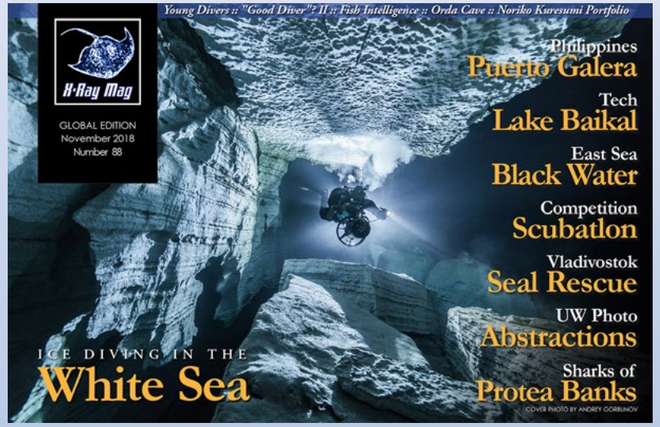
Media Info 2026

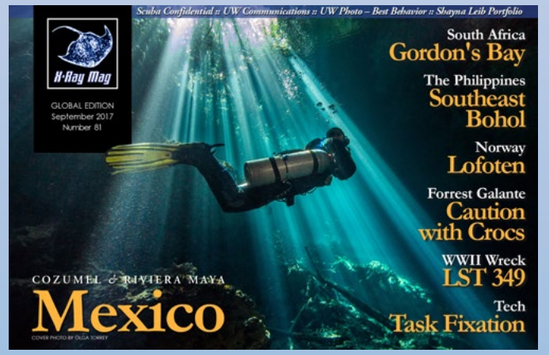
Revised 25 Oct. 2025 - valid until 31 Dec. 24 or futher notice

X-Ray Mag

Advertising & Media Information

EUR





Aquascope Media

An award-winning publication and...

A Priceless Concept

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

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

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

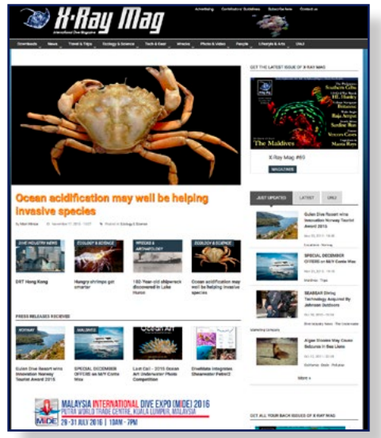
Magazine issue displayed on a desktop monitor

No apps needed

Website displaying latest news on a tablet and smartphone

Multiple media & multiple platforms ... All are interacting.

Magazine



Website

Social media channels

Videos and the Magazine
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!)

Marketing Solutions

Multi-platform

Maximize your investment with our affordable, effective marketing packages.

Reach a global audience with options from magazine ads and website banners to newsletters and social media posts.

Tailored to fit various budgets and needs, choose the services that align with your goals.

Enjoy the ease of monthly payments and ensure your message resonates worldwide without stretching your budget.

Make every penny count with us.

1/4 Page Ad Campaign

€ 345 12-month contract

€ 385 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
- Reposts to social media

