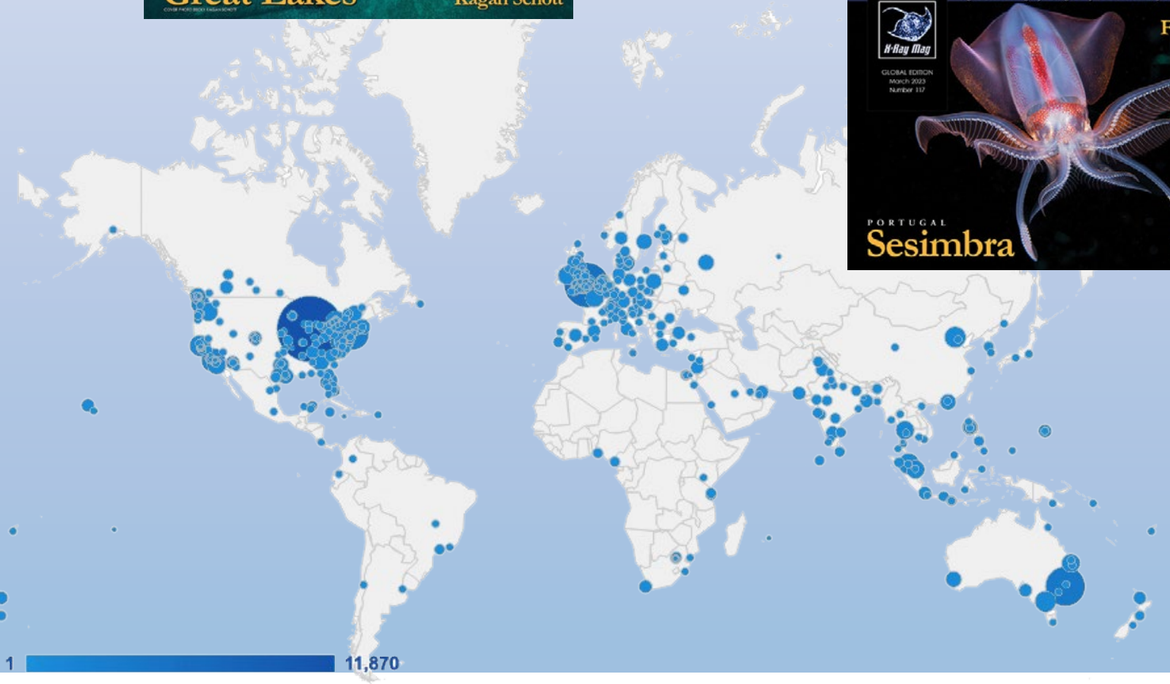


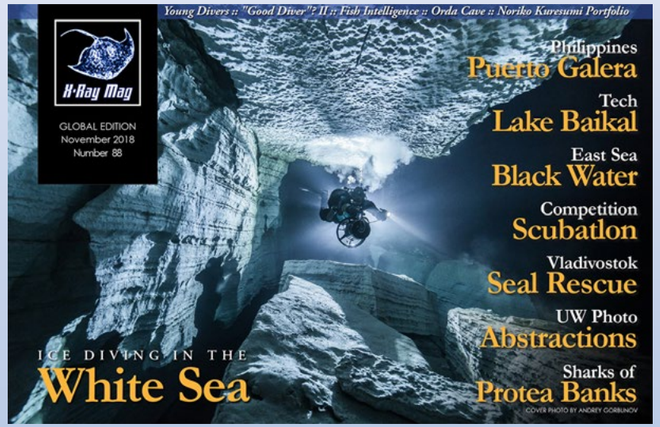
Media Info 2027

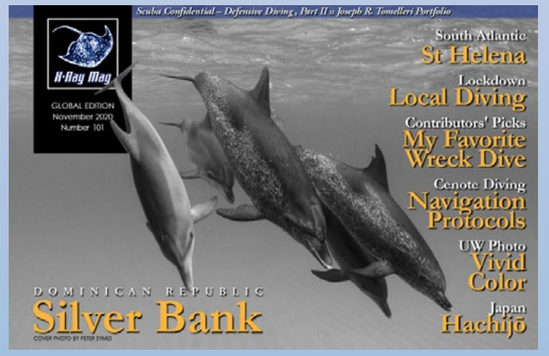
Revised 17 Aug- 2026 - valid until 31 Oct 26 or futher notice

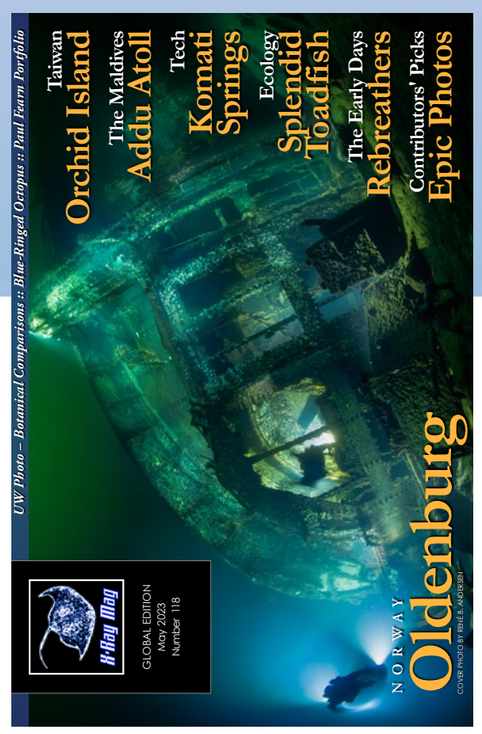
X-Ray Mag

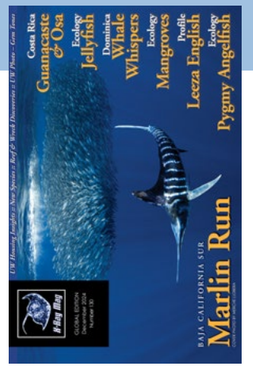
Advertising &
Media Information

USD









Aquascope Media

An award-winning publication and...

