



Advertising &  
Media information

Europe | Euro

Revised 18 Feb 2016

# UNDERWATER Journal



# Media info 2016

Magazines - Websites - Social Media - Content Creation - Newsletters - Brochures - Photography



An award-winning publication and

# A priceless concept

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

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

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



No apps needed

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

DIVERS LIKE IT "FREE"



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

## 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 targetted 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:

## UNDERWATER Journal

### 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.

Exciting new options

More details on page 10 ►

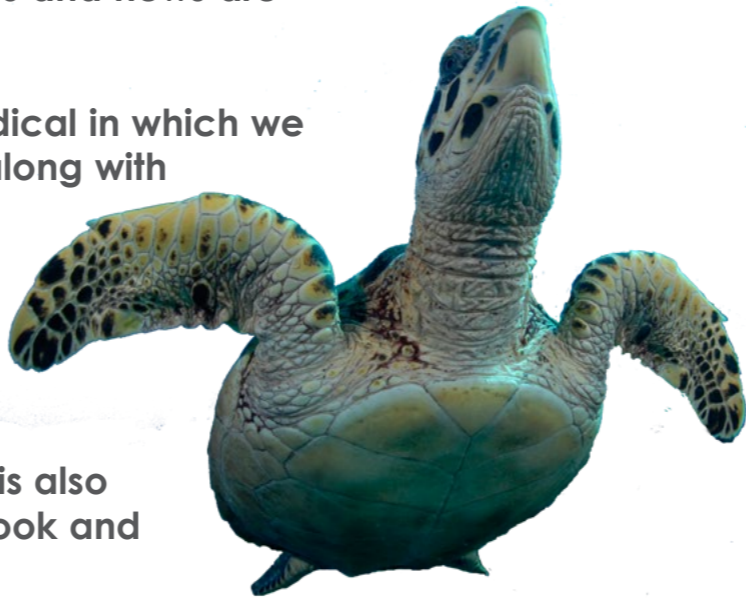
# Multiple media, multiple platforms are all interacting

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

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

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

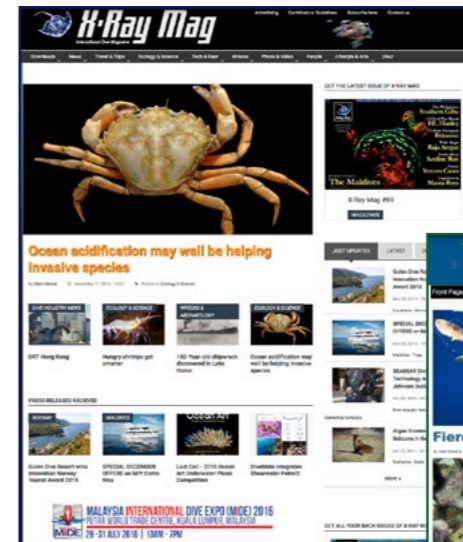
In addition and in parallel, the bulk of our content and news is also broadcast via our associated social media channels, Facebook and Twitter foremost.