1/3 Page Ad Campaign

€ 495 12-month contract

€ 555 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

€ 665 12-month contract

€ 735 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

€ 825 12-month contract

€ 895 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

€ 995 12-month contract

€ 1.095 6-month contract

Magazine Ads

1/1 page
or half spread

Banner Ads

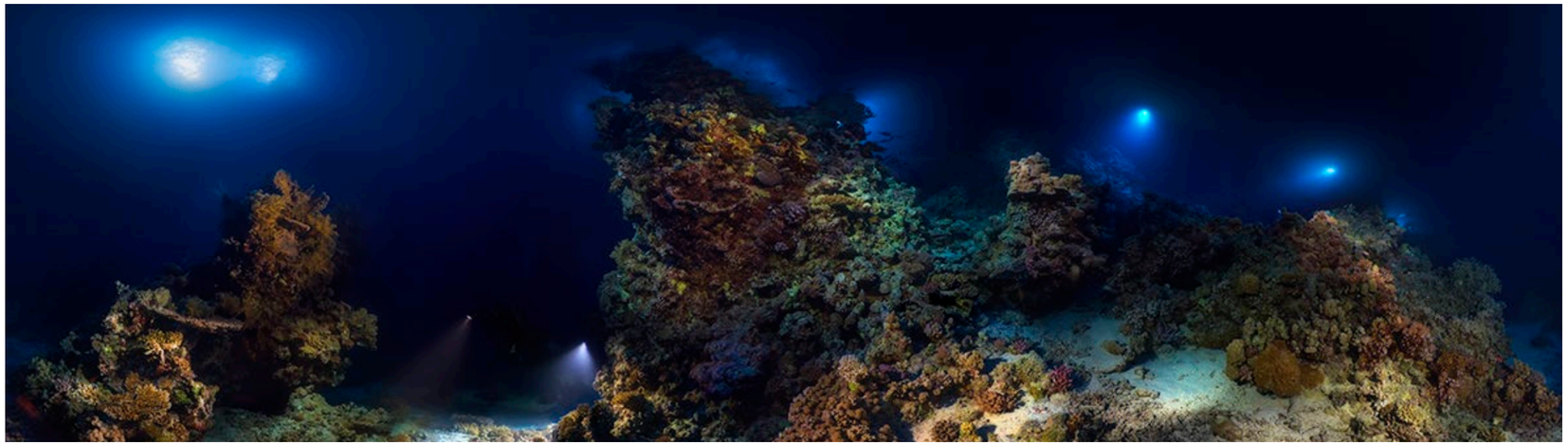
Half Page Ad
300 x 600 pixels
+
Super Leaderboard
970 x 90 pixels
+
Wide Skyscraper
160 x 600 pixels
inside articles
+
Medium Rectangle
300 x 250 pixels
On front page, by articles and in newsletters

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. **Services are subscription-based and will automatically renew until you cancel.**

Content is King



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

In the digital age, the landscape of media consumption is ever-evolving. While print's influence has shifted, the essence of genuine storytelling remains paramount. Authentic narratives, rich in both words and imagery, forge a unique connection between the author and the audience, resonating deeply and leaving a lasting impact.

The Power of Authentic Storytelling

Research and experience both indicate that traditional marketing methods are waning in effectiveness. Solutions like pay-per-click and post boosting can be costly and don't always hit the mark.

Timeless Principle

However, the timeless principle that "content is king" remains truer than ever. In today's digital realm, it translates to producing original, value-driven stories that captivate and engage.

Such content not only garners attention but is also rewarded by the internet, through search visibility and shareability.

Beyond Conventional Marketing

Many businesses recognize the need for content-driven marketing but often find themselves ill-equipped to consistently produce compelling content beyond sporadic social media posts or e-newsletters.

At *X-Ray Mag*, we bridge this gap. Our content doesn't just reside within our magazine. Every article we craft can be repurposed into a standalone PDF, granting our clients the flexibility to share as they deem fit.

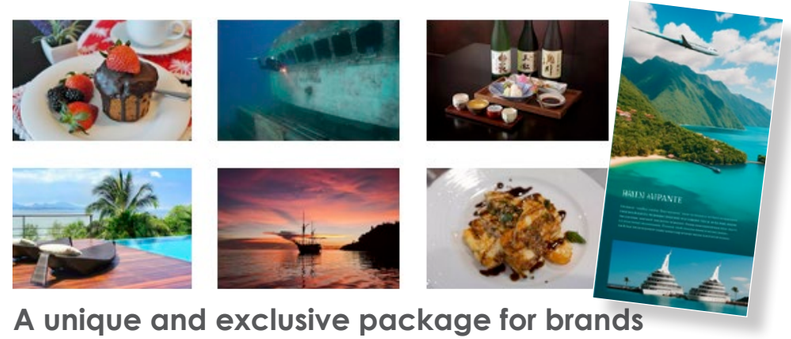
Your Specialized Content Partner

Our expertise spans the full spectrum of content creation, with a special focus on recreational diving and dive tourism.

Our global team of adept writers, photographers, and partners ensures that every piece we produce is of the highest caliber. From photography to copywriting, from design to layout, we offer a comprehensive suite of services tailored to both print and digital media.

Moreover, our proactive content generation, strategic ad placements, and organic marketing initiatives set us apart, making us the go-to choice for a select clientele. In a world where genuine connection is sought after, we excel in creating content that not only informs but also resonates.

