



The Fish Site

Commercial opportunities

moritz@hatch.blue

thefishsite.com

The Fish Site engages an audience of academics, farm managers, company owners, veterinarians, researchers and manufacturers on a global scale, with:

2.4 million

page views annually

Our responsive platform provides constant Fish Site access for

439,000

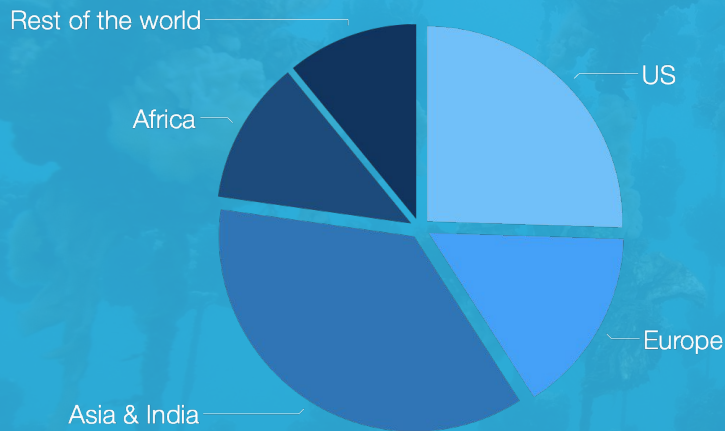
mobile visitors

A weekly newsletter delivers news and marketing direct to our opt-in mailing list of

8,000

subscribers

Traffic by region



We create and deliver media from the aquaculture industry
to a global online audience of

1.25M

unique visitors per year

Optimised content

Associate your advertising with our strong SEO-driven content categories, capturing premium online traffic.

Targeted marketing

Your content will be broadcast to an engaged audience through our weekly newsletter.

Insight and ROI

Each of our published items is tracked and monitored by a dedicated account manager, tracking your ROI.

Audience

The Fish Site targets two main groups



Group 1

Progressive, English-speaking aquaculturists who are interested in sustainable production, general farming techniques and innovation.

- Farming content that features warm-water species like shrimp, tilapia and catfish or freshwater species like trout has high readership
- Analytics data shows that readers spend ~7 minutes on top performing farm content

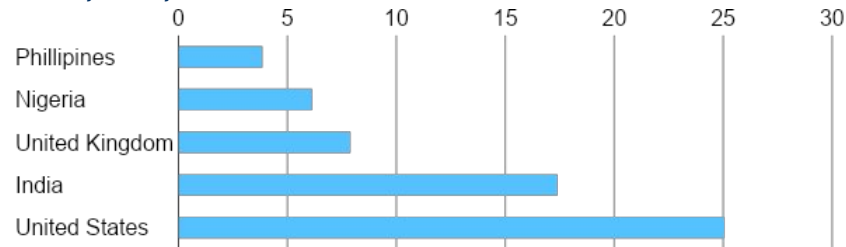
Group 2

Innovators, investors, suppliers, academics/researchers, NGOs and other change leaders

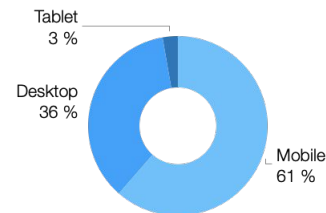
- This group aligns with content such as offered by TFS regular columnists, coverage of events and interviews with thought leaders from across the sector.

*results based on last six months site data

Traffic by country



Traffic by platform



Native sponsored content

Demonstrate your knowledge within our high-traffic platform

Displayed using the categories most relevant to you

The editorial team at The Fish Site focuses on providing value for our readers - this goes for our own content as well as yours.

We can help you to deliver engaging and relevant pieces that provide real value to your target group.

You will find pricing details in the “advertising options” table.

Contact moritz@hatch.blue to discuss your ideas further.

Your logo

Demonstrating domain expertise to your target market

Topics deliver real value to your target audience

How to handle ammonia spikes when farming shrimp

As part of a new series for *The Fish Site*, the experts at leading aquaculture financial tech company Alune share their insights and knowledge on how to manage water quality in shrimp aquaculture.