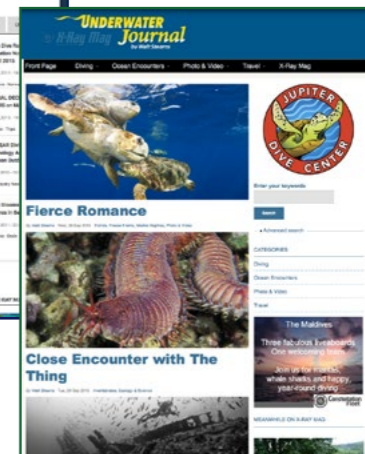
Magazines



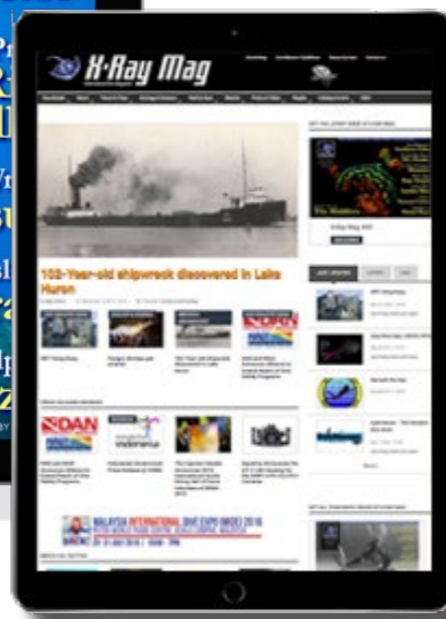
Social Media channels



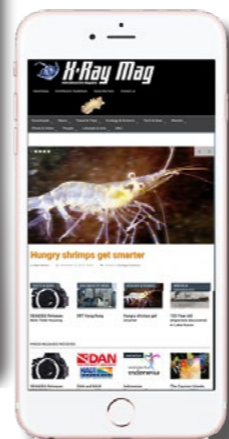
Websites



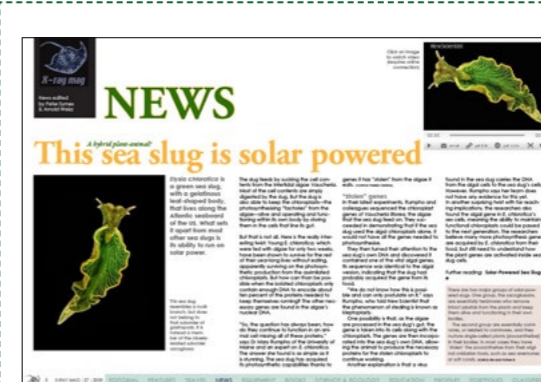
Magazine displayed on desktop



Website displaying latest news on a tablet and smart phone.



*Btw, this is also how we link your ads to your website*



## Magazine linked to website

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



# A one stop shop for all your needs

## Magazines



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

2. Article on subject matter in X-Ray Mag. This can also be downloaded 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.



*Need texts, images?  
Content is also provided for third-party use*

## Content creation

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

## Websites



3. X-Ray Mag's website: [xray-mag.com](http://xray-mag.com). News and press releases are continually posted on the front page.

4. Features and news are collated by subject matter in **sections** on [xray-mag.com](http://xray-mag.com). The example above features news and articles about Indonesia.

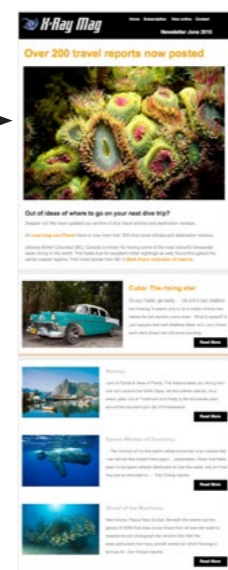
5. Articles from X-Ray Mag are also posted as a webpage—in this case, a resort in Indonesia—one that was also listed on the section page shown previously.

## Social Media



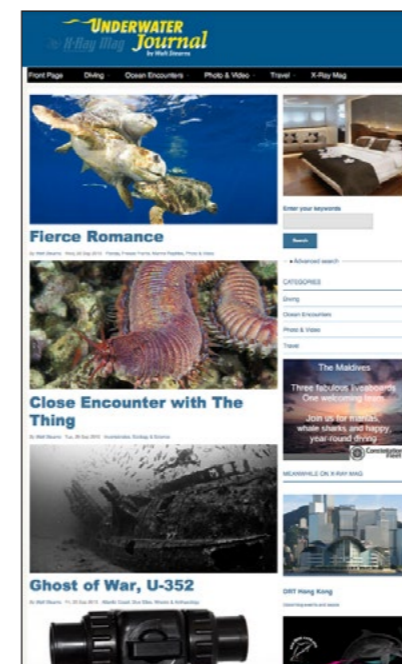
7. Content posted on our websites is also curated for posting on social media channels—and vice versa. In addition, postings from collaborating partners and clients are imported to our sites and shared back on social media.

## Newsletters



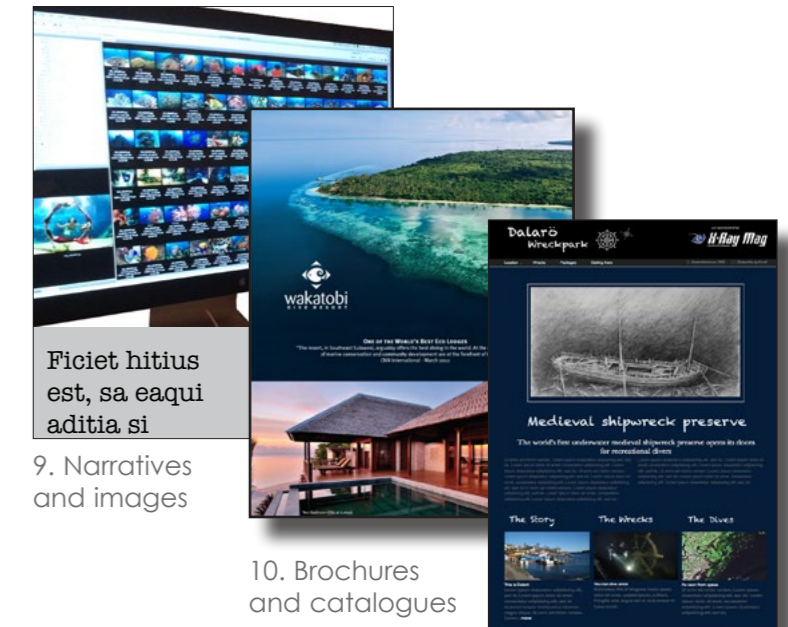
6. Newsletters with current news and special offers goes out at regular intervals

## Blog



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

## B2B Services



9. Narratives and images

10. Brochures and catalogues

11. Website creation or upkeep

**Dive Magazine**  
Human gills invented.

**Scuba Tidings**  
Turtles farm jellyfish in open ocean pens

**H<sub>2</sub>O Headlines**  
English Channel drying up exposing war wrecks

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

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

# Who reads X-Ray Mag?

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

## Expenditure on diving

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

SURVEYS 2011, 2013



What happened to newspapers?

