

Enhancement, Early-rearing & Recirculation for Better Profits

HATCHERY

INTERNATIONAL



2020 MEDIA KIT

 CONNECTING SUPPLIERS TO FISH HATCHERIES WORLDWIDE



A NICHE AUDIENCE OF FISH HATCHERIES WORLDWIDE



Welcome to *Hatchery International*, the only trade newspaper published exclusively for the early rearing (hatchery) part of the aquaculture industry and fisheries enhancement (restocking) sector.

We offer the latest technical articles, product information and research from around the world.

Topics include:

- Hatchery Profiles
- Innovative RAS technology
- New species developments
- Marine & freshwater species
- New technology and equipment
- Fish health, nutrition and feeds

We distribute our content to hatcheries all over the world.

- **Salmon hatcheries** - Norway, Scotland, United States, Canada, Chile, Australia, New Zealand
- **Trout hatcheries** - Denmark, Germany, England, USA, Canada, Japan, Norway
- **Sea bass & Sea Bream hatcheries** - Italy, Greece, Turkey, Spain
- **Barramundi hatcheries** - Australia, UK, USA
- **Turbot hatcheries** - Spain, Portugal, France
- **Cod & halibut hatcheries** - Iceland, Norway, Scotland, Canada, US
- **US State & Federal hatcheries**
- And many more hatcheries worldwide!

In addition to print, we offer advertisers many ways to connect with readers

- Digital Edition
- Website
- Weekly Enewsletter
- Wall Calendar
- Sponsorship
- Events
- Video Promotion & Production
- Custom Eblasts
- Webinars



80%

of readers pass along each issue of HI to between 2 and 5 colleagues



99%

rate the overall quality of HI from Excellent to Good



65%

of readers have contacted advertisers directly from ads with HI



81%

of readers have direct purchasing influence at their organization



“I always look forward to the new edition coming out”

- Adam Miller, Hatchery Operations/Broodstock/Genetics Manager, Clean Seas, Australia

2020 EDITORIAL CALENDAR

ISSUE	EDITORIAL	BONUS SHOW DISTRIBUTION	AD COPY DEADLINES
JAN/FEB 2020	<ul style="list-style-type: none"> • Hatchery Equipment • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • Mid-Continent Warmwater Fish Culture Workshop 	Nov 1, 2019
MAR/APR 2020	<ul style="list-style-type: none"> • Water Quality • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • Aquaculture America 2020, Honolulu, Hawaii 	Jan 7, 2020
MAY/JUN 2020	<ul style="list-style-type: none"> • Monitoring • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • Aquaculture UK 2020, Scotland • World Aquaculture 2020, Singapore • Aquaculture Innovation Workshop, USA 	Mar 4, 2020
JUL/AUG 2020	<ul style="list-style-type: none"> • Marine Species • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • 44th Larval Fish Conference, Mystic, CT, USA 	May 8, 2020
SEP/OCT 2020	<ul style="list-style-type: none"> • Staffing your hatchery • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • Aquaculture Canada & WAS North America 2020, St John's, NL, Canada • LAQUA 2020, Guayaquil, Ecuador • Aquaculture Europe 2020, Cork, Ireland 	July 10, 2020
NOV/DEC 2020	<ul style="list-style-type: none"> • Trout/Salmon Re-stocking • Recirc in Action • Fish Health • Feeds & Feeding • Salmon, trout, marine species 	<ul style="list-style-type: none"> • RASTECH 2020, Hilton Head, SC, USA • North West Fish Culture Concepts, Pacific Northwest 	Sept 4, 2020



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Editorial and show distribution are subject to change at the discretion of the Editor or Publisher

MULTI-MEDIA BUNDLES



ENJOY THE CONVENIENCE OF A BUNDLED PROGRAM

BASIC PROGRAM

6 x 1/8 PAGE ADS
1 x E-BLAST

TOTAL VALUE:
\$4,410

BUNDLE PRICE:
\$3800

SMART MARKETING PROGRAM

6 x 1/4 PAGE ADS
2 x E-BLASTS
2 x E-NEWSLETTER LEADERBOARD ADS
3 x WEB LEADERBOARD ADS

TOTAL VALUE:
\$13,500

BUNDLE PRICE:
\$9990

DOMINANT PRESENCE PROGRAM

6 x FULL PAGE ADS
2 x E-BLASTS
3 x E-NEWSLETTER LEADERBOARD ADS
3 x E-NEWSLETTER SPONSORED SPOTLIGHTS
1 x ANNUAL WALL CALENDAR AD

