

An award-winning publication and

A priceless concept

X-Rav 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

Galapagos

Not only is the magazine itself interactive with clickable ads. another first is its tight integration with websites and social media channels makina for a coherent and complete media platform with multiple channels.

across the world.

Contrary to widespread belief, X-Ray Maa 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.

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.

No apps

needed

BC Canada

Deep Wreck

Focus

Portfolio

Scieno

Yamashiro

Drysuits

Carlos Hiller

Water Colou Ecolog

om the Se

Vancouver Island

What does a "free magazine" mean for advertisers?

Divers and non-divers alike have embraced the concept of a "free" magazine. Like the free daily newspapers that came about at the turn of the millenium, X-Ray Mag's popularity and circulation is building rapidly.

This means that you can reach a targeted audience of thousands of divers and dive travelers as well as potential new divers who enjoy a high engagement in media and seek follow-up activity in diving.

Content is king

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

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

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

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



Content creation services*

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

UWJ extends and complements X-Ray Mag.

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





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.

Mexico

Cozumel

Choosing a

Wal

Treas

Canary Isl Stingra

Hot Rod Sea Scult Cris Wolosz

Tech Instructor

Tech Talk

👿 X·Rau Man

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.

Magazine displayed

-ray ma

GLOBAL EDITION

April 2010 Number 35

on desktop



Sperm Whales

Website displaying latest news on a tablet and smart phone.



NEWS This sea slug is solar powered

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!)









Websites



) X·Rau Ma







A one stop shop for all your needs

Magazines



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



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

Websites







3. X-Ray Mag's website: 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.

The example above features Indonesia.

💓 X·Ray Mao **Biodiversity on Wakatob** boot

> 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.

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 Content is created by editors and copy writers for multiple outlets at once: articles for the media in our own aroup such as X-Ray Maa, 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.



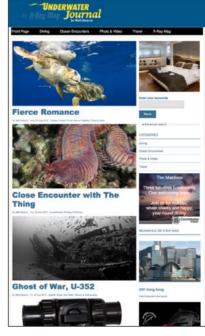
7. Content posted on our websites is also curated for posting on social media channels -and vice versa. In addition, postings from colaborating partners and clients are imported to our sites and shared back on social media.

Newsletters



Newsletters with current news and special offers goes out at regular ntervals

Blog



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

Dive Magazine

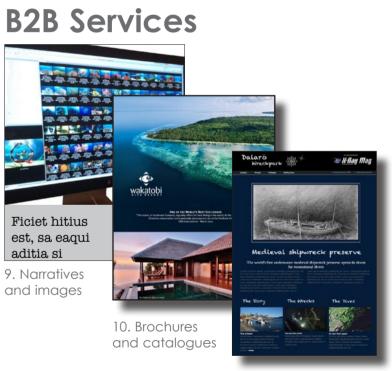
Human gills invented.

Scuba Tidings Turtles farm jellyfish in open ocean pens

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







11. Website creation or upkeep

H₂0 Headlines

English Channel drying up exposing war wrecks

Wet News

Wreckage of Columbus' ship found off Iceland

Who reads X-Ray Mag?

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

Expenditure on diving

Europe US/Canada	€ 2,800 \$ 4,100
Asia	\$ 2,400
SURVEYS 2011, 2013	

Gender		
Female	45%	Male

Age distribution

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

55%

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

EDITORIAL

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 cultu country and nature.
- 7% I need to see/do something else than diving.





Americas	10%	Asia	2%	Africa
Europe	4%	Oceania		

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

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

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

Companionship on trips

(multiple answers possible)

		It varies / I prefer not to say.
		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.
Jre,		
rina		

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.

AS TOMORROW'S

readers also tend

to download

TODAY's and

LAST YEAR'S

magazínes, your

message will also

be seen by

YOUR FUTURE

customers.

Consequently, our media constitute an attractive and effective onestop 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 Maa 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 recieves X-Ray Maa'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.