## Gender

Female 45% Male 55%

## Age distribution

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

## Median age

Europe	38 years
US/Canada	39 years
Asia	26 years

## Marital status

56% are married

## Education

62% attended college

## Average household income

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

## Household size

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

## Diving experience

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

## Aspirations and training

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

## Equipment

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

## Underwater Photography

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

## Frequency of trips

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

## International travel

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

## Companionship on trips

(multiple answers possible)

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

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

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

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

# 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 constitute an attractive and effective one-stop shop for reaching audiences in most regions all at once.

**Total World Wide Readership: +145,000 est.**

## Direct Downloads 61-74,000 copies

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

## Newsletter Subscribers 33,000

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

## Viral Distribution 31,200 copies (est.)

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

## NAUI undisclosed

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

## Distribution Partners 21,800 est.

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

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

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

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

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

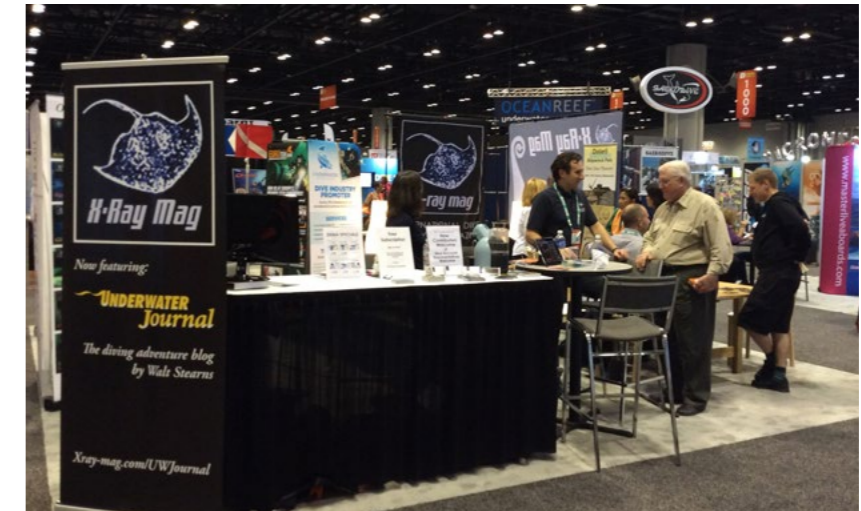
*Plus you can change copy at the last minute, if you make a mistake, you can fix it straight away, and work with very short lead times.*

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

*Christer Falkeborn,  
Managing Director — [www.waterproof.eu](http://www.waterproof.eu)*

## Global presence, global readership

Each year, X-Ray Mag actively participates, as supporting media and exhibitor, in close to 30 leading dive expos and events in Europe, USA and Austral-Asia, making it the only true 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 & H<sub>2</sub>O Adventures Show (Seattle) and numerous local events.

## Partnering with NAUI since 2007

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

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



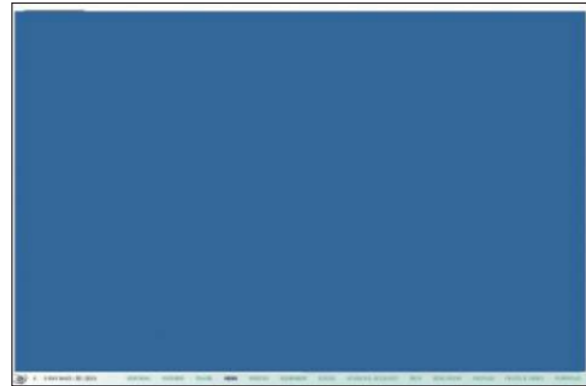
# Magazine ads / display rates - a la carte