Amplify Your Branding: Articles & Ads Together



A unique and exclusive package for brands combines the publication of a detailed feature article with a comprehensive advertising suite.

X-Ray Mag transcends typical article writing. Our team of experienced photojournalists and skilled divers is dedicated to vividly portraying underwater adventures, land attractions, and local cultures.

"Dive & Dine" feature articles

Our "Dive & Dine" feature articles are a hallmark. Unfolding over six extensive spreads, they mirror the depth of 10 standard pages.

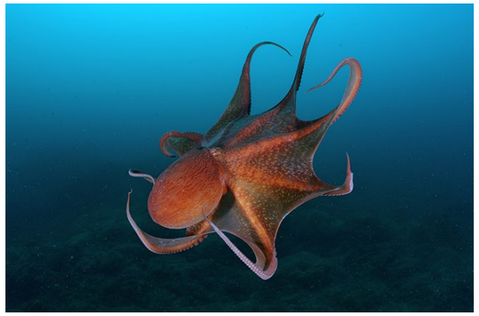
Your target market will delve into detailed accounts of diving adventures, immersing in the local marine and regional scenic allure. Our articles offer a preview of your accommodations and culinary experiences, introducing your facilities and notable staff.

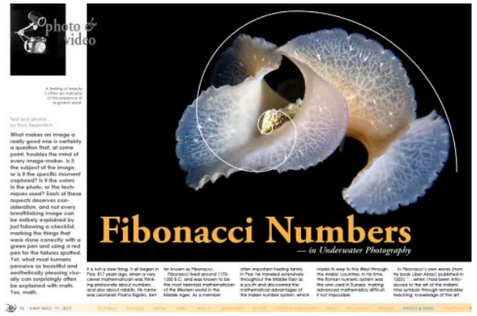
Readers embark on a journey through nearby landmarks, enriched by historical and cultural insights. This comprehensive approach ensures a complete overview of what your destination or resort distinctively offers, providing a multi-faceted, engaging narrative that resonates with potential visitors.

Link to further details and rates

X-Ray Mag 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.

Enduring impact and sustained visibility





Timeless Magazine & Web Articles Unite with the Instant Spread of Social Media

Longevity and Depth

In an era dominated by fleeting social media posts, the depth and longevity of magazine and web articles stand out as a beacon of comprehensive and enduring information. Articles published in our magazine and on our website offer in-depth analysis, thorough research, and a lasting shelf life.

Unlike a social media post that gets buried under the avalanche of new content within minutes or hours, our articles continue to engage readers long after publication.

They serve as a reliable and permanent source of information, offering sustained exposure and long-term benefits for advertisers.

In the digital age, search engines are the primary tools people use to find information. When individuals seek in-depth information, analysis, or insights on a topic, they often turn to search engines like Google, Bing, or Yahoo.

Seachable for years

This is where the enduring impact of magazine articles and web posts truly shines. These types of content are indexed by search engines and remain searchable for years, continuously attracting new readers and providing sustained visibility for your brand.

On the contrary, social media posts, while excellent for immediate reach and engagement, are not typically indexed by search engines in the same way. As a result, the valuable information they contain can quickly become buried under new content, making it difficult for people to find and access them after the initial post.

Complementary channels

This transient nature highlights the importance of utilizing social media as a complementary channel to amplify the reach of your more permanent, searchable content on your magazine and website.

By integrating social media with your magazine and web article advertising, you ensure not only the immediate visibility of your content but also its long-term discoverability through search engines, maximizing the impact and reach of your advertising efforts.

*As **tomorrow's** readers also download **today's** and **last years's** issues, your message will be seen by your **future** customers.*

Earned Trust, Proven Excellence

X-Ray Mag is recognized for the high quality of our publication, content, and articles in the diving world.

Our consistent dedication to sharing insightful and valuable information has solidified our position as a trusted source, earning us both a loyal global readership and multiple prestigious awards. ►

At *X-Ray Mag*, we continually strive to deliver excellence and never compromise on credibility in every feature and post.

How do *YOU* search?

Think about the last time you searched for information. Did you scroll through social media, or did you turn to a trusted search engine?

