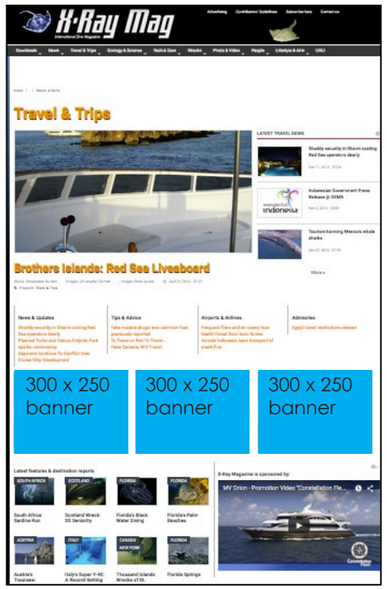
File formats: jpg or gif

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

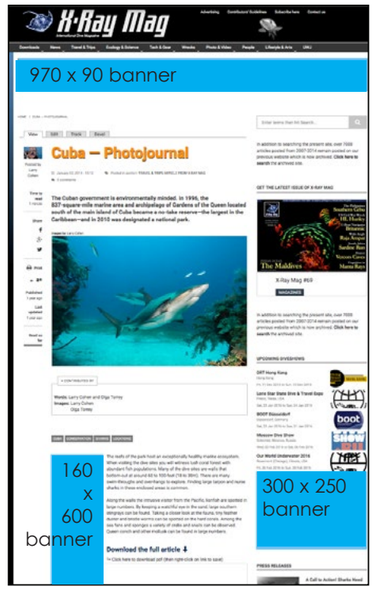
Banner rotation applies to each slot.



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. 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)	4	$ 395	
				Section	4	$ 295	$ 27
				Articles	4	$ 295	
Rectangle	180 x 150	80 KB	15 sec.	Articles	4	$ 185	$ 8
Wide Skyscraper	160 x 600	200 KB	15 sec.	All (ROS)	4	$ 445	
				Section	4	$ 345	$ 24
				Articles	4	$ 345	
Leaderboard	798 x 90	200 KB	15 sec.	Section	5	$ 345	$ 24
Super Leaderboard	970 x 90	200 KB	15 sec.	All (ROS)	3	$ 495	$ 29
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

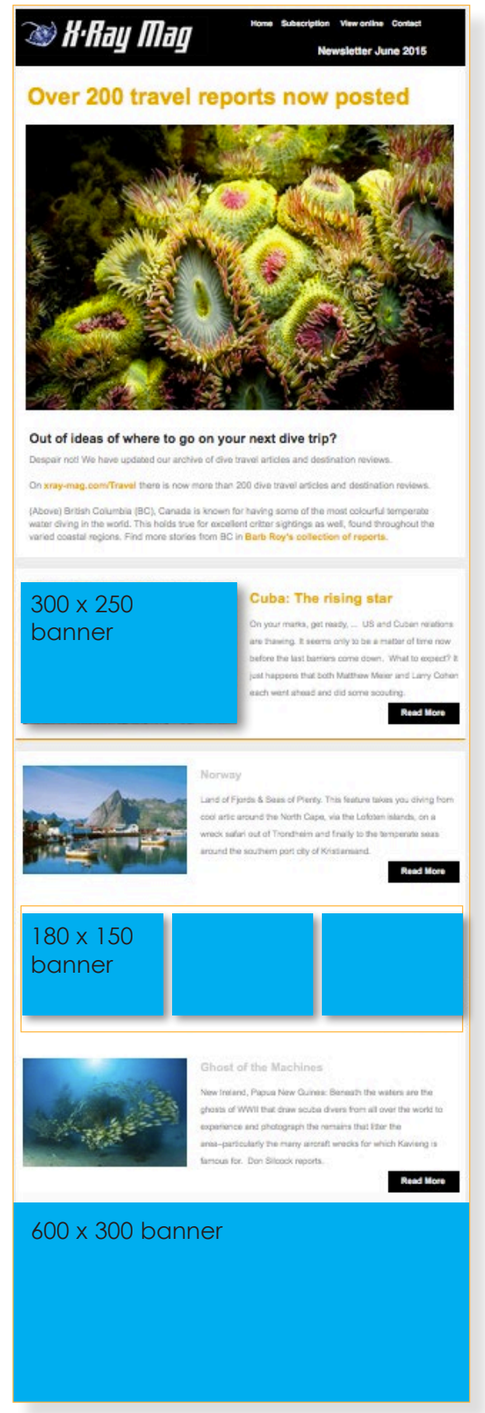
In-Banner Video & Rich Media

— inquire

Media Industry Standards Apply

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

iab.



Sample regular newsletter

DIRECTORY

X-RAY MAG is published
by AquaScope Media ApS
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Publication Schedule

#110		**#115**	
Reserve by:	28 Jan 2022	Reserve by:	26 Sep 2022
Copy deadline:	31 Jan 2022	Copy deadline:	03 Oct 2022
Publication:	14 Feb 2022	Publication:	17 Oct 2022
#111		**#116**	
Reserve by:	14 Mar 2022	Reserve by:	14 Nov 2022
Copy deadline:	21 Mar 2022	Copy deadline:	21 Nov 2022
Publication:	04 Apr 2022	Publication:	05 Dec 2022
#112		**#117**	
Reserve by:	02 May 2022	Reserve by:	16 Jan 2023
Copy deadline:	09 May 2022	Copy deadline:	23 Jan 2023
Publication:	23 May 2022	Publication:	06 Feb 2023
#113		**#118**	
Reserve by:	13 Jun 2022	Reserve by:	TBA
Copy deadline:	20 Jun 2022	deadline:	TBA
Publication:	11 July 2022	Publication:	TBA
#114		**#119**	
Reserve by:	08 Aug 2022	Reserve by:	TBA
Copy deadline:	15 Aug 2022	deadline:	TBA
Publication:	26 Aug 2022	Publication:	TBA

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 110 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

Moscow Dive Show
17 – 20 Feb 2022
Moscow, Russia
Exhibiting

Go Diving
17 – 20 Feb 2022
Coventry, United Kingdom
Exhibiting

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

OzTek
1 – 2 Oct 2022
Melbourne, Australia
Attending

DEMA
1 – 4 Nov 2022
Orlando, FL, USA
Exhibiting

Due to the changing nature of pandemic restrictions, events will be updated in upcoming revisions of this media kit.

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

General Trading Terms & Conditions

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.

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 pr 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.

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.

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.

GPDR

As Aquascope Media ApS doesn't process data relating to a private person the GPDR-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 (GPDR) 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 consentual. Data responsible officer is Peter Symes - contactinfo editor@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 20 Feb 2022 until further notice. X-Ray Mag/AquaScope Media reserves the right to revise these terms at any given time.