





Aquafeed.com

information for advertisers 2012

The industry's leading information provider since 1998




Aquafeed.com is the original internet-based information resource for the aquafeed industry, and the leading advertising choice for premier aquafeed industry suppliers.




A strongly targeted suite of publications gives you access to the world's fastest growing and most exciting feed market—aquaculture:

- Content rich web portal
- Weekly English language newsletter
- Monthly Spanish language newsletter
 - Quarterly PDF-format magazine



Aquafeed.com is the ideal medium for suppliers of feed ingredients, commodities, feed plant, machinery, and services to the aquaculture feed sector.



And for feed manufacturers to promote their products to aqua farmers worldwide.

sales@aquafeed.com

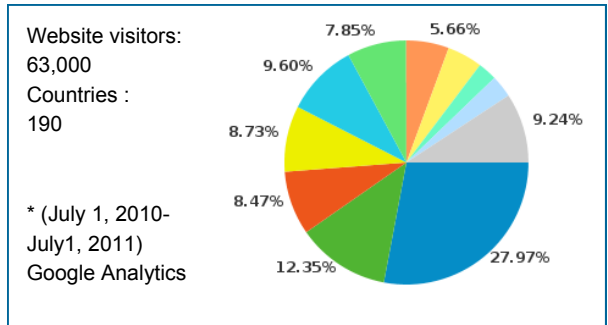
Visitors & readers

Website visitors

Northern America	27.97%
South-Eastern Asia	12.35%
Northern Europe	8.47%
Western Europe	8.73%
Southern Asia	9.60%
Eastern Asia	7.85%
South America	5.66%
Southern Europe	4.67%
Central America	2.52%
Western Asia	2.94%
Eastern Europe	1.94%
Australia and New Zealand	2.13%
Northern Africa	1.07%
Western Africa	1.79%
Southern Africa	0.57%
(not set)	0.53%
Eastern Africa	0.52%
Caribbean	0.55%
Melanesia	0.04%
Central Asia	0.03%
Middle Africa	0.02%
Micronesian Region	0.01%
Polynesia	0.01%

Our visitors and subscribers comprise senior managers and specifiers in aquafeed companies worldwide: company executives, mill managers, technical managers, formulators, nutritionists, ingredient buyers and technical sales managers. Other readers include government and law makers, academics, research scientists and allied industry professionals.

Aquafeed.com is also the destination of surfers and regular visitors seeking aquaculture feeds and feeding information.



Newsletters & magazine circulation

English language newsletter (weekly): 3,500

Spanish Newsletter (monthly): 1,500

Aquafeed: Advances in Processing
& Formulation (quarterly magazine): 4,000

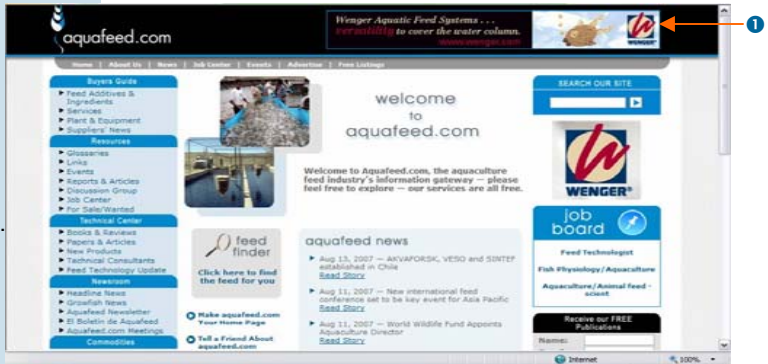
Contact John Brown: sales@aquafeed.com

Positions & rates

Website

Aquafeed.com is structured to provide positions to suit your required level of exposure and to fit your marketing budget. A link to your website, a specific webpage or email address is included in your banner.

1 HOME PAGE HEADER offers the ultimate in exclusivity. Rate: US\$12,075 / 12 months. (468x60 pixels). (Waiting list).



2 SECTION HEADERS appear at the top of every page of a section. (468x60 pixels) Rate: US\$ 6,405 / 12 months.



NEWSROOM SECTION HEADER appears at the top of the Newsroom Section: this premium position is our most popular position: as well as direct visits, it receives a high click-thru rate from the Home Page and Newsletters. (468x60 pixels) Rate: US\$ 6,590 / 12 months.

SINGLE PAGE HEADERS appear at the top of specialist pages: Newsletter Archives, Job Center, About US, Contact Page etc. (468x60 pixels). Rate: US\$ 3,310 / 12 months.