A Priceless Concept

X-Ray Magazine **has been at the forefront of digital dive publishing for more than two decades. Created as a free international magazine with contributors around the world, it combines independent journalism, striking photography and specialist expertise for a truly global diving audience.**

From the outset, our aim has been simple: make high-quality diving journalism freely accessible while building an effective media platform connecting divers, destinations, manufacturers and the wider diving industry.

Today, the magazine forms the centre of an integrated publishing network spanning our website, newsletters, social media channels and extensive searchable archive. Content moves naturally between these platforms, extending its reach and useful life far beyond the publication of an individual issue.

Our flagship magazine publishes substantial features, travel reports, interviews, photography, science, technical diving and regular columns, supported by timely news and specialist coverage online.

Our digital publishing complements the magazine with daily news, equipment coverage, destination features and an extensive library of articles accumulated over more than two decades.. Together, these channels provide both immediate visibility and lasting discoverability.

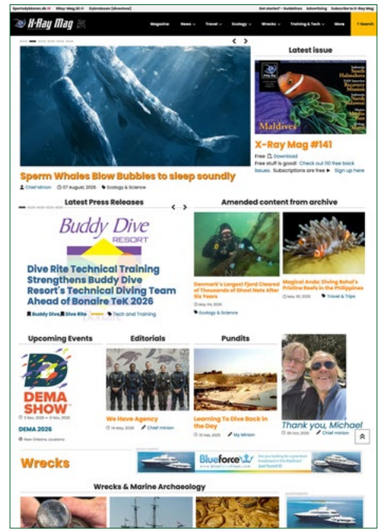
Regional editions, landing pages and newsletters now add another dimension, enabling *X-Ray Magazine* to combine broad international reach with increasingly targeted opportunities across major diving markets.

Magazine issue displayed on a desktop monitor

Website displaying latest news on a tablet and smartphone

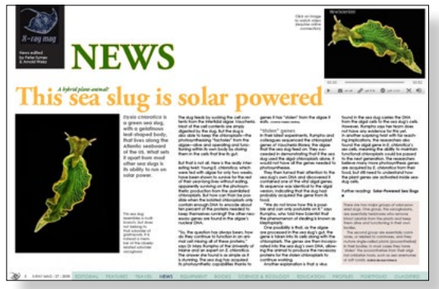
One media network. Multiple platforms. Global reach. Regional focus.

Magazine



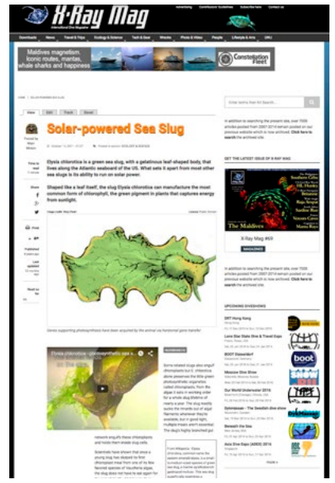
Website

Social media channels



Content Across Platforms

A feature can extend from the magazine to our website, newsletters and social channels, combining the depth of long-form publishing with immediate digital distribution and long-term online discoverability.



Marketing *Multi-platform* Solutions

Click any campaign panel for full details

Extend your reach with integrated advertising packages combining magazine, web and digital channels.

Our marketing packages operate as **monthly subscriptions**, with rates shown per month for six- or twelve-month agreements.

Choose the level of exposure that suits your campaign, from a focused presence to comprehensive multi-platform coverage.

Each package combines complementary advertising and promotional services across the *X-Ray Magazine* media network, providing both immediate visibility and sustained exposure.

Select the combination that best matches your objectives, market and budget.

1/4 Page Ad Campaign

$ 375 Monthly 12-month plan

$ 395 Monthly 6-month plan

Magazine Ads

1/4 page

Banner Ads

Medium Rectangle
300 x 250 pixels

Content & Promotion

- Press releases published online
- Social media posts

1/3 Page Ad Campaign

$ 525 Monthly 12-month plan

$ 595 Monthly 6-month plan

Magazine Ads

1/3 page

Banner Ads

Wide Skyscraper
160 x 600 pixels
inside articles
+
Medium Rectangle
300 x 250 pixels

Content & Promotion

- Press releases published online
- New products published online
- Social media posts

1/2 Page Ad Campaign

$ 725 Monthly 12-month plan

$ 795 Monthly 6-month plan

Magazine Ads

1/2 page

Banner Ads

Wide Skyscraper
160 x 600 pixels
+
Medium Rectangle
300 x 250 pixels
On front page and by articles
+
Leaderboad
768 x 90 pixels

Content & Promotion

- Press releases published online
- New products published online
- Video ads on section pages
- Social media posts

2/3 Page Ad Campaign

$ 885 Monthly 12-month plan

$ 995 Monthly 6-month plan

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
front page, by articles, in newsletters
+
Half Page
300 x 600 pixels

Content & Promotion

- Press releases published online
- New products published online
- Video ads on section pages
- Newsletter promotion
- Social media posts