TOTAL VALUE:
\$26,130

BUNDLE PRICE:
\$15,000


**TAKE ADVANTAGE OF GREAT DISCOUNTS WHEN YOU RESERVE ONE OF THESE MULTI-MEDIA BUNDLES!
PLUS GET 20% OFF ALL ADVERTISING IN RASTECH MAGAZINE**


Book your bundle today!


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2020 PRINT ADVERTISING RATES AND SPECS


Ad Size	BEST DEAL		
	1x	3x	6x
FULL PAGE	\$2530	\$2320	\$2100
2/3 PAGE	\$2070	\$1940	\$1810
1/2 PAGE	\$1780	\$1670	\$1545
1/3 PAGE	\$1450	\$1350	\$1260
1/4 PAGE	\$975	\$910	\$830
1/6 PAGE	\$750	\$710	\$650
1/8 PAGE	\$485	\$450	\$410
SPECIAL POSITIONING			
TWO PAGE SPREAD (CENTRE PAGES)	\$5280	\$4740	\$4200
OUTSIDE BACK COVER	\$2850	\$2660	\$2400
INSIDE FRONT COVER	\$2615	\$2460	\$2295
INSIDE BACK COVER	\$2430	\$2320	\$2215


 Full Page (no bleeds available)
26 cm wide x 33.6 cm high (10.35" w x 13.25" h)


 2/3 page
17 cm wide x 33.6 cm high (6.75" w x 13.25" h)


 Half Page Horizontal
26 cm wide x 16.5 cm high (10.35" w 6.5" h)

 Half Page Vertical
12.7 cm wide x 33.6 cm high (5" w x 13.25" h)


 Third Page vertical
8.3 cm wide x 33.6 cm high (3.3" w x 13.25" h)

 Quarter Page Vertical
12.7 cm wide x 16.5 cm high (5" w x 6.5" h)

 Quarter Page Horizontal
26 cm wide x 8 cm high (10.35" w x 3.14" h)

 Quarter Page Island
17.3 cm wide x 12.7 cm high (6.84" w x 5" h)

 Sixth Page
8.3 cm wide x 16.5 cm high (3.25" w x 6.5 h)

 Eighth Page
12.7 cm wide x 8 cm high (5.10" w x 3.14 h)

CONTACT TO SCHEDULE YOUR PRINT ADVERTISING

**Advertising Manager
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PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either emailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE

www.annexprod.loadingdock.ca
Follow instructions on website. An email will automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED

If you have any questions about the above information or require more information please contact:

Angela Simon | Production Manager
Telephone: 519.428.3471 ext. 232
Email: asimon@annexbusinessmedia.com

2020 WEBSITE ADVERTISING RATES AND SPECS

WWW.HATCHERYINTERNATIONAL.COM

Choose from:

Leaderboard	728 x 90 px
Big Box	300 x 250 px
Video Big Box	300 x 250 px

1 month	\$750
3-month pack	\$1800
6-month pack	\$3000
12-month pack	\$4800

BILLBOARD

(\$900/month - 3 month minimum)