For most, search engines are the gateway to the world's knowledge. They lead us to reliable, in-depth articles and posts that answer our questions, provide insight, and offer solutions.

Searchable content

At *X-Ray Mag*, we understand the power of searchable content. Over the years, we have posted more than 1,200 feature articles and over 8,000 other news posts online, transforming our site into a vast library and a trusted repository for dive-related information. Our extensive collection of articles and posts ensures that when individuals search for information related to diving, they find us. They find you.

Join us at *X-Ray Mag*, where your advertisements not only reach our dedicated readers but also become a permanent, searchable presence for anyone seeking dive-related information and insights.

Crafting Trusted, Valuable Content

Resort Reviews

Our team thoroughly assesses dive operations, resorts, and liveaboards, ensuring credible reviews clients can use in marketing.

Equipment Reviews

Our experienced team rigorously tests equipment over time, ensuring reviews surpass superficial glances, providing authentic, trustworthy insights.

Branded Content

Branded content highlights your company's history, values, and vision, introducing key figures and solidifying your brand image in readers' minds.

Our Readers

At *X-Ray Mag*, our readership is a vibrant mosaic of individuals united by a shared passion for diving. We boast a balanced ratio of male and female readers, including numerous dive instructors, thanks to our collaborations with training agencies.

Affluent and Educated

Our readers are predominantly well-educated, holding substantial disposable incomes dedicated to their leisure pursuits. The majority are middle-aged individuals from various professional backgrounds including academia, middle management, craftsmanship, and business ownership. This group, characterized by their financial freedom, frequently embarks on dive expeditions, exploring the depths of the oceans.

Emerging Young Enthusiasts

We also cater to a growing segment of younger enthusiasts, predominantly found in Asia, and increasingly in various European nations. This cohort, in their twenties, embodies an adventurous spirit, eager to delve into and discover the underwater world.

Select Readership Data:

Expenditure on Diving

Europe: €3,900
US/Canada: $5,100
Asia: $2,900

Demographics:

Gender: 42% Female, 58% Male
Median Age: Europe (39), US/Canada (48), Asia (26)
Majority Age Group: 25-34 (26%)

Socioeconomic Details:

56% are married
64% attended college
Average Household Income: $104,500 (US), with 36% earning more than $120,000
Household Size: Predominantly 2 persons (37%)

Diving Details

Average Dives: 96, with 45% doing a minimum of 50 dives per year
Equipment: 66% dive with a single tank
Aspirations: 26% want a Nitrox course, 28% are dive masters or instructors

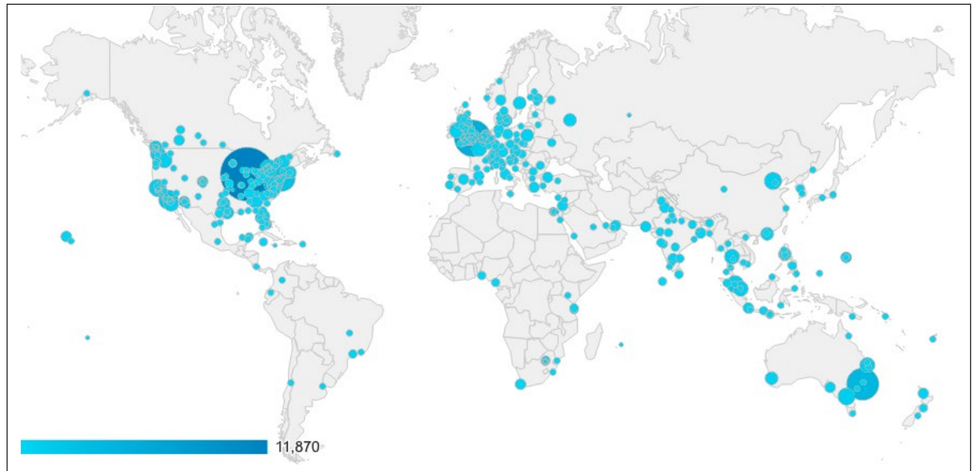
Travel and Photography:

Average Dive Trips per Year: Europeans (2.9), US/Canadians (4.1), Asians (2.8)
65% own an underwater camera
Travel Companions: 24% travel with a regular buddy, 21% with a diving domestic partner.