## Frequency / Volume discounts

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

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

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



**2/1 - 'Spead' (double page)**

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

**€ 2595**



**1/1 - full page**

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

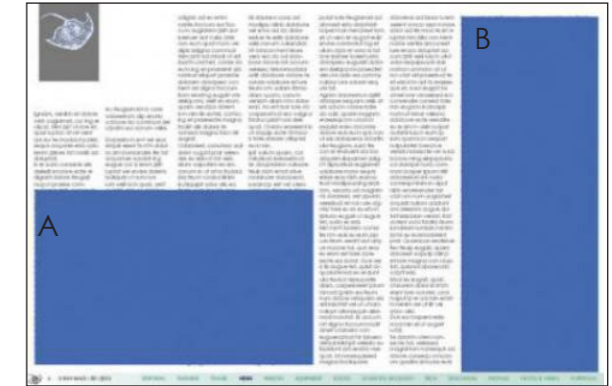
**€ 1443**



**2/3 - two thirds**

134 x 260 mm

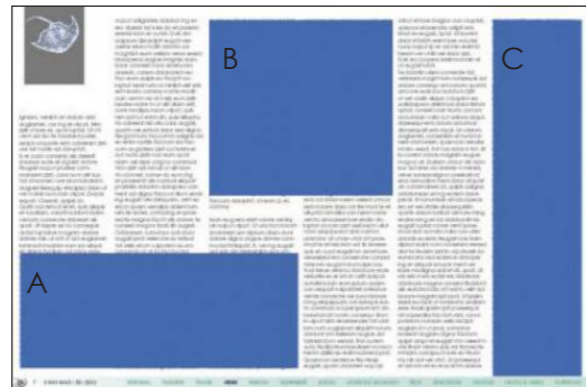
**€ 945**



**1/2 - half page**

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

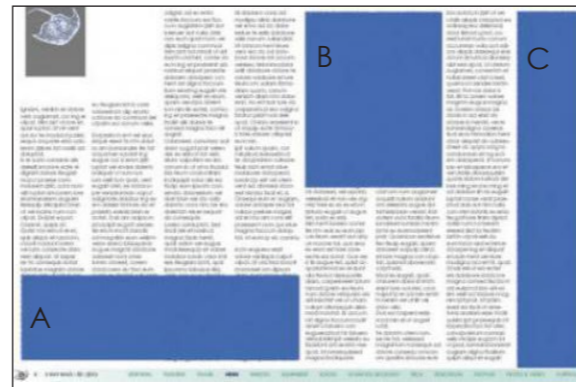
**€ 792**



**1/3 - third of a page**

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

**€ 525**



**1/4 - quarter page**

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

**€ 437**



**1/6 - one sixth's of a page**

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

**€ 288**



**1/8 - one eighth's of a page**

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

**€ 240**

## USD and £

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

Download guide with  
 live size templates and  
 measurements (pdf)



*TIP: For best overall discounts, have a look at our all-inclusive package deals on page 9.*

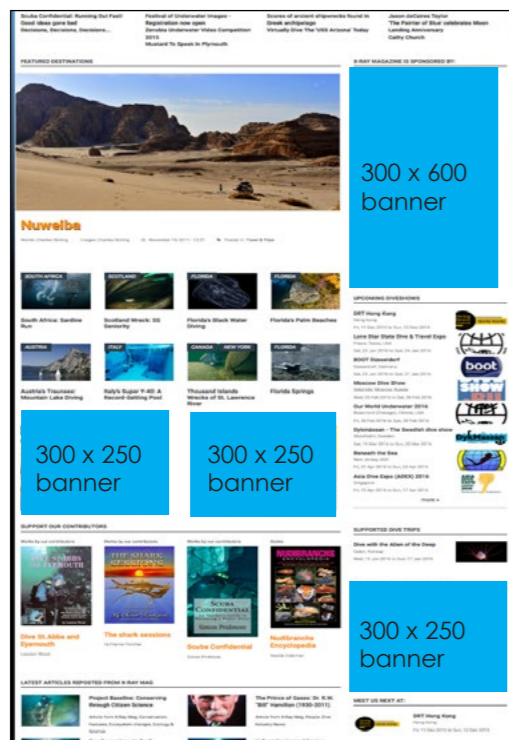


# Banner Ads

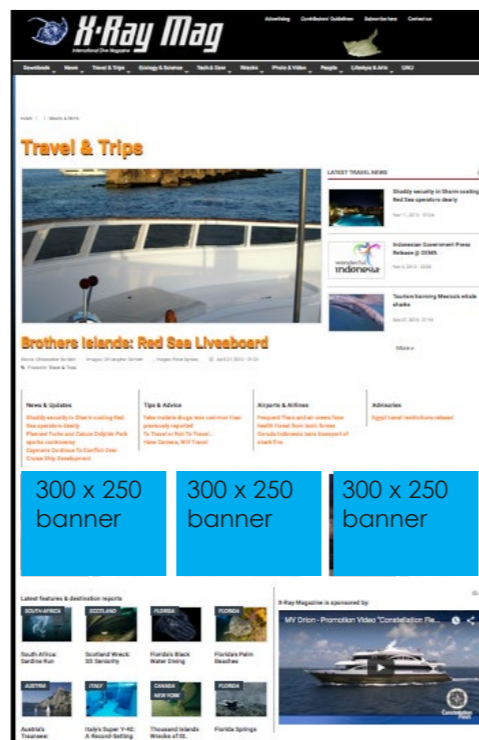
File formats:  
jpg or gif

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

Banner  
rotation  
applies to  
each slot.



