

**Readership:**

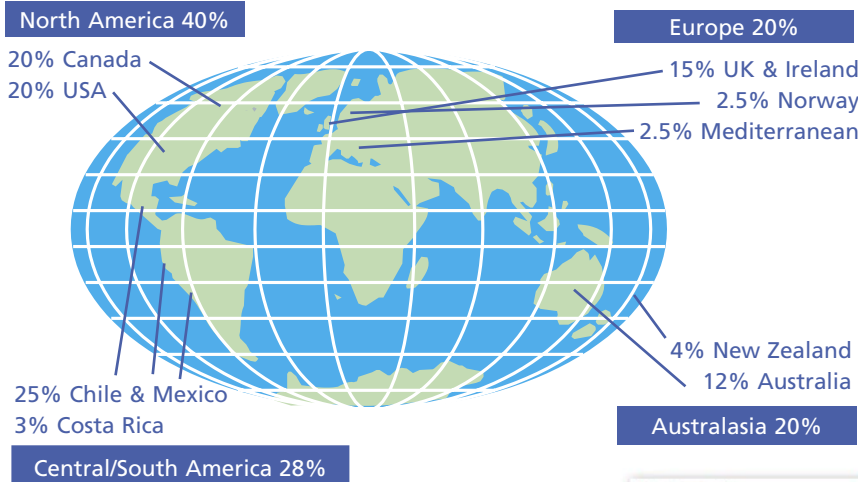
Total Circulation: 3500 copies  
Average Pass-on rate in each facility: 3 persons  
Readership: 10,500  
50% paid Subscriptions

**Distribution:**

- Hatcheries
- Research and Laboratories
- Fishery Enhancement Operations
- Commercial Grow-out Operations
- Industry Suppliers
- Recirculation Facilities
- Ornamental Farms
- Universities/Colleges
- Government Agencies

**Our Readers:**

The key to the success of **Hatchery International** is the highly targeted circulation to 90 countries around the world. We are constantly adding more hatcheries to our database and with the magazine now in it's seventh year it has established itself as the only magazine that caters to the hatcheries (early rearing) part of the aquaculture industry. Our aim is to reach specifically hatchery managers and re-circulation managers rather than simply flood the aquaculture industry with our publication - *we are more interested in the quality of readers as opposed to the quantity.*



**Conference Exposure**

Regular distribution at most major conferences and exhibitions including, Aquaculture America, Aqua 2006 (Florence), AquaNor (Norway), Recirc Short Course (California), hatchery workshops (Florida) American Fisheries Society, World Aquaculture Society meeting, Northwest Fish Culture Conference, Aquaculture Pacific Exchange, Aquaculture International, Aquaculture Canada



## 2006 Editorial Focus and Features

**January/February**

- **Hatchery Design and Construction**
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species

**March/April**

- **Water Purification** –Filtration, Sterilization, Ozone, UV
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species

**May/June**

- **Oxygenation & Monitoring**
- **Marine Species Special**
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species

**July/August**

- **Pumps, Pipes, Fittings, Valves & Plastics**
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species

**September/October**

- **European Special**
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species

**November/December**

- **Monitoring Systems**
- Recirc Today • Fish Health
- Feeds & Feeding
- Salmon, trout, marine species