WATER QUALITY ENVIRONMENT HUSBANDRY

Closer to shrimp aquaculture: 1 of 1



by Alune
7 October 2020, at 8:00am

Series options



Excessive ammonia is one of the biggest challenges to overcome in shrimp aquaculture. As farmers seek to increase profits and intensify production, the problem of ammonia toxicity is more relevant than ever before, leading to high mortality and severe economic losses. This article looks at the impact of ammonia on Pacific white shrimp (*Litopenaeus vannamei*), and practical ways for farmers to prevent its excessive build-up on their farms.

Ammonia is nitrogenous waste produced from feed input and microbial decomposition of organic matter in water columns. Shrimp feed is usually high in nitrogen. In [Litopenaeus vannamei](#) culture, sometimes only 22 percent of the Nitrogen input is converted to harvested shrimp. 57 percent is discharged into the environment and 14 percent remains in the sediment. The microbial decomposition of excess feed, shrimps' faecal solid, microbial populations and dead phytoplankton all contribute to the ammonia to nitrogen cycle in the culture water.

Custom advertising options

Creative solutions to improve visibility and conversions

Sponsored posts (see more detail in the following slide)

Elegant and functional integration of your content, visuals and copy

Geotargeting options to reach your optimal target market

Personal consultation to optimise your Fish Site advertising strategy

Design and conception services for your banner content

Newsletter integration through native content

In order to ensure you reach your advertising goals, you will consult with our marketing department to create a unique and high-performing solution together.

For this, our sales, tech and editorial teams work together. This way, we believe we can offer you the most effective targeting currently available on similar platforms in the industry.

We also offer a range of banner ad solutions. For a more sophisticated approach to your advertising strategy, please contact moritz@hatch.blue.

Not seeing what you're looking for?

We offer custom solutions tailored to your needs - contact moritz@hatch.blue to discuss your advertising goals

Advertising options

By target audience

	Shrimp	Tilapia	Catfish	Change- and thought leaders	Marine Finfish	Salmonids	Freshwater
Demographic structure/ Interest fields	Mainly farmers & suppliers, interested in feed, disease challenges, genetics	Mainly farmers & suppliers, interested in feed, disease challenges, water quality, farming systems	Mainly farmers, interested in best-practice breeding, farming systems	Sustainability, innovation, technology, research, investment	RAS, technology, hatcheries, first feeds	Technology, research breakthroughs, innovation, health feed	Including Tilapia, Catfish, Carp, Sturgeon
Main Geographies	India	India, Africa	Nigeria, US, india	US, India, Nigeria, UK, China	Asia, Mediterranean, Europe	Europe, North America, Chile	India, Nigeria, US
Monthly views average	35,000	39,000	28,000	57,000	70,000	28,000	73,000
Articles per month	24	3	2	8	17	24	20
Content-focused ad cost	TBD/custom	TBD/custom	TBD/custom	TBD/custom	TBD/custom	TBD/custom	TBD/custom
Native content ad cost	€1500/article 3 articles for €3500	€1000/article 3 articles for €2250	€750/article 3 articles for €1750	€1500/article 3 articles for €3500	€750/article 3 articles for €1750	€1000/article 3 articles for €2250	€1000/article 3 articles for €2250

Advertising options

By target geography

	Asia & India	US & Europe	India	Africa
Main audience	Shrimp and tilapia farmers	Change leaders and academics	Change leaders, shrimp, carp and tilapia farmers	Change leaders, tilapia farmers
Main content topics	Production techniques, economics and research breakthroughs, new technology	Research breakthroughs, technology, economics, startups, environment, people	Production techniques, research breakthroughs, economics	Production techniques, research breakthroughs
Monthly views average	64,000	65,000	33,000	26,000
Articles per month (on average)	20	41	9	12
Content-focused ad cost	Starting at €1500/month per banner	Starting at €1500/month per banner	Starting at €1500/month per banner	Starting at €1500/month per banner
Native content ad cost	Starting at €1500 per article, contact us for a quote	Starting at €1500 per article, contact us for a quote	Starting at €1500 per article, contact us for a quote	Starting at €1500 per article, contact us for a quote

Get in touch to discuss your individual advertising needs

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