Front page, mid section showing examples of banner ad placement



Section page (in this case 'Travel')



Banner placement in articles—examples

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

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

# Newsletters

## EMAIL MARKETING pricing

Banners in Newsletter

- 600 x 300 banner € 890
- 300 x 250 banner € 550
- 180 x 150 banner € 275

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

€ 890

Custom Newsletter  
(per mailing)

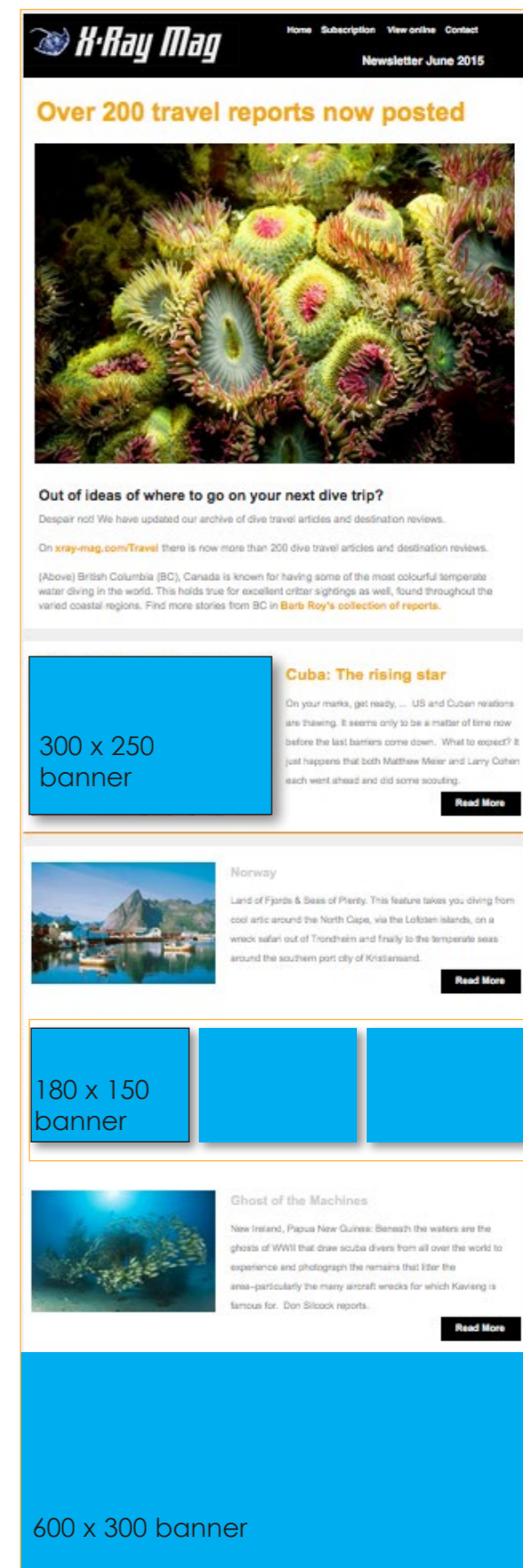
€ 2,650

## 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



# All-inclusive packages

## Multi-platform advertising with X-Ray Magazine

*BEST DEALS  
Biggest discounts*

**"Everything" included.**

Our most attractive packages bundle magazine ads, website ads and other services. **It is easy and economic.**



Magazine

Website

Includes Magazine ads + Website (banner) ads + Newsletters + Press releases + Social media postings

Subscription plans with monthly prepayments via AutoPay or Direct Debit

*—It's easy and economic!*

Our most attractive packages bundle magazine ads, website ads, newsletters, press releases services, social media outlets and other services.

This is how it works:

Similar to signing up for a combined cell phone subscription, broadband and cable-tv package, you pay one all-inclusive monthly fee for all of the services.

The monthly rate depends on how big a package or how many features you need. In return for being extended substantial discounts, you have commit to, say, 6 or 12-month contracts.

These attractively priced packages combine (bundle) magazine ads in X-Ray Mag and banner ads on our popular website, with an option to add more cool features, such as video advertizing and ads in our email list shots.

In these packages, we combine the best of what we have to offer with the highest discounts.

Best of all, as payments are broken down and spread over affordable monthly installments subscription-style, it is gentle on your cash-flow.