3 PAGE BANNERS appear within single pages (468x60 or 125x125 pixels) . Rate: US\$ 1,700 / 12 months.

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Newsletters

"Congratulations on a very interesting and effective newsletter."
— D.B. Guelph, Canada

"I look forward to the Newsletter every week—I don't need to look at anything else—Aquafeed.com has it covered. Thank you, thank you!" — J.T., USA

"Felicidades por su trabajo en la difusión de la acuacultura. Enhorabuena!" — J.A.O. Baja California, Mexico

"I certainly appreciate the access to such a valuable source of information, this helps to build a sustainable aquaculture to feed the World," — JZ., Mexico

"... your newsletter is very helpful/critical for us most specially on feed ingredient market for buying/projections purposes. Again, many thanks." — M.A. San Juan City, Philippines

I'd like to thank you for the excellent information I've found on aquafeed.com, It's always a great pleasure to read your articles and I count to become a loyal reader.
—P.R., USA

English language Newsletters

Now in its 11th year, our widely acclaimed newsletter delivers original news, articles, reports and more from Aquafeed.com as well as aggregated news from the world press.

Our English language newsletters are mailed weekly to an opt-in subscription base.

Banner rates:

US\$ 4,410 / 12 months

US\$ 2,450 / 6 months

US\$ 1,660 / 3 months

Spanish language newsletters (monthly)

El Boletín de Aquafeed en Español es distribuido en forma gratuita para la industria de alimentos acuícolas en Latinoamérica y otras regiones hispano-parlantes.

Specially written for the Spanish speaking aquafeed sector. Banner rates include your logo on the website archive page. Enquire for rates.

Contact John Brown: sales@aquafeed.com

Specifications

CONTACTS

Contact us for a strictly no-pressure, no-obligation discussion, to learn how we can help grow your business.

SALES MANAGER

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Specs & services

SIZES:

Header Banners:

468 pixels wide x 60 pixels high.

Page Banners:

468 pixels wide x 60 pixels high; 125 x 125 pixels.

Newsletter Banners:

468 pixels wide x 60 pixels high.

72-98 dpi. Max 300K.

FORMATS

GIF (including animated), JPEG, Bitmap, Photoshop (PSD), Illustrator (AI). We do not accept FLASH.

DESIGN

Design and editing services are available, including banners, websites and copy editing. Enquire for rates.

NEED SOMETHING DIFFERENT?

We are committed to providing you with the best possible solution to your marketing needs and are always pleased to discuss your special requirements. And as an independent business, we can embrace your creative ideas and have the flexibility to respond. We look forward to working with you.

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Aquafeed—the magazine

AQUAFEED: Advances in Processing & Formulation

AQUAFEED:

Advances in Processing & Formulation is the Aquafeed.com popular quarterly PDF-format magazine. Every issue is sent to each of our newsletter readers as part of their subscription, as well as a growing list of additional opt-in subscribers. It is also archived on Aquafeed.com for web visitors.

EDITORIAL:

The focus of the magazine is break-through developments in aquafeed technology and formulation. It allows you the unique opportunity to present your products in detail: Technically-oriented articles that describe new products, feeding trial results and case studies are invited.

ADVERTISEMENT SPECS & RATES

SIZE & RATE	METRIC	INCHES
Single Page: US\$1,500	21.59 cm (w) x 27.94 cm (h)	8.5 inches (w) x 11 inches (h)
Half page vertical: US\$850	8.128 cm (w) x 20.32 cm (h)	3.2 inches (w) x 8.0 inches (h)
Half page across: US\$850	16.51 cm (w) x 10.16 cm (h)	6.5.inches (w) x 4.00 inches (h)
Quarter page vertical: US\$485	8.128 cm (w) x 10.16 cm (h)	3.2 inches (w) x 4.00.inches (h)
Quarter page across: US\$485	16.51 cm (w) x 4.45 cm (h)	6.5.inches (w) x 1.75 inches (h)

Color is at no additional charge; all prices are inclusive.

Do you have existing copy that doesn't meet our specs?

No problem! Let us know the size and we will see how we can work with you.

FORMAT: PDF

PUBLICATION : Quarterly, end of the month indicated:

Spring: April;

Summer: July;

Autumn: October;

Winter: January

BOOKING DEADLINE: 1st of month prior to publication

COPY DEADLINE: 15th of month prior to publication.

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