High impact “in-line” ad appears on all article pages on both desktop and mobile

WALLPAPER

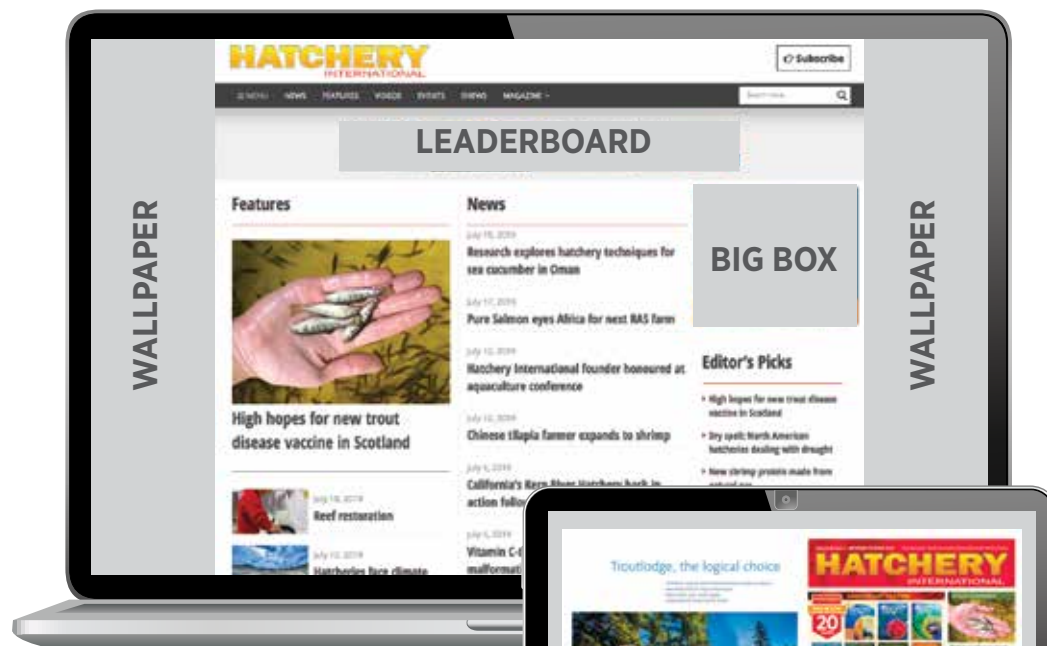
(\$1500/month - 3 month minimum)

Ad cover both sides of our website - used for making a big impact on our readers.

SPONSOR OUR DIGITAL EDITION

(\$1000 - 6 per year Exclusive)

- Includes email sponsor ad
- Full Page ad opposite digital edition cover
- Logo on website
- Limit of 6 per year, first come - first served.



WEBSITE AD OPTIONS



BILLBOARD AD



DIGITAL EDITION

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2020 E-NEWSLETTER AND E-BLAST RATES

E-NEWSLETTER

Delivered weekly to an opt-in subscriber list of 4000+ industry professionals.

Choose from:

Leaderboard	728 x 90 px
Big Box	300 x 250 px
Sponsored Spotlight	(75-100 words & image 300 x 250 px)

1 month (4 deliveries)	\$1200
3-month pack (12 deliveries)	\$3000
6-month pack (24 deliveries)	\$4800
12-month pack (52 deliveries)	\$8900
Single e-news ad delivery	\$650

MIX IT UP!

Switch it up every month with a different combination of Leaderboard ads, Big Box ads and Sponsored Spotlights. **No additional cost."**

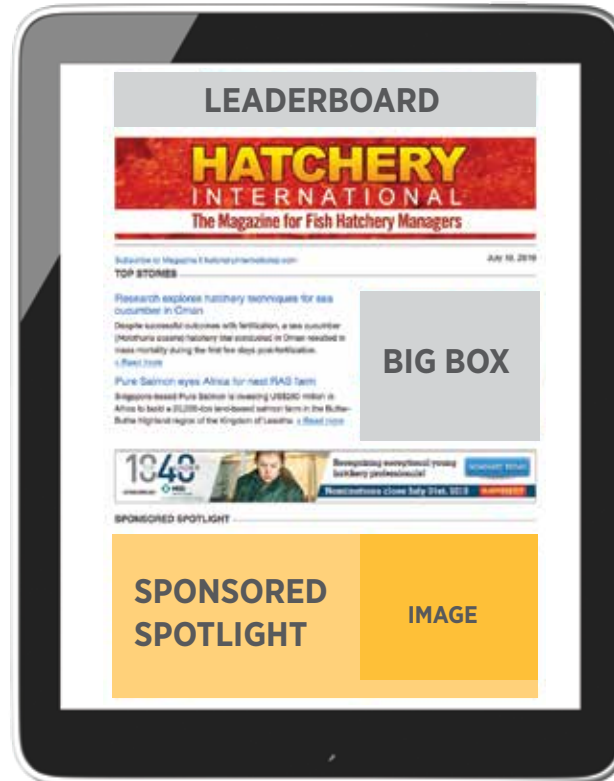
E-BLASTS & VIDEO BLASTS

Get your custom message sent to the email in-boxes of our readers on your preferred delivery date.