### 1/4 page package

#### Banner Ads

Medium Rectangle  
(300 x 250 pixels)

#### Magazine Ads

1/4 page – vertical or horizontal

#### Extras

Press releases posted on site  
Reposts to social media

monthly rates

**€ 260**

6-month contract

**\$ 225**

12-month contract

### 1/3 page package

#### Banner Ads

Medium Rectangle  
(300 x 250 pixels)  
+ Rectangle  
(180 x150 pixels)

#### Magazine Ads

1/3 page – vertical or horizontal

#### Extras

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

monthly rates

**€ 395**

6-month contract

**€ 355**

12-month contract

### 1/2 page package

#### Banner Ads

Wide Skyscraper  
(160 x 600 pixels)  
+ Medium Rectangle  
(300 x 250 pixels)  
(Run of site)

#### Magazine Ads

1/2 page – vertical or horizontal

#### Extras

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

monthly rates

**€ 550**

6-month contract

**€ 495**

12-month contract

### 2/3 page package

#### Banner Ads

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

#### Magazine Ads

2/3 page – vertical

#### Extras

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

monthly rates

**€ 650**

6-month contract

**€ 595**

12-month contract

### 1/1 page package

#### Banner Ads

Half Page Ad  
(300 x 600 pixels)  
(Front page + Run of site)  
+

Wide Skyscraper  
(160 x 600 pixels)  
(Run of site with articles)

#### Magazine Ads

1/1 page  
(or 1/2 spread)

#### Extras

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

monthly rates

**€ 899**

6-month contract

**€ 835**

12-month contract

## Pay in monthly rates

### Economical prices to suit every pocket and purse

We know how hard it's been out there, which is why we've 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.

## Advertising made easy — no more hard choices

**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

# Content Creation Services



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. Here’s where we excel.



Articles, copy writing and photography

## Providing the expertise

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

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

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

## Specialized agency

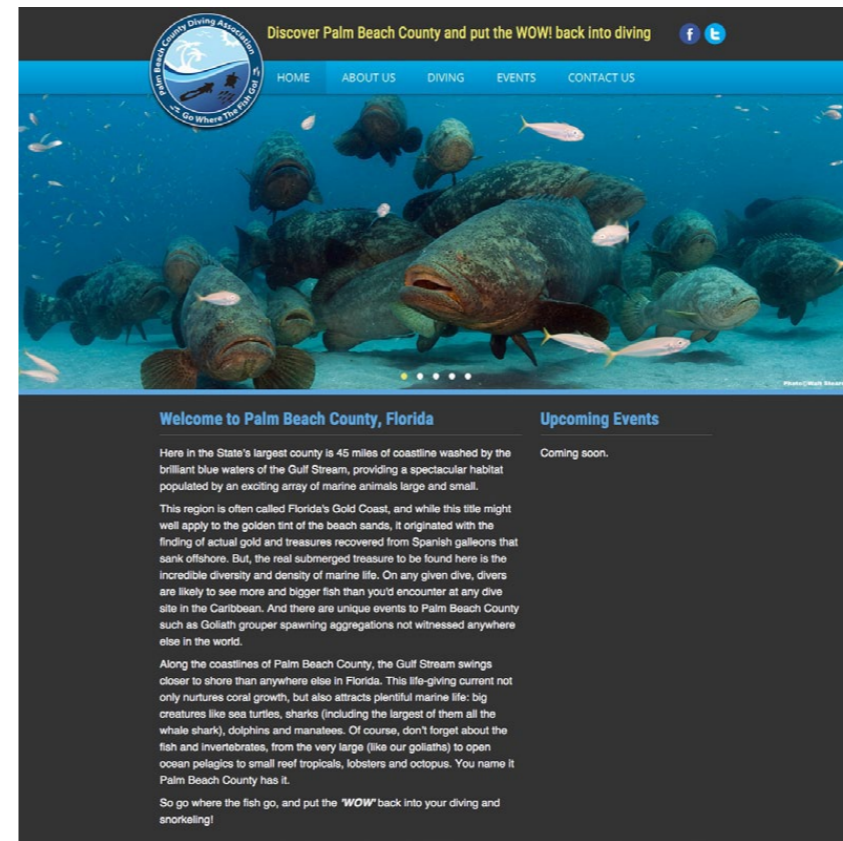
We provide full spectrum content creation and marketing services

specializing in recreational diving and dive tourism through our UWJ Editor, Walt Stearns (Ocean Arts, Inc.).