"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

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 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 & H₂O

Partnering with NAUI since 2007

NAUL, the second largest training oraanization 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 recieve printed promotionals in their student kit, and both regular and professional members will recieve the new magazines in their e-mail boxes until they unsubscribe.



Global presence, global readership

Adventures Show (Seattle) and numerous local events.



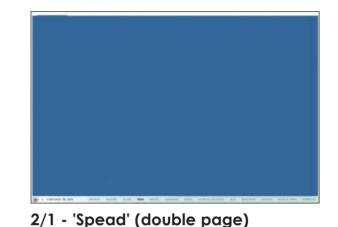
Magazine ads / display rates - a la carte

Frequenc Volume d	•
Frequency	Discount
2 × 3 × 4 × 8 × 11 × 12 × 15 ×	4 % 6 % 8 % 12 % 15 % 17,5% 20 %

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

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





410 x 260 mm (no bleed, as shown)

USD 3595

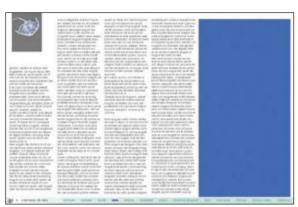
430 x 280 mm (bleed)



1/1 - full page

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

USD 1990



2/3 - two thirds

134 x 260 mm

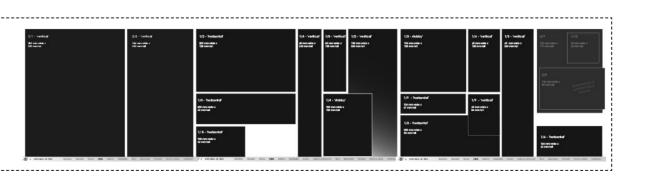
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1/6 - one sixth's of a page

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

USD 395



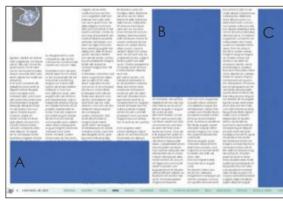
1/3 - third of a page

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

USD 735

€ and £

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



1/4 - quarter page

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

USD 595

Download guide with live size templates and measurements (pdf)





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1/2 - half page

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

USD 1095



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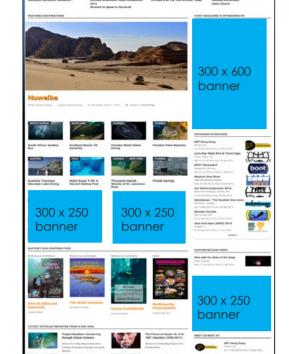
USD 335

Banner Ads

File formats: ipg or gif

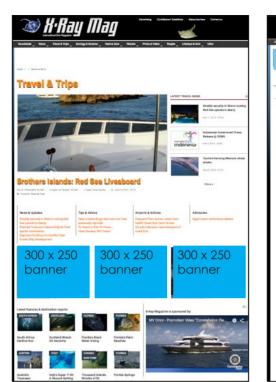
Placement on Front page, main sections and/or articles and posts.

Banner rotation applies to each slot.



Front page, mid section showing

examples of banner ad placement



Section page (in this case 'Travel')

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Banner placement in articles 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	300 x 250	200 KB	15 sec.	All (ROS)	4	\$ 395	
Rectangle				Section	4	\$ 295	\$ 27
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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	\$8
				Articles	4	\$ 345	
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 300 x 250 banner 180 x 150 banner

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

Custom Newsletter (per mailing)

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.



\$990 \$600 \$300

\$990

\$2,900

💓 X·Ray Mag

Over 200 travel reports now posted



Out of ideas of where to go on your next dive trip?

