



The Fish Site

The center of aquaculture conversation

Our traffic record discounts for new clients in Q4 2021

moritz@hatch.blue

www.thefishsite.com

Dear Client

To celebrate a new user record, breaking 4.5 million annual pageviews for the first time, we are offering discounts across our advertisement options for all new clients.

The offer is valid for all contracts closed in Q4 of 2021, so make sure you get in touch soon to secure your 30% discount.

Feel free to browse the following packages and get in touch at moritz@hatch.blue should you be interested or require more customisation - we'll make it fit for you!

We hope to hear from you and wish you the very best in all your aquatic ventures!

The Fish Site Team



Meet Rob Fletcher, our senior editor!

As you can see, he likes to get up close and personal with the subject matter

A few more details on our audience

We are frequented by two main groups

Group 1 - [Click here for a content example](#)

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 - [Click here for a content example](#)

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.



The Fish Site at a glance

The largest reach in english-speaking aquaculture news with

+4 700 000

annual page views

Read by

+2 300 000

unique users

Readers that read

+3,3min

avg. reading time

Active on social media

+20 000

subscribers

A weekly newsletter for

+8000

subscribers

Who The Fish Site reaches

Missing something? Just tell us what you are looking for.

Global readership

1. United States 23%

2. India 16%

3. South East Asia 10%

4. United Kingdom 7%

5. Nigeria 5%

6. Canada 3.5%

7. Australia 3.5%

8. South Africa 2%

of 856.466 users, 70% of traffic of Q1 2021

A young audience

50%

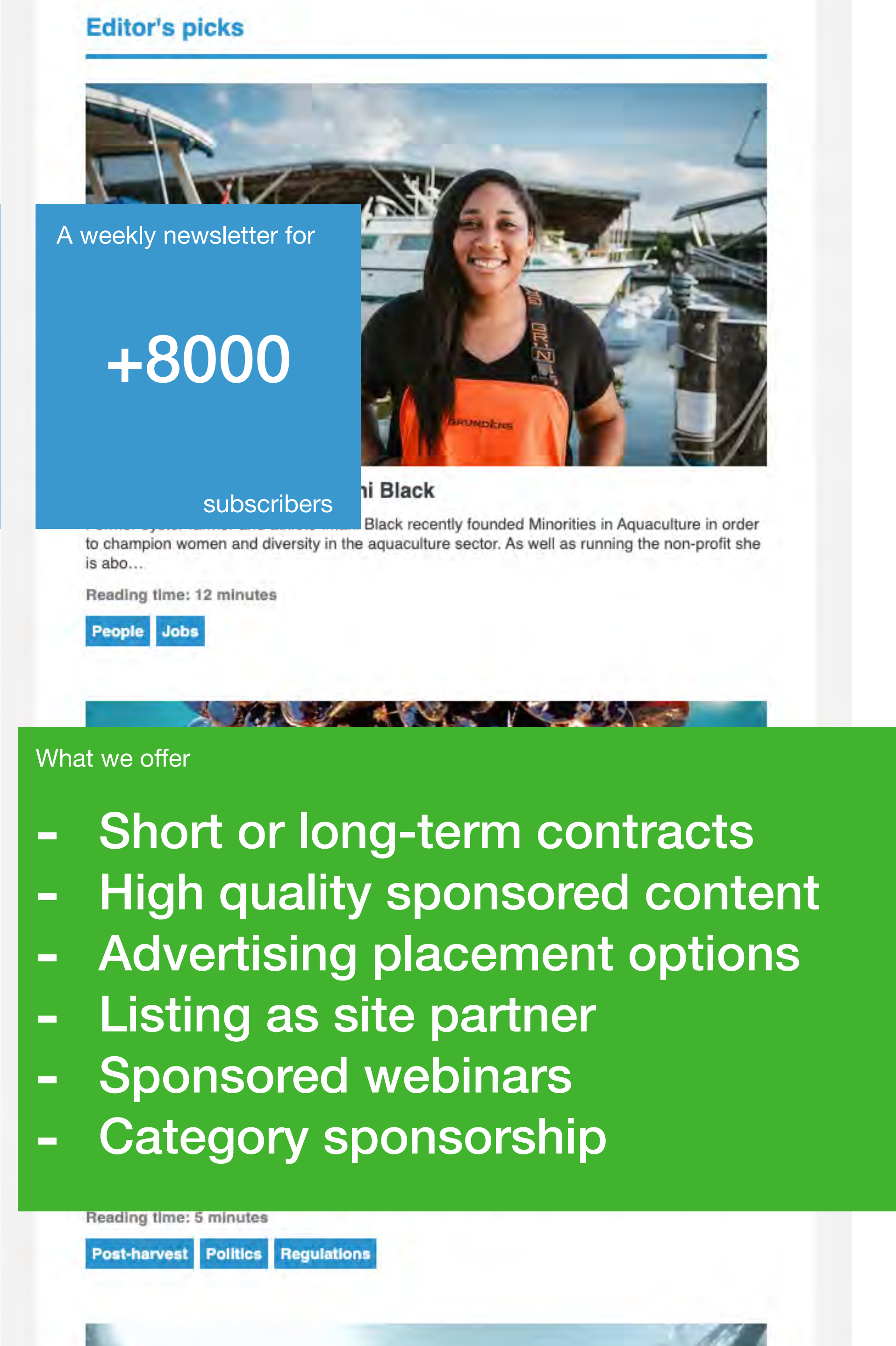
of readers are under 35

Optimised tech

+60%

mobile traffic

All numbers are averages of Q1 2021



This package focuses around building evergreen content and giving your potential customers an insight into your company through interesting sponsored articles following the native set-up of The Fish Site. Articles remain on our site forever, giving you endless possibility to re-market your content through your own platform and build a strong content library for your brand while improving SEO.

Fish vaccination: a vital tool to ensure sustainable aquaculture

TECHNOLOGY & EQUIPMENT • VACCINES • HEALTH

by Giulia Faè
1 March 2021, at 9:30am

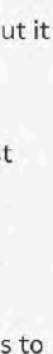
The provision of safe and effective vaccination programmes is one of the key tools to ensure the sustainable development of the aquaculture sector and therefore help meet growing global protein demands.



- Interview with the CEO
- Demonstrate your expertise with a market overview
- Present your farm and husbandry practices
- Deep dive on one of your products
- ...