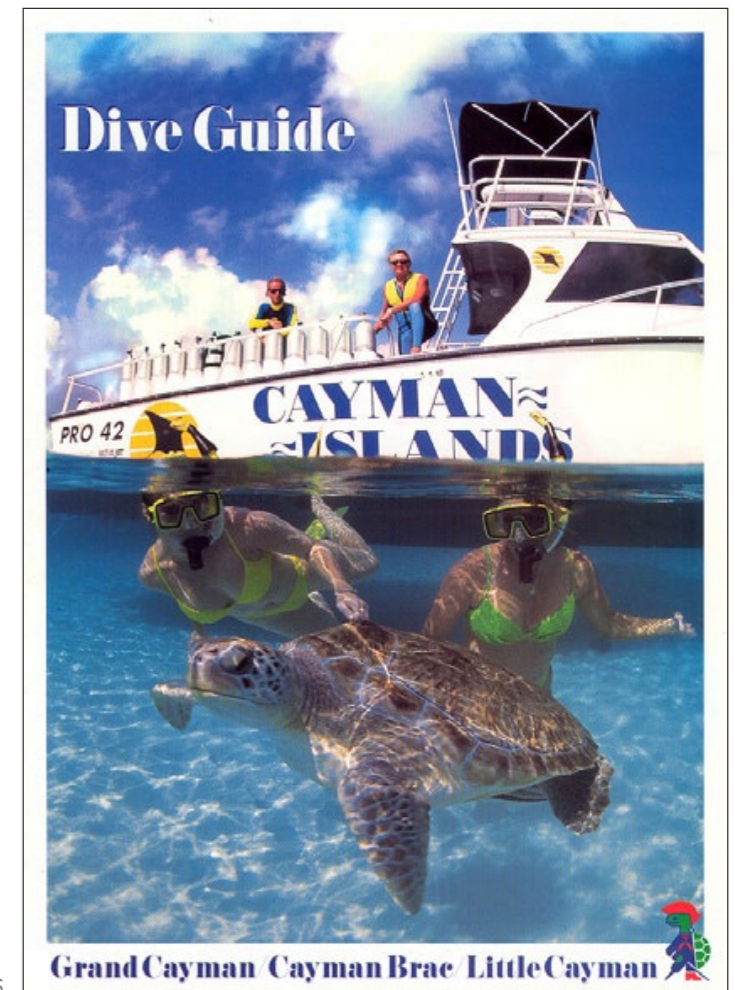
Among our suite of professional services – photography, copywriting, design and layout for both print & digital media, etc., our specialties also include proactive content generation and ad placement services, organic marketing initiatives and social media maintenance for a select range of clients.

## Open Source Imagery Creation

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



Websites



Brochures

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

# 'Small print'

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

## Workflows and document trails

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

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

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

## What constitutes a contractual agreement?

As the services to be rendered and terms is 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 confirmations 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 and 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](http://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 'a la carte' are earned at four-time and eight-time levels.

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

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

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

## Cancellations

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

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

Note "All-inclusive packages", discounted offers and other non prepaid subscription-based advertising packages are offered at discounted

rates because they are binding and cannot be cancelled early.

## Invoicing & Late Fees

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

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

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

## Deposits & Prepayment

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

## No Checks please

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

## File Format

X-Ray Mag accepts only electronic files. Pdf's 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 in.) 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 divers. Actual print size will depend on selected paper source.

## Rate Changes

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

## Commissions

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

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

## Ad Content

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

## Validity

These terms are valid on 1. Dec 2015 and 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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# DIRECTORY

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## Publication Schedule 2016