International Travel Preferences

51% prioritize diving but also appreciate nice landscapes and culture on their trips.

Readership overlaps global dive community



Our readers come from over 140 countries. Lumped together by continent, the numbers (rounded) break down to the following distribution:

44%	**Americas**	**13%**	**Asia**	**2%**	**Africa**
37%	**Europe**	**5%**	**Oceania**		

Link: Further details

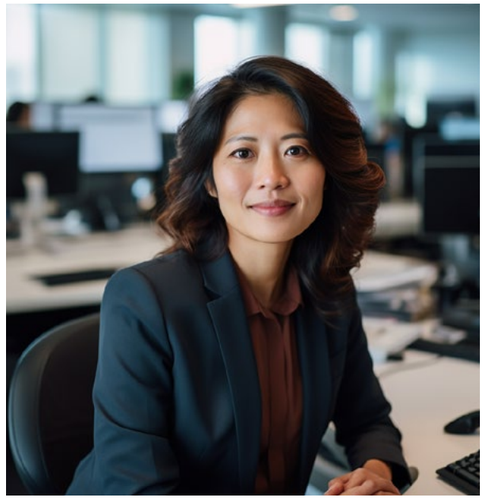
Our readership closely overlaps with the international dive community, ensuring optimal coverage and penetration in this key demographic.

Archetypical readers

Global & Diverse

While our global readership is diverse, we've crafted archetypal reader profiles to better illustrate the range of individuals who regularly engage with our content.

From the affluent, middle-aged professional to the young, adventurous diver, *X-Ray Mag* resonates with a broad and engaged audience, each exploring the underwater world with enthusiasm and curiosity.



The business owner and entrepreneur. A typical European reader is a 39-year-old IT-professional in the private sector.

The medical professional. A typical American reader is a 52 year-old dentist with his or her own practice. The average dentist salary in the US is $200,000.

The skilled worker. Another typical reader is a 59-year-old North European craftsman or technical specialist. Typical annual salary is €70,000.

Students. Alongside studies and part-time work or stipends, students manage to invest in pursuing diving adventures. This segment constitutes the future of diving.

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: 181,500
(Benchmarked 19 March 2025)

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: 40,350
Of these, 10,700 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.

Training Agencies: 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.

Global Presence

Each year, *X-Ray Mag* participates in 25-30 major dive expos in Europe, USA, and Austral-Asia. Our presence fosters collaboration with local dive communities, reinforcing our status as the only truly global dive publication.

X-Ray Mag exhibiting at DEMA Show

Partnering with Training Agencies

For example, NAUI 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 divers receive printed *X-Ray Mag* promotionals in their student kit, and both regular and professional members will receive the new magazines in their e-mail boxes until they unsubscribe.

New! Scandinavian Media & Dive Show

In addition to our acclaimed international English media platform, *X-Ray Mag*, AquaScope Media publishes the Danish-language *Sportsdykkeren* magazine (rates on page 11). We also operate web portals in both Danish and Swedish. Collaboratively, we co-produce content and advertising with Norway's *Dykking* magazine and portal. Furthermore, AquaScope Media plays a pivotal role as a co-organiser of the Scandinavian Dive Show.

Scandinavia: An Affluent Market with an Untapped Potential
Scandinavians enjoy some of the highest living standards in the world. With strong economies and a high GDP per capita, the region boasts consumers with significant purchasing power, making it an ideal market for premium diving experiences and equipment.

Download Scandinavinan Dive Show Brochure

Scandinavian Dive Show Brochure pdf

Magazine Ads & Display Rates – *à la carte*

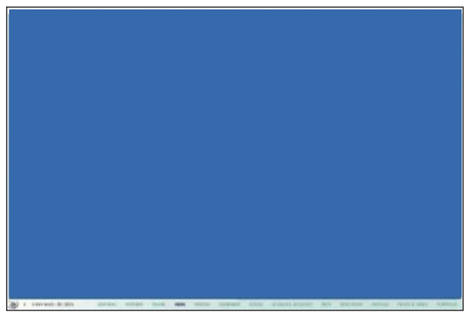
Frequency and Volume Discounts

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: 144 dpi
Color-space: RGB

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

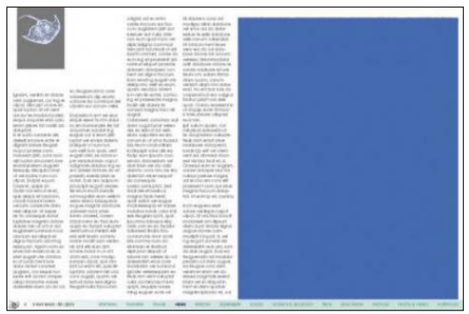
For best overall discounts, have a look at our all-inclusive package deals on page 2.