Full Page Ad Campaign

$ 1.145 Monthly 12-month plan

$ 1.295 Monthly 6-month plan

Magazine Ads

1/1 page
or half spread

Banner Ads

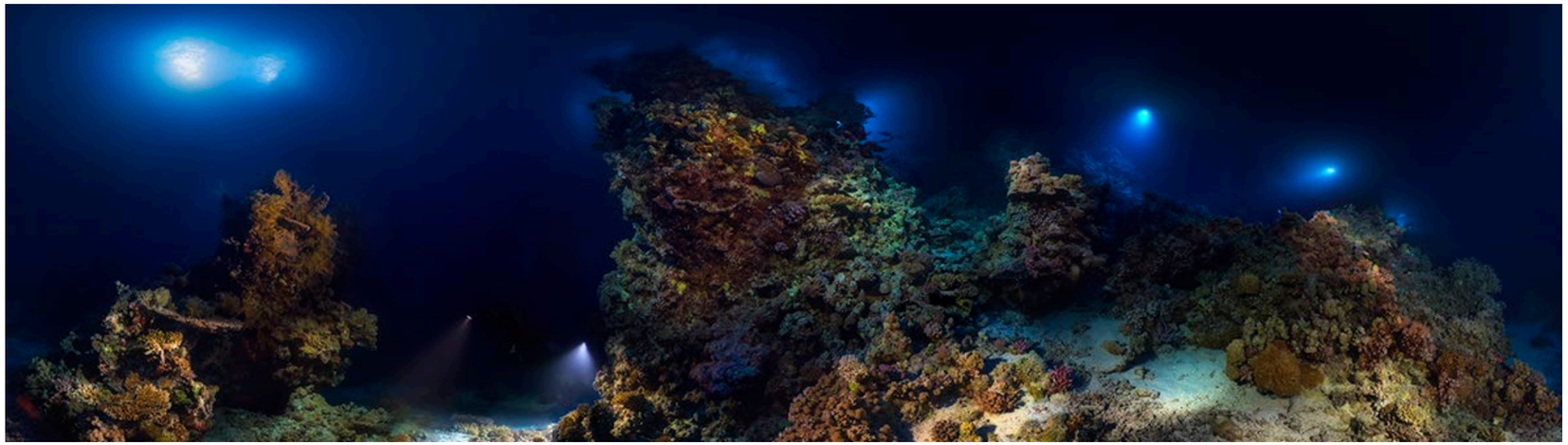
Wide Skyscraper
160 x 600 pixels
inside articles
+
Medium Rectangle
300 x 250 pixels
front page, by articles, in newsletters
+
Half Page
300 x 600 pixels
front page, by articles, in newsletters
+
Billboard
728 x 90 pixels
On top of articles

Content & Promotion

- Press releases published online
- New products published online
- Video ads on section pages
- Newsletter promotion
- Social media posts
- *Enhanced Promotional Support*

Packages combine magazine, web and promotional services as listed. Content & Promotion extends advertisers' visibility through the publication and sharing of supplied material across selected *X-Ray Magazine* channels, according to the package chosen. Services automatically renew until cancelled.

Content is King



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

Strong content gives brands something advertising alone cannot: the space to inform, inspire and build a lasting connection with readers. Combining authoritative writing with compelling photography, professionally produced features can communicate a destination, product or brand in depth while creating valuable content with a useful life extending well beyond its initial publication.

The Power of Authentic Storytelling

Readers engage with stories that inform rather than simply promote. Well-researched articles, compelling photography and credible first-hand accounts provide the context and depth needed to present destinations, products and brands in ways conventional advertising cannot.

Timeless Principle

The principle that "content is king" remains highly relevant. Original, useful content attracts attention, encourages sharing and remains discoverable through search, extending its reach and value long after publication.

For advertisers, professionally produced content can therefore become a valuable communications asset in its own right.

Beyond Conventional Marketing

Many businesses recognise the value of content-driven marketing but lack the time, resources or specialist expertise to produce compelling material consistently.

X-Ray Magazine bridges that gap. Our content extends beyond the magazine and website: articles can also be produced as standalone PDFs, providing clients with professionally presented material that can be shared through their own channels.

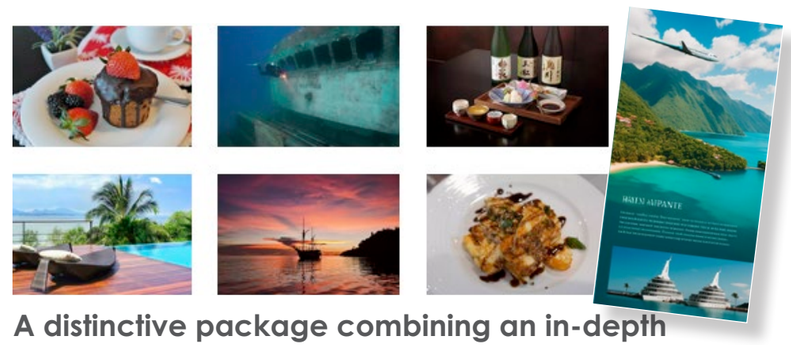
Your Specialised Content Partner

Our expertise spans writing, photography, editing, design and publishing, with particular strengths in recreational diving, underwater imaging and dive tourism.

Our international network of experienced writers, photographers and industry specialists enables us to create authoritative, visually engaging content for both magazine and digital use.

Combined with advertising, distribution and promotion across our media network, this provides selected clients with an integrated approach to building visibility, credibility and long-term awareness.

Amplify Your Brand: Articles & Ads Together



A distinctive package combining an in-depth feature with a comprehensive advertising campaign, giving destinations and brands both editorial depth and sustained visibility.

X-Ray Magazine's experienced writers, photographers and divers produce substantial features that explore destinations from a diver's perspective. Combining underwater experiences with topside attractions, local culture and practical insights, these articles give readers a rounded and engaging sense of place.

"Dive & Dine" feature articles

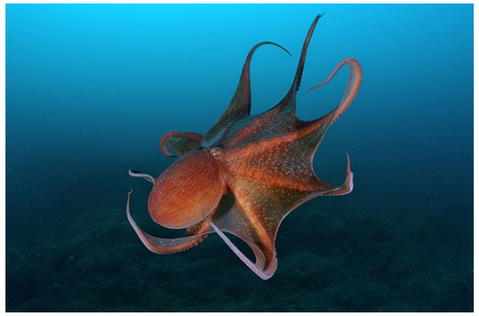
Our **Dive & Dine** features take this approach further, combining diving with the wider destination experience. Typically extending across six or more magazine spreads, they provide the space to explore diving, accommodation, dining, culture and other attractions in considerable depth.