generate new challenges. Diseases are still a main issue, because they may generate extensive losses and result in a lack of investor confidence.

Authorities should obviously promote the sustainability of aquaculture production and protect public health. In parallel, ensuring the judicious use of medicines remains the responsibility all animal producers, including fish farmers.

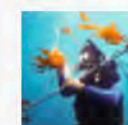


— SPONSORED ARTICLE

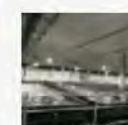


OUR PARTNERS

Aquaconnect, Halamid, Evonik, Adisseo

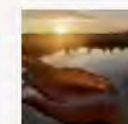
[Related news & articles](#)

3 Mar 2021
A technique that can quadruple kelp aquaculture output



3 Mar 2021

Texan shrimp RAS rises from the ashes



3 Mar 2021

Exploring the use of probiotics in shrimp farms



3 Mar 2021

A simple means to improve shrimp farming efficiency



1 Mar 2021
Salmon farmers mothball antiquated seal deterrent systems

The Fish Site
9,213 Tweets

F The Fish Site
Published by Moritz Mueller · 22 Febura

"Since the onset of my career, I have not seen the industry in a management role nor in other leadership."

Former oyster farmer and athlete Imani Black **Minorities in Aquaculture** in order to champion in the aquaculture sector. As well as running about to begin graduate school at UMCES.

<https://thefishsite.com/.../women-in-aquaculture-more>

The Fish Site
@thefishsite

The Fish Site is a knowledge sharing resources for the aquaculture and ocean community.

[thefishsite.com](#) Joined September 2018

568 Following 10.5K Followers

Tweets Tweets & replies

F The Fish Site @thefishsite ·
"With improved water quality, the farm's environmental impact is reduced."
[#aquaculture](#) [#probiotics](#) [#tilapia](#)

Exploring the world of aquaculture

THEFISHSITE.COM
Women in aquaculture: Imani Black
Former oyster farmer and athlete Imani Black r...

F The Fish Site
968 followers
1d · 🌐

From the start **Luis Barletta** was determined to formulate an oral alternative that could be delivered via the feed, rather than injection, as it would eliminate stress for the fish and reduce operational costs for the farmers. ...see more

The oral vaccine that aims to tackle Streptococcus in tilapia
thefishsite.com · 3 min read

👍 🗨️ 40 · 1 comment

Learn More

3 comments 21 shares

Like Comment Share

Most relevant ▼

F Comment as The Fish Site

View comments

We post each of your articles across our +20 000 subscribers social media networks on LinkedIn, Facebook and Twitter as well as tag your company and/or any people mentioned in the article.

Additionally, your articles are placed in our +8000 subscribers newsletter at least once.

Time to rethink aquaculture sustainability indicators?

A drive to produce a greater volume of species that are associated with low trophic levels in aquaculture systems "may be unhelpful" for making the sector more sustainable.