2/1 – "Spead" (double page)

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

EUR 2998



1/1 – Full page

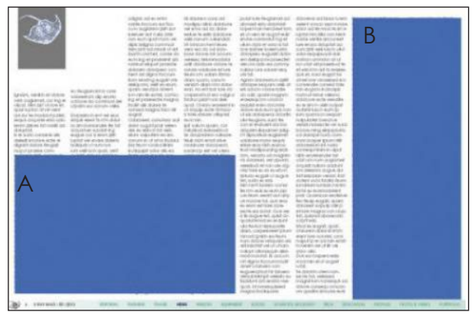
203 x 260 mm (no bleed, as shown)
215 x 280 mm (bleed)

EUR 1698

2/3 – Two-thirds page

134 x 260 mm

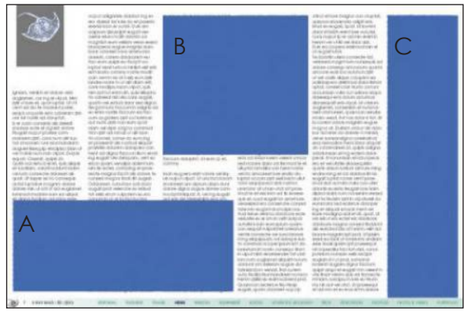
EUR 1099



1/2 – Half page

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

EUR 948



1/3 – Third page

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

EUR 648

1/4 – Quarter page

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

EUR 578

1/6 – One-sixth page

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

EUR 338

1/8 – One-eighth page

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

EUR 248

£ and $

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

Download guide with live size templates and measurements (pdf)

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

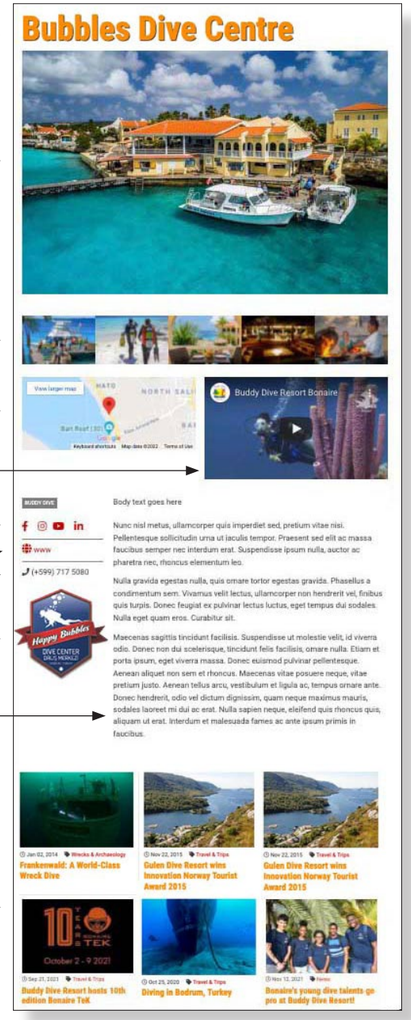
Telephone no.

Logo

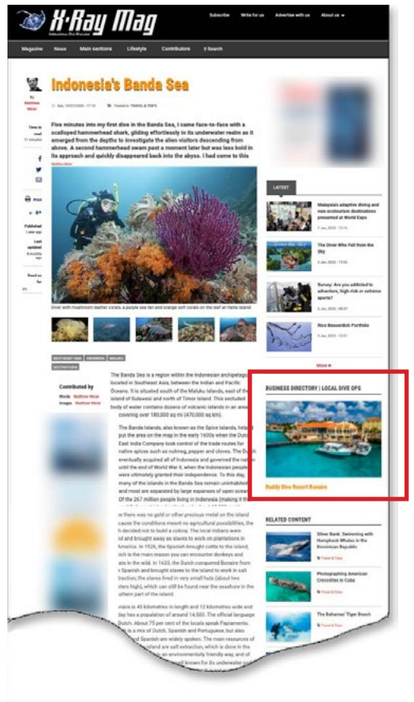
Description (150 words)