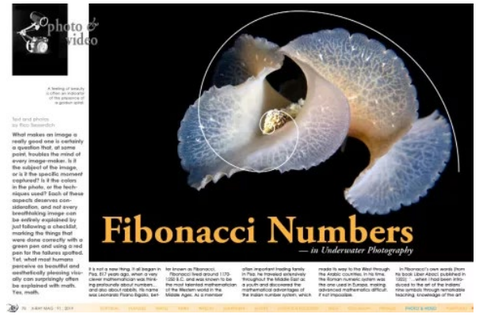
Rather than focusing solely on a resort or dive operation, the resulting feature presents the destination as a complete travel experience — giving readers context while providing participating businesses with substantial and lasting exposure.

Link to further details and rates

X-Ray Magazine and our creative partners provide bespoke content services, including destination features, equipment reviews, photography and copy for use in *X-Ray Magazine* or clients' own brochures, catalogues, websites and other media.

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, magazine and web articles provide depth, context and longevity. Our editorial content is researched, edited and published as a lasting resource rather than a momentary update.

Unlike social posts that can disappear rapidly from view, articles and magazine issues remain accessible through our website and archive for years, continuing to attract readers long after publication. This provides advertisers with sustained exposure alongside content that retains its relevance and value.

Searchable for years

Search engines continually introduce new readers to existing content. Magazine articles and web posts can remain indexed and discoverable for years, extending their useful life well beyond publication and providing sustained visibility for the advertising associated with them.

Social media, by contrast, excels at immediate reach and engagement but is generally more transient. Posts are quickly displaced by newer content and can become difficult to rediscover. Permanent magazine and web content therefore complements the immediacy of social media by providing depth, longevity and continued discoverability.

Complementary channels

Social media and permanent editorial content serve different but complementary purposes. Social channels provide immediacy, engagement and additional reach, while magazine and web content offer depth, longevity and continued discoverability.

By combining social media with magazine and web advertising, campaigns can benefit from both immediate exposure and sustained visibility. Social posts can draw attention to content when it is published, while the underlying articles and magazine issues remain accessible and discoverable long afterwards.

How do *YOU* search?

Think about the last time you wanted detailed information about a destination, piece of equipment or diving topic. Chances are, search played a part in finding it.

Search continually connects people with useful content regardless of when it was originally published. For publishers with a substantial archive, this creates an enduring pathway through which new readers discover existing articles and magazine issues.

Searchable content

X-Ray Magazine has built an extensive online archive comprising more than **1,200 feature articles and 8,000 news posts**, alongside our complete magazine archive. Together, they form a substantial and continually growing resource of dive-related information that remains accessible and discoverable over time.

For advertisers, this means exposure need not end when an issue or campaign is first published. As readers continue to discover existing content, the advertising associated with it can continue to be seen months or even years later.

*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

For more than two decades, X-Ray Magazine has built an international reputation for independent, high-quality diving journalism, combining authoritative reporting with strong photography, design and specialist expertise.

Our editorial work and publishing have received numerous international awards and distinctions, reflecting a longstanding commitment to quality, credibility and independent journalism.

Crafting Trusted, Valuable Content

Resort Reviews

Our team independently assesses dive resorts, liveaboards and operations, providing readers with credible, informed reviews.

Equipment Reviews

Our experienced reviewers test dive equipment in real-world conditions, providing practical insights that go beyond first impressions.

Industry Profiles

Branded content explores a company's people, history and values, helping readers better understand the story behind the brand.

Our Readers

X-Ray Magazine reaches a broad and diverse international audience, ranging from recreational divers and underwater photographers to instructors, dive professionals and industry decision-makers. Our readership is well balanced between men and women and spans generations, professions and levels of diving experience.

Affluent and Educated

Our established readership is predominantly well educated and professionally diverse, with comparatively high household incomes and substantial spending on diving, travel and equipment. Many are experienced divers in their middle years, including professionals, business owners, skilled tradespeople and academics who regularly travel to pursue their interest in diving.

Emerging Young Enthusiasts

Our audience also includes a significant younger generation of divers, particularly in Asia and increasingly in other markets. Typically in their twenties and early thirties, these readers represent an important emerging audience for dive travel, training, equipment and underwater experiences.

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

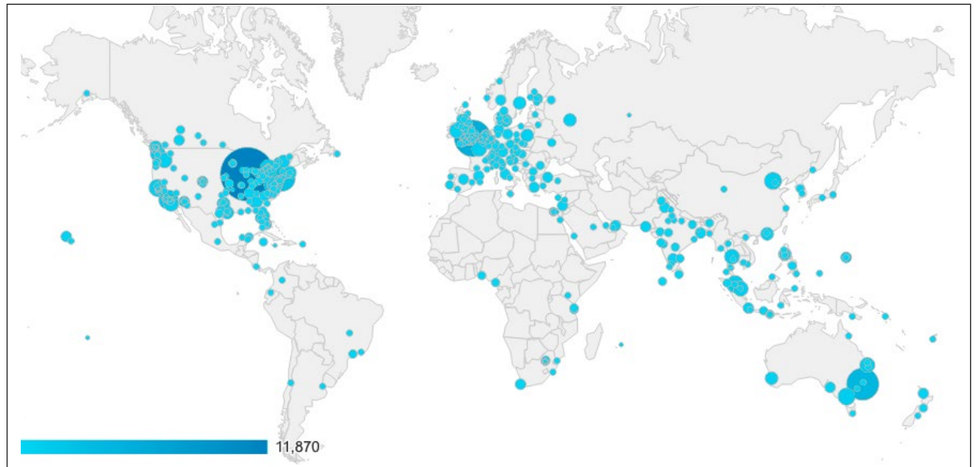
Travel and Photography:

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 Reflects 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

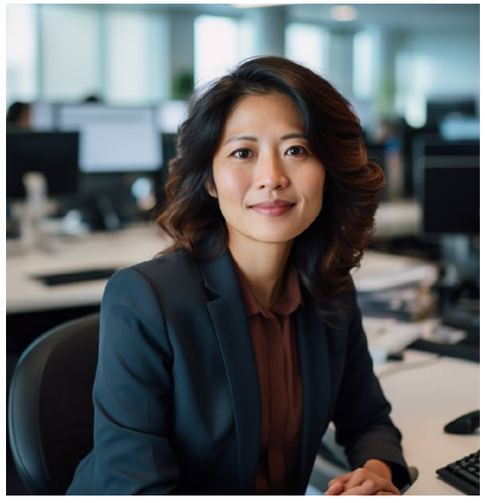
Our readership closely reflects the geographic distribution of the international diving community, providing strong coverage across the world's principal diving markets.