Reading time: 6 minutes

Nutrition Feed Ingredients Environment Sustainability



Sponsored content by INVE

The godfather of shrimp probiotics

How a pioneering Australian scientist teamed up with one of the world's most advanced aquaculture nutrition companies to defy conventional academic wisdom and develop a range of probiotics that has en...

Reading time: 11 minutes

Series of the week



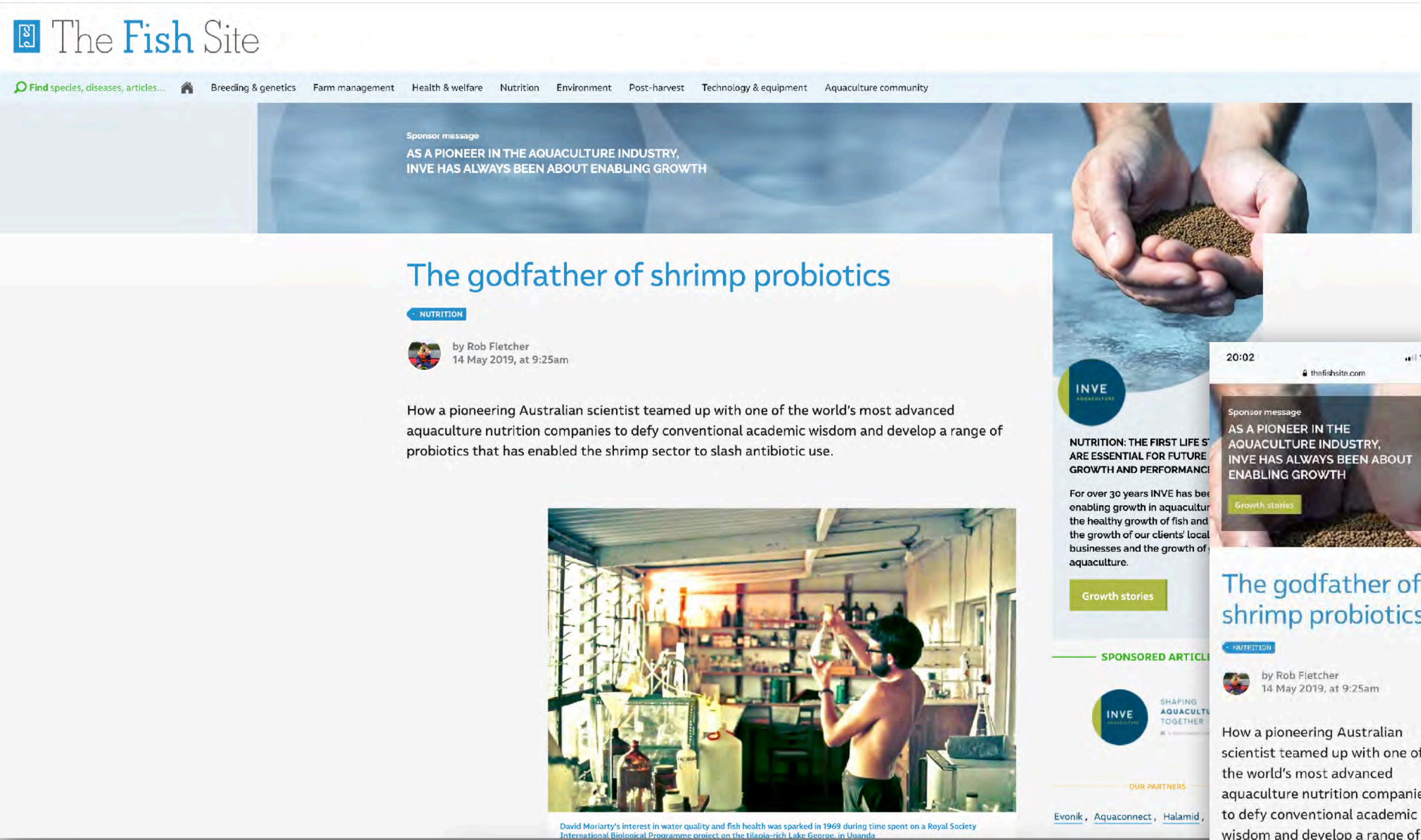
Pioneers of African aquaculture: Fergus Flynn

Fergus Flynn established Kafue Fisheries, a tilapia farm in Zambia in 1981, and ran it for the next 31 years. In this article he shares some hard-won insights into the development of one of sub-Saharan...

Reading time: 16 minutes

Option 1 - Content marketing focus

Category sponsorship



Presenting your brand

Our wrappers for category sponsorship are our most valuable position for banner advertising. They beautifully present your brand in the article category of your choosing (the blue little tags under the headline) and give you the chance to tell your story in a prominent positions.

Additionally, they offer the option for a CTA with a button leading to the URL of your choosing.

Your products and pricing overview