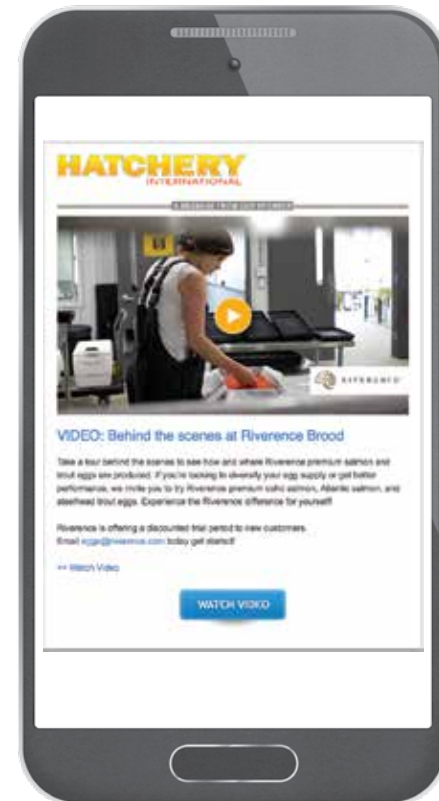
1 Blast \$1500

4 Blasts \$4000

Great for product launches and company announcements to industry!



E-NEWSLETTER AD OPTIONS



E-BLAST

Advertising Manager

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RASTECH MAGAZINE AND ANNUAL CONFERENCE

A global source for owners and operators of Recirculating Aquaculture Systems (RAS).



MAGAZINE

Schedule your advertising into the next 4 issues of our internationally distributed magazine:

ISSUE	AD COPY DEADLINE
Winter 2019	Oct 11 2019
Spring 2020	Feb 14 2020
Summer 2020	June 19 2020
Winter 2020	Sept 25, 2020



RAStech magazine is polybagged and distributed to readers of *Hatchery International* and *Aquaculture North America* newspapers. Extra copies are also printed for distribution at various international aquaculture events.

WEBSITE

More advertising opportunities at www.rastechmagazine.com

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CONFERENCE

www.ras-tec.com

November 16-17, 2020

The Westin Hilton Head Island Resort, SC, USA.

Engage with RAS professionals and freshwater production managers from around the world at this 2-day international networking conference presented by Virginia Tech.



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor	\$7500 USD
Gold Sponsor	\$5000 USD
Silver Sponsor	\$3500 USD
Exhibitor	\$1500 USD

Limited number of sponsorship and exhibitor opportunities so contact us today to reserve yours.



ANNUAL WALL CALENDAR

- Used to plan hatchery meetings, events and staff birthdays
- Get your product seen 365 days/year at fish hatcheries
- Distributed annually with HI Jan/Feb issue
- Poster sized with vibrant colours, 26 ad spaces only

LIMITED NUMBER OF SPACES SO RESERVE EARLY!

Regular Ad Space
\$750
73mm x 73mm

Corner Ad Space
\$900
73mm x 73mm

Stand out with a double ad!

Double Ad Space
\$1500
157mm x 73mm Horizontal
73mm x 157mm Vertical

AD COPY DEADLINE: OCTOBER 25TH

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HATCHERY 2020

INTERNATIONAL www.hatcheryinternational.com

**BOOK 6 ADS IN HATCHERY INTERNATIONAL
AND SAVE 20% ON YOUR WALL CALENDAR AD**

MORE WAYS TO STAND OUT

SPONSORED CONTENT PACKAGES



SPONSORED WEBINARS



SPONSORSHIP OF UNIQUE PROGRAMS

TOP 40 UNDER

SPONSORED BY



VIDEO PROMO PACKAGES



EVENT SPONSORSHIPS



- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Reception Sponsor
- Lunch Sponsor
- Wi-Fi Sponsor

LOOSE INSERTS



CONTACT US FOR MORE INFORMATION ON ANY OF THESE OPPORTUNITIES.

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SERVICING THE AQUACULTURE INDUSTRY FOR OVER 35 YEARS



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