Typical Reader Profiles

Global & Diverse

Our global readership spans generations, professions and cultures. These illustrative reader profiles reflect the broad range of people who regularly engage with our content.

From established professionals to younger, adventurous divers, X-Ray Magazine reaches an engaged international audience united by an interest in diving and the underwater world.



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.

Global Reach

X-Ray Magazine reaches divers, underwater photographers and dive professionals in more than 140 countries through our magazine, website, newsletters, search engines and an extensive international industry network. Together, these channels create an integrated media platform that delivers both broad global exposure and increasingly targeted regional marketing opportunities.

TOTAL Global Readership: 169,100

(Benchmarked 06 August 2026)
Our worldwide audience spans every major diving market, making X-Ray Magazine an efficient one-stop platform for reaching recreational divers, underwater photographers, instructors, professionals and industry decision-makers around the globe.

Magazine Downloads: 66,000 -78,000 copies per issue

Each new issue generates a substantial surge in downloads upon publication, while readers continue discovering and downloading earlier issues through our searchable archive for years afterwards. This long-tail readership provides advertisers with sustained exposure well beyond the initial publication.

Newsletter Subscribers: 40,110

Our newsletter network includes more than 10,800 dive industry professionals, instructors, retailers, resorts, liveaboards and other business decision-makers. New regional editions and newsletters also enable advertisers to target major markets more precisely as the platform continues to evolve.

Search Visibility:

Beyond our direct readership, X-Ray Magazine's extensive archive continues attracting new readers through Google, Bing and other search engines, where feature articles, news and destination guides remain discoverable for years after publication. This ongoing organic traffic extends the reach of every issue and provides advertisers with long-term exposure that continues well beyond the initial release.

Industry Network:

For nearly two decades, X-Ray Magazine has worked with training agencies, dive organisations, manufacturers, tourism boards, trade shows and other partners to expand its global reach. Beginning with our pioneering collaboration with NAUI in 2007, this network now introduces X-Ray Magazine to divers throughout their diving journey.

Global Presence

Each year, X-Ray Magazine maintains an active presence at 20-25 major dive exhibitions, conferences and industry events across Europe, North America and Asia-Pacific. These events strengthen our relationships with manufacturers, tourism boards, training agencies, retailers and dive professionals while keeping our editorial team at the forefront of developments throughout the global diving industry.

X-Ray Mag exhibiting at DEMA Show

Our role has expanded beyond traditional media partnerships. X-Ray Magazine is now the Official Magazine of the Malaysian International Dive Expo (MIDE), principal media partner of Diving Talks in Portugal, and co-organiser of the Scandinavian Dive Show. Together, these collaborations reinforce our position as one of the diving industry's most internationally connected media platforms.

Partnering with the Diving Industry

For almost two decades, X-Ray Magazine has worked with training agencies, manufacturers, dive centres and other industry organisations to introduce the magazine to new and experienced divers alike.

Beginning with our pioneering collaboration with NAUI in 2007, our international network has continued to expand through partnerships across the diving industry, helping connect X-Ray Magazine with divers, instructors and professionals around the world.

Regional Media Network

In addition to our acclaimed international English-language platform, AquaScope Media has developed a strong Scandinavian publishing network comprising the Danish-language Sportsdykkeren magazine, Danish and Swedish websites, a collaboration with Norway's Dykking magazine, and the co-organisation of the Scandinavian Dive Show. Together, these activities provide a unique regional presence across the Nordic diving community.

Geographically Targeted Advertising

Building on this experience, X-Ray Magazine has recently introduced regional editions, landing pages and newsletters for **Europe**, **UK**, **North America** and **Asia-Pacific**. While these platforms continue to evolve, advertisers can already tailor campaigns to individual regions while retaining the option of broad global exposure.

Download Scandinavinan Dive Show Brochure

Scandinavian Dive Show Brochure pdf

Magazine Ads & Display Rates – *à la carte*

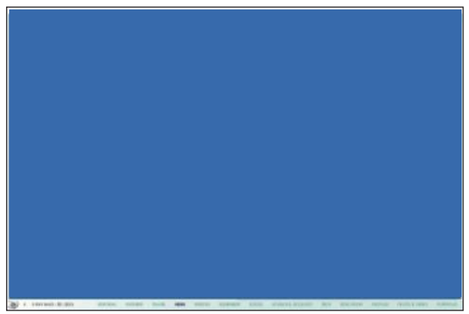
Frequency and Volume Discounts

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
Colour space: RGB

For best results, retain text as text rather than flattening it into graphics when exporting to PDF.

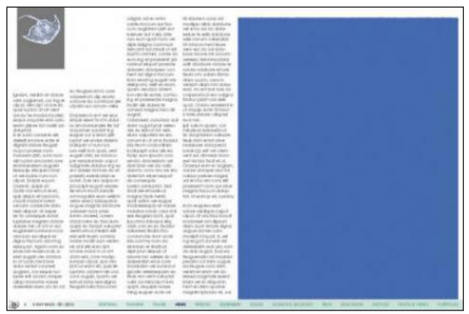
For our best overall value, see the integrated advertising packages on page 3.