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

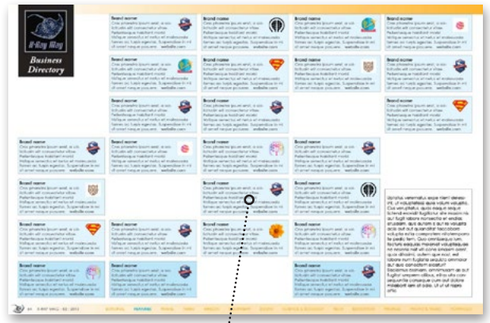


Sample article on our website, showing how a directory entry gets listed in other articles and news posts. Actual design may evolve.

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

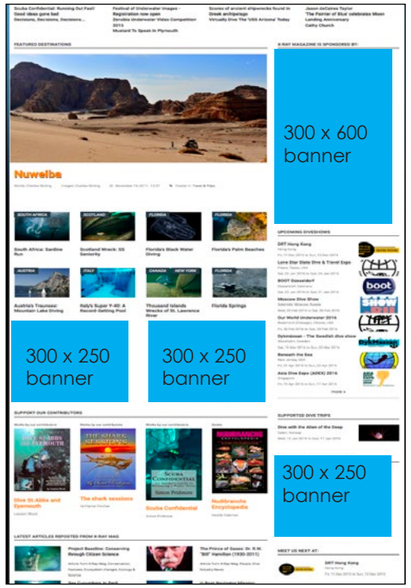
The directory entry stays online for the duration of the arrangement, after which it deactivates, unless extended. The client provides all elements listed, such as images, text, website, logo, map, phone number, social media and video links, etc.

Banner Ads

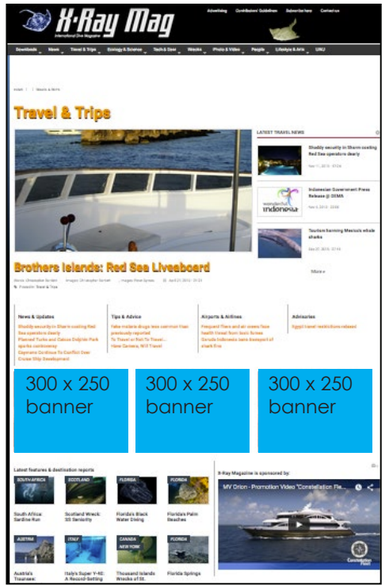
File formats: jpg or gif

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

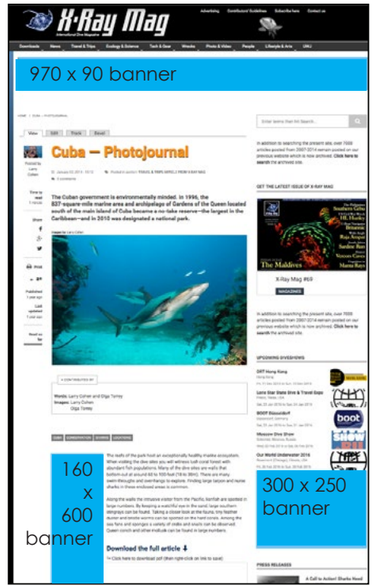
Banner rotation applies to each slot.