**#70**  
 Reserve by: 15 Nov  
 Copy deadline: 30 Nov  
 Publication: 15 Dec

**#71**  
 Reserve by: 18 Dec  
 Copy deadline: 11 Jan  
 Publication: 29 Jan

**#72**  
 Reserve by: 7 Mar  
 Copy deadline: 18 Mar  
 Publication: 28 Mar

**#73**  
 Reserve by: 25 Apr  
 Copy deadline: 6 May  
 Publication: 16 May

**#74**  
 Reserve by: 6 Jun  
 Copy deadline: 17 Jun  
 Publication: 27 Jun

**#75**  
 Reserve by: 1 Aug  
 Copy deadline: 12 Aug  
 Publication: 22 Aug

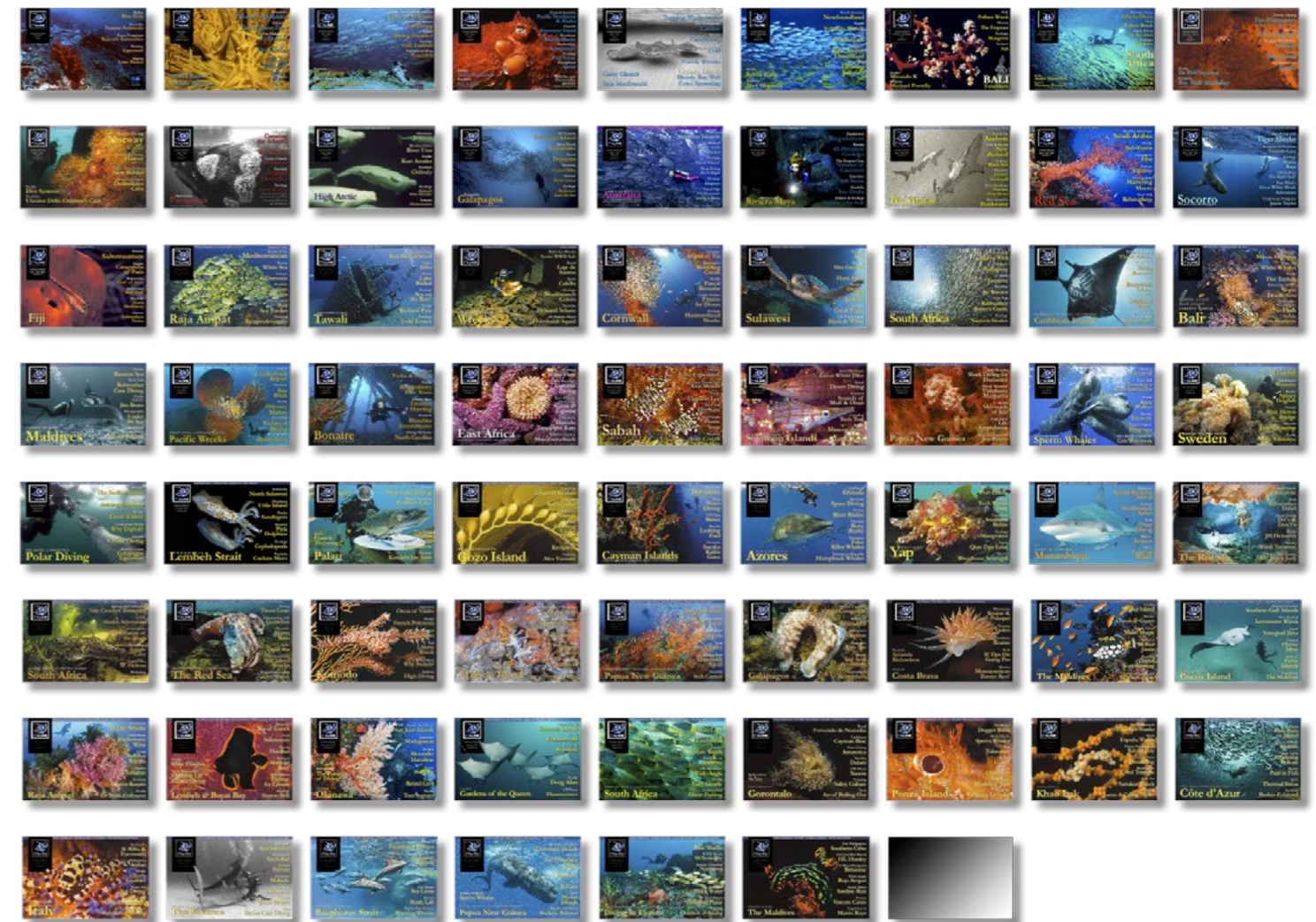
**#76**  
 Reserve by: 19 Sep  
 Copy deadline: 30 Sep  
 Publication: 10 Oct

**#77**  
 Reserve by: 11 Nov  
 Copy deadline: 25 Nov  
 Publication: 5 Dec

**#78**  
 Reserve by: 16 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

Missing any issues? Click on any cover to download



## Meet us at some of these event and dive shows in 2016

**Boot**  
 22-31 Jan 2016  
 Düsseldorf, Germany  
 Attending 26-29 Jan.

**Lone Star State**  
 23-24 Jan 2016  
 Dallas/Frisco, Texas, USA  
 Attending

**Moscow Dive Show**  
 3-6 Feb 2016  
 Moscow, Russia  
 Exhibiting

**Our World Underwater**  
 26-28 Feb 2016  
 Chicago, Illinois, USA  
 Exhibiting

**Dykmässan**  
 19-30 March 2016  
 Stockholm, Sweden  
 Exhibiting

**Beneath the Sea**  
 1-3 April 2016  
 New Jersey, United States  
 Exhibiting

**ADEX**  
 15-16 April 2016  
 Singapore, Düsseldorf  
 Exhibiting

**TekDiveUSA**  
 22-24 April 2016  
 Miami, Florida, USA  
 Attending

**Scuba Show**  
 4-5 June 2016  
 Long Beach, California, USA  
 Attending

**Malaysia International Dive Expo**  
 29-31 July 2016  
 Kuala Lumpur, Malaysia  
 Exhibiting

**Australia International Dive Expo**  
 10-11 Sept 2016  
 Sydney, Australia  
 Exhibiting

**DRT Manila**  
 9-11 September 2016  
 Manila, Philippines  
 Exhibiting

**EuroTek**  
 8-9 Oct 2016  
 Birmingham, England  
 Exhibiting

**DEMA**  
 16-19 Nov 2016  
 Las Vegas, Nevada, USA  
 Exhibiting

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