2/1 – "Spread" (double page)

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

USD 2998



1/1 – Full page

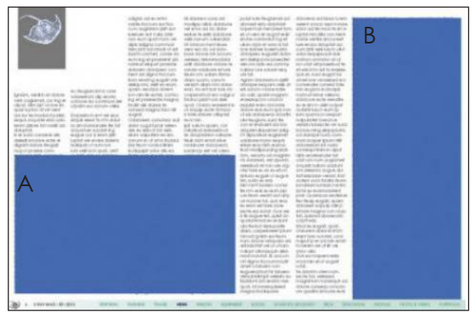
203 x 260 mm (no bleed, as shown)
215 x 280 mm (bleed)

USD 1698

2/3 – Two-thirds page

134 x 260 mm

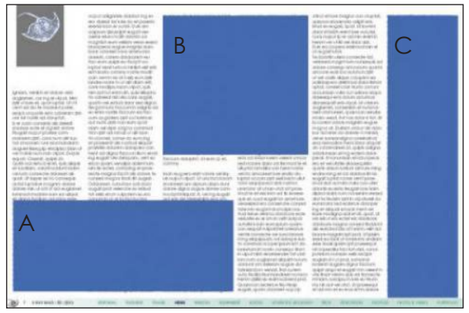
USD 1099



1/2 – Half page

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

USD 948



1/3 – Third page

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

USD 648

1/4 – Quarter page

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

USD 578

1/6 – One-sixth page

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

USD 338

1/8 – One-eighth page

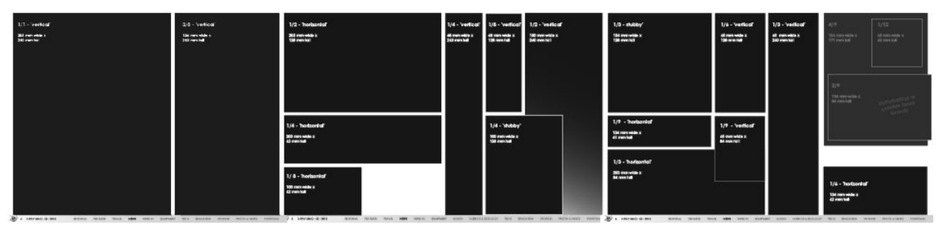
A. 100 x 62 mm (horizontal)
B. 48 x 128 mm (vertical)

USD 248

EUR and GDP

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

Download our guide with full-size templates and measurements (PDF)



Business Directory

The *X-Ray Magazine* Business Directory gives dive businesses and brands an ongoing presence across our website and magazine for a single annual fee.

Each Business Directory entry combines two elements::

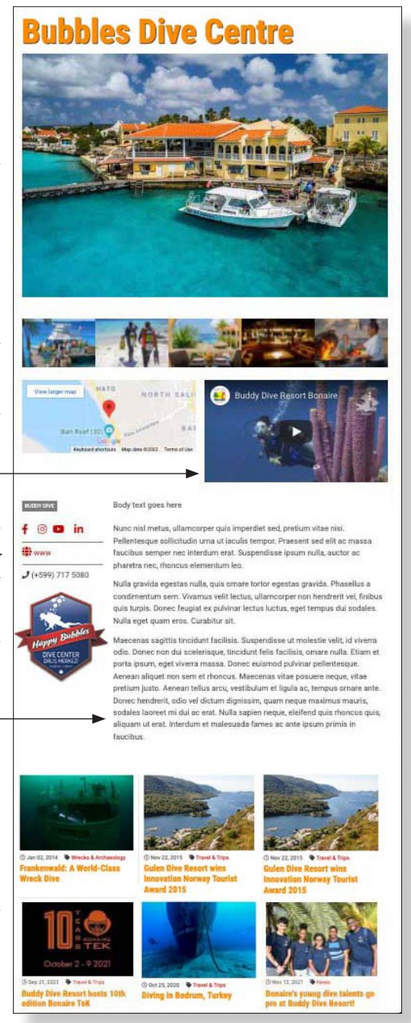
1. Business Profile
A dedicated profile presenting your dive operation or brand, with additional visibility alongside relevant articles and news across our website.

2. In-issue classified ad
A compact business listing included in the classified section of each magazine issue.

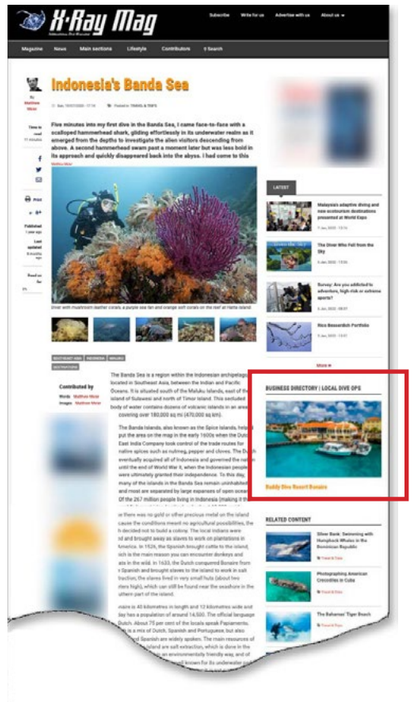
Business Profile

Elements:

Business/brand name
Main image
Image gallery
Location map
Video
Social media handles
Website
Telephone
Logo
Description (150 words)
Related business or brand content
Related destination and regional content



Sample Business Directory profile on our website".

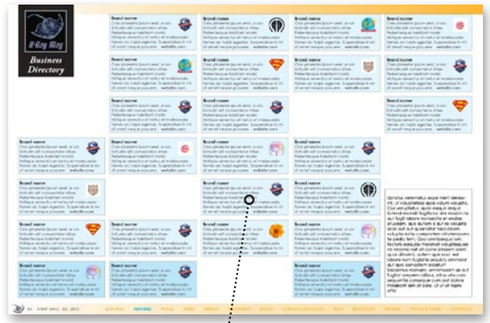


Example showing a Business Profile displayed alongside relevant editorial content.