Descair noti We have updated our archive of dive travel articles and destination

wel there is now more than 200 dive travel articles and destin

(Above) British Columbia (BC), Canada is known for having some of the most colourful temperate ater diving in the world. This holds true for excellent critter sightings as well, found throughout th aried coastal regions. Find more stories from BC in Barb Roy's opliection of reports

300 x 250 banner

uba: The rising star

Home Subscription Viewonline Cont

Newsletter June 2015

Read More



and of Florids & Seas of Plenty. This feature takes you divino ol artic around the North Cape, via the Lofoten islands, on a colori and of Tenerthelin and Englis to the temperators of

Read More

180 x 150 banner



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Read More

600 x 300 banner

Sample regular newsletter

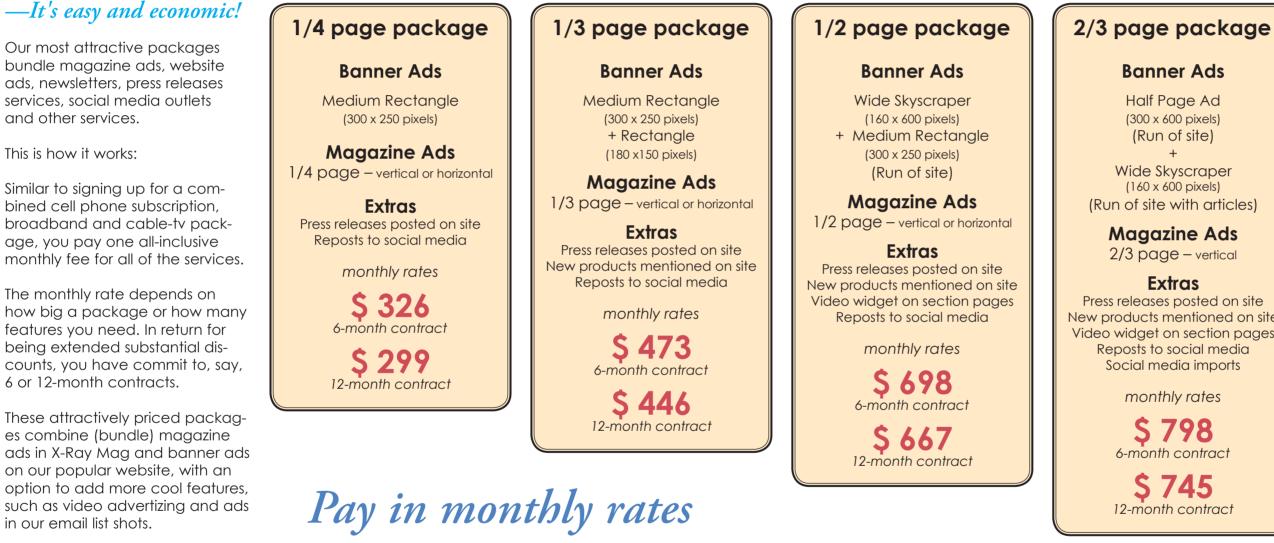
All-inclusive packages



Multi-platform advertising with X-Ray Magazine

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

Subscription plans with monthly payments billable via AutoPay or Direct Debit



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.

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

MEDIA INFORMATION 2016

EDITORIAL

magazine ads,

"Everything" included.

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



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

S 798 6-month contract

S 745 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 $\frac{1}{2}$ 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

6-month contract

S 993 12-month contract

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.

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.).

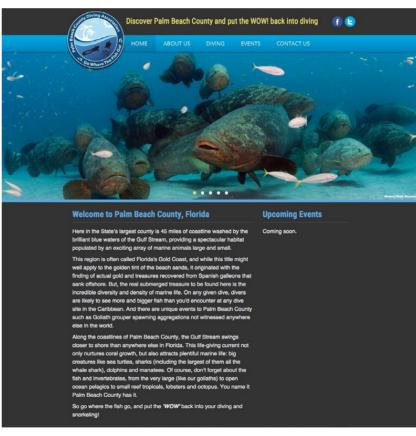
Among our suite of professional services – photography, copywriting, design and layout for both print & digital media, etc., our specialties also include proactive content generation and ad placement services, organic marketing initiatives and social media maintenance for a select range of clients.

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.



Articles, copy writing and photography

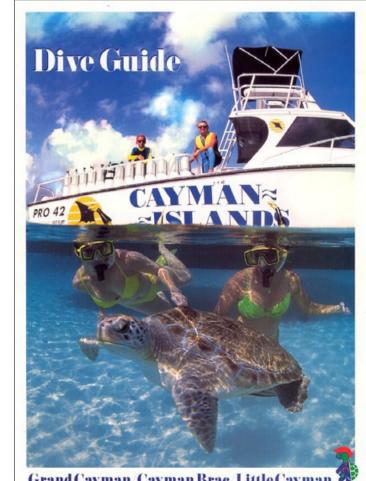


Websites

Brochures

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





Grand Cayman Cayman Brac Little Cayman

General Trading Terms

'Small print'

Workflows and document trails

The following documents will be issued from our 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 aareement?

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/ **Advertisina**

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, freauency 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", "Supercombos" 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. Reciept 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 shortrated 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 outstandina beyond 30 days: €30 / US\$40 plus 2% per month of outstandina 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.

These terms apply solely to services provided by X-Ray Magazine and its publisher AquaScope Media ApS, Ahornsaade 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.

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 Maa 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 adverned 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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X-RAY MAG is published by AquaScope Media ApS Ahornsgade 6 Copenhagen, Denmark

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Publication Schedule 2016

#70

K-Ray Mag

Reserve by: 15 Nov Copy deadline: 30 Nov Publication: 15 Dec #71

18 Dec Reserve by: 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

6 Jun Reserve by: Copy deadline: 17 Jun Publication: 27 Jun

#75 Reserve by: Copy deadline: Publication: #76

Reserve by: 19 Sep Copy deadline: 30 Sep Publication: 10 Oct

1 Aug

12 Aug

22 Aug

11 Nov

25 Nov

5 Dec

6 Jan

#77

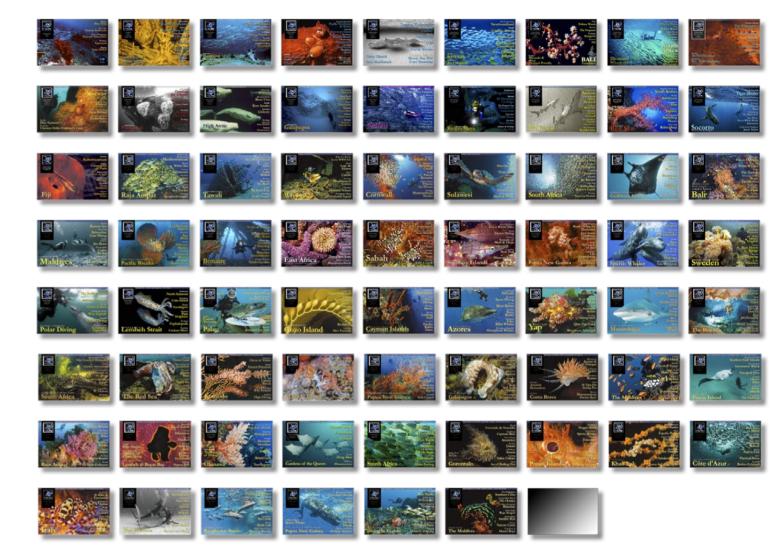
#78

Reserve by: Copy deadline: Publication:

Reserve by: 16 Dec Copy deadline: 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 Attendina

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 Sinaapore, Düsseldorf Exhibiting

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

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

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

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

DRT Manila 9-11 September 2016 Manila, Philippines Exhibiting

12 MEDIA INFORMATION 2016 Amsteridation RIA Barcelonia RESCaper Towin Cation Amsteridation RIA Barcelonia RESCaper Towin Cation Amsteridation Planta Cation Amsteridation RIA Barcelonia Rescaper Planta Cation Rescaper Resca

EuroTek 8-9 Oct 2016 Birminham, Enaland 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