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

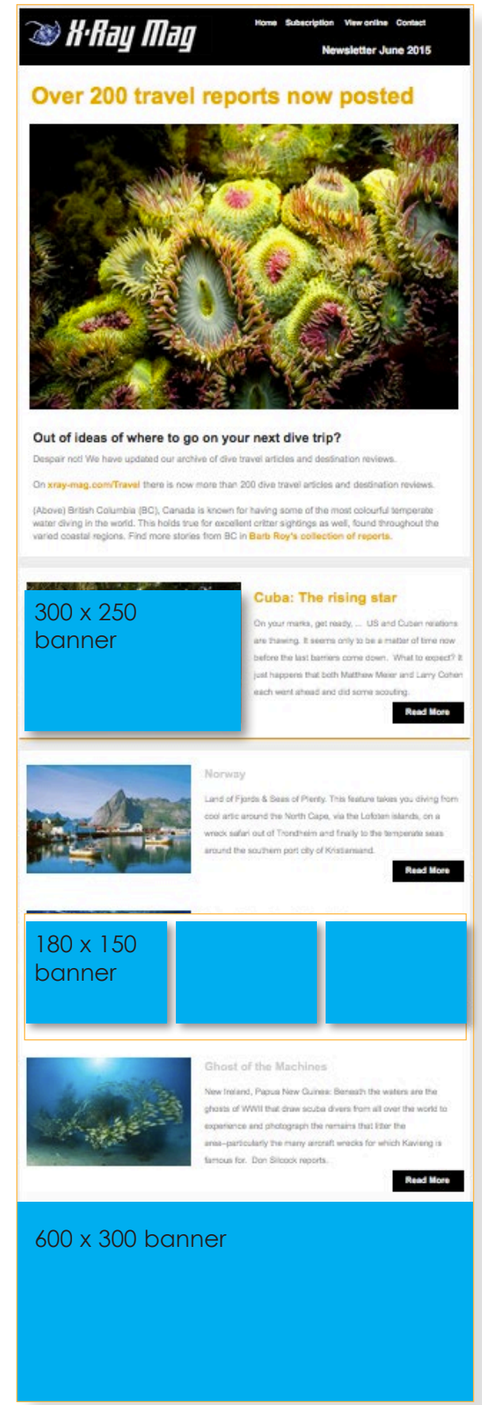
(per mailing) € 2,900

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.



Sample regular newsletter

Scandinavian Media – Magazines & Portals

Media Info: Sportsdykkeren

***Sportsdykkeren* magazine is edited and published quarterly by AquaScope Media for the Danish Sportsdiver Federation (DSF) and is distributed to all its members and other interested parties who sign up for a free subscription. The magazine can be downloaded free of charge at its website: Sportsdykkeren.dk.**

Add-on rates

Below are the surcharges added to the X-Ray Mag ad campaign rates listed on page 3, when booking both media together. They apply to the corresponding (same) size ads in magazines, websites and newsletters. Rates are monthly.

Campaign size:	1/4 page	1/3 page	1/2 page	2/3 page	1/1 page
6-month packages	+ €149	+ €225	+ €295	+ €335	+ €425
12-month packages	+ €125	+ €195	+ €259	+ €335	+ €395

Included:
The same extras as those in X-Ray Mag compaign packages, such as bannerads on websites and in newsletters. Translation to Scandinavian languages is available for sponsored feature articles and ad copy (upon request).

A la carte

Advertising Rates & Formats

Spread (A3) #0
297 x 420 mm
bleed
277 x 400mm
no bleed
€ 1895

1/1 page (A4) #1
297 x 210 mm
bleed
277 x 190 mm
no bleed
€ 995

2/3 page #2
297 x 140 mm
bleed
277 x 120 mm
no bleed
€ 795

1/2 page (A5) #3
Vertical: 277 x 90 mm
Horizontal: 133.5 x 190 mm
€ 595

1/3 page #4
Vertical: 277 x 57 mm
Horizontal: 86 x 190 mm
€ 445
#5

1/4 page #6
Tall vertical: 277 x 40 mm
Short vertical: 133.5 x 90 mm (A6)
Horizontal: 62 x 190 mm
€ 345
#7
#8

1/6 page #9
Vertical: 133.5 x 57 mm
Horizontal: 86 x 90 mm
€ 245

1/8 page (A6) #11
Vertical: 133.5 x 40 mm
Horizontal: 62 x 90 mm (A7)
€ 195

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" a.k.a "campaing 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.

Automatic Renewals

"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/Cheques 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 1% per month of outstanding amount. Please note that in case of late payments, any discounts will also be annulled.

File Format

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

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 does not process data relating to a private person, the GPDR-regulation is not applicable to AquaScope Media ApS' standard agreement. However, in the case that 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 a requirement of such an agreement and consentual. Data responsible officer is Peter Symes. Contact info: 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 Sept 2023 until further notice. *X-Ray Mag* / AquaScope Media reserves the right to revise these terms at any given time.

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