Relevant placement across our website

Your business or brand can also appear alongside relevant articles and news. For example, a dive centre may be displayed beside destination content about the region in which it operates.

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

Includes your business name, logo, website and a description of up to 200 characters. In the digital magazine, the ad links directly to your website.

Rates

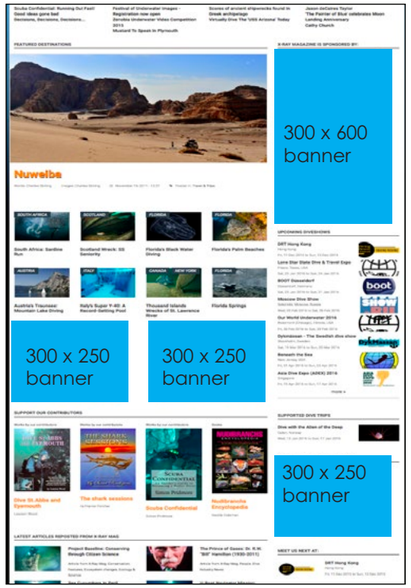
	USD	EUR	GBP
Annual contract is prepaid by credit card.	$ 595	€ 575	£ 425

The annual fee covers the Business Profile and in-issue classified advertising. The profile remains online for the duration of the agreement. Clients supply the text, images, logo, contact details and links required for their profile.

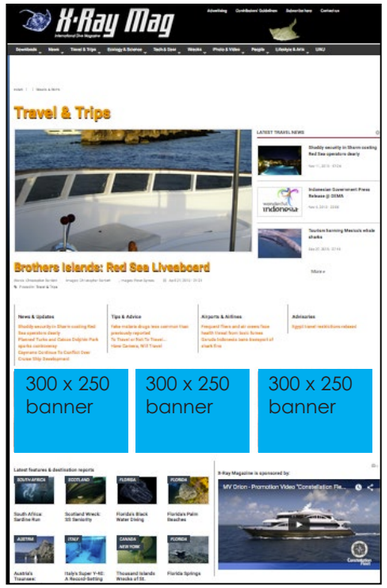
Banner Ads

Flexible website visibility

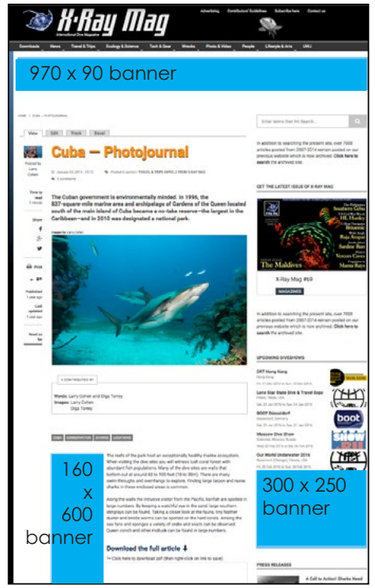
Banner ads can appear across the website, from the front page and sections to articles and news. Ad positions may rotate between advertisers.



Front page. Examples of banner positions on the front page.



Section pages. Banner positions within topical sections such as Travel



Articles & news. Banner positions alongside editorial content.

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

Newsletter advertising

Banner advertising

600 x 300 banner	$ 990
300 x 250 banner	$ 600
180 x 150 banner	$ 300

Newsletter sponsorship

Prominent "Brought to you by" placement featuring your image and a short message.

$ 990

Dedicated Newsletter

A dedicated mailing built around your destination, brand, event or campaign.

(per mailing) $ 2,900

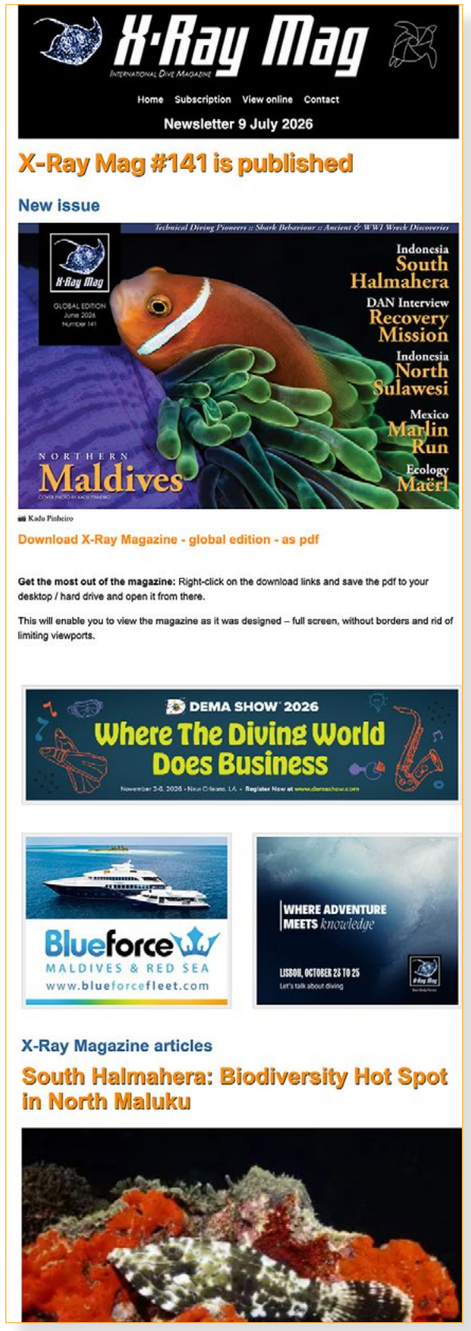
300 x 250 banner

Video Advertising

— Available on request

Standard Ad Formats

We use established digital advertising formats to make supplying campaign material straightforward. Detailed dimensions and technical specifications are available separately.



Top section of a regular X-Ray Magazine newsletter, showing advertising integrated alongside editorial content.

Scandinavian Media – Magazines & Online

Sportsdykkeren

***Sportsdykkeren* is the quarterly magazine of the Danish Sportsdiver Federation (DSF), edited and published by AquaScope Media. It is distributed to all federation members and is also available free to other subscribers, providing direct access to Denmark's established diving community.**

Add-on rates

Extend an *X-Ray Magazine* campaign into the Danish market by adding *Sportsdykkeren*. The rates below are monthly supplements to the corresponding packages shown on page 3.

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 add-on extends the corresponding *X-Ray Magazine* campaign across our Scandinavian media, including digital advertising and promotional support. Translation or adaptation into Scandinavian languages can also be arranged on request.

A la carte

Advertising Formats & Rates

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
Services contracted separately with third-party partners may be subject to their own terms and conditions.

Workflows & Document Trails

The following documents are issued through our accounting system, E-conomic. Communications will therefore appear to come from "AquaScope Media ApS – X-Ray Magazine post@e-conomic.com". Please add this address to your whitelist.

As the system records communications, including delivery receipts, it also provides documentation that our communications have been received.

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

What constitutes a contractual agreement?

The services to be provided and applicable terms are stated in the Quote/Proposal or Confirmation of Order and any accompanying documents.

A contractual agreement is considered established when you:

- Confirm by email that you accept a quote or proposal; or
- Receive a Confirmation of Order or Invoice and do not contest it.

Reservations & Deadlines

Advertising space must be reserved by the applicable deadline shown on the Confirmation of Order or Invoice and listed on xray-mag.com/advertising.

An accepted or uncontested Confirmation of Order constitutes a reservation.

Completed artwork and other required materials must be received by the copy deadline.

If materials are received late, X-Ray Magazine reserves the right to use the allocated space for other purposes. **Charges will still apply and no refund will be given.**

Confirmations of Order and Invoices state applicable payment terms and due dates.

A final invoice or receipt will be issued upon publication.

X-Ray Magazine and its affiliates are not responsible for materials lost or damaged, late deliveries, or loss or damage resulting from electronic transmission or communications.

Discounts

Discounts included in our campaign packages are based on the agreed campaign duration and frequency.

Insertion breaks for ads booked *à la carte* are earned at four-time and eight-time levels. Frequency rates are initially invoiced in advance only where supported by a firm contract specifying the issues and received by the first closing date. Otherwise, frequency rates are applied as earned.

Automatic Renewals

Subscription-based advertising packages automatically renew at the end of the initial contract period unless cancelled **no later than 40 days before the end of that period.**

Cancellation must be confirmed by *X-Ray Magazine*.

Cancellations

Cancellations must be made in writing no later than 21 days before the next confirmed reservation date.

Where a fixed-term contract is cancelled before completion, any applicable discount may be recalculated according to the actual duration or frequency delivered, and the advertiser will be responsible for any resulting difference.

Fixed-term, discounted or other non-prepaid subscription packages cannot otherwise be cancelled before the end of the agreed term.

Invoicing

Invoices are normally issued in the month following publication or delivery of the service. New clients outside the European Union are required to prepay their initial order in full. Thereafter, agreed payment terms apply.

Deposits & Prepayment

For six- and twelve-month campaign packages and other long-term agreements, a 40% deposit may be required at the start of the contract, with the balance invoiced according to the agreed schedule.

Prepayment may also be required where circumstances warrant it or where otherwise agreed as part of the order.

Payment Methods

Payments are made electronically. We do not accept cheques.

Payments may be subject to identity or other verification where required by applicable Danish or international financial regulations.

Late Fees and Interest

Overdue invoices are subject to a finance charge of €30 / US$40 plus interest of 1% per month on the outstanding balance. Late payment may also result in the withdrawal of discounts.

File Format

X-Ray Magazine accepts electronic files only. Magazine advertisements must be supplied as PDF files; banner advertisements may be supplied as JPG or GIF files in accordance with the published specifications.

Repeat Orders

Where advertising space has been contracted and replacement artwork or instructions are not received by the closing date, the most recently supplied artwork may be repeated.

Insertion

Unless otherwise specified, orders are presumed to apply to the first available issue. unless otherwise specified.

Put It In Writing

Instructions concerning contracts, insertion orders, cancellations or changes to advertising copy must be confirmed in writing.

Positioning

Advertising placement is at the Publisher's discretion unless a specific position has been ordered and confirmed in writing.

Rate Changes

Changes to advertising rates will be announced at least 60 days before the closing date of the first affected issue.

Ad Content

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

Publisher Liability

Terms stated on an advertiser's contract, order or copy that conflict with the Publisher's terms are not binding unless accepted by the Publisher in writing.

The Publisher's liability for an error will not exceed the cost of the affected advertising space. The Publisher accepts no liability for errors in key numbers or for reasons beyond its reasonable control that make publication of an advertisement impossible.

Intellectual Property Rights

Unless otherwise agreed in writing, intellectual property rights in original materials created by AquaScope Media ApS remain with AquaScope Media ApS.

Where content is produced as part of a client agreement, the client may be granted rights to reproduce and share the finished material through its own channels, as specified in the agreement. Such usage rights do not transfer ownership of the underlying intellectual property.

GPDR

AquaScope Media ApS does not ordinarily process personal data on behalf of advertisers under these agreements. Where personal data is processed, applicable Danish and EU data-protection legislation, including the GDPR, applies.

Personal data collected in connection with an agreement is used only as necessary to administer and fulfil that agreement and related business communications.

The responsible officer is Peter Symes.
Contact: editor@xray-mag.com

Governing Law and jurisdiction

Any dispute relating to services or products supplied by AquaScope Media ApS is governed by Danish law and subject to the exclusive jurisdiction of the Danish courts, with the City Court of Copenhagen as the court of first instance.

Validity

These terms apply from 10 August 2026 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
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Copenhagen, Denmark
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Office@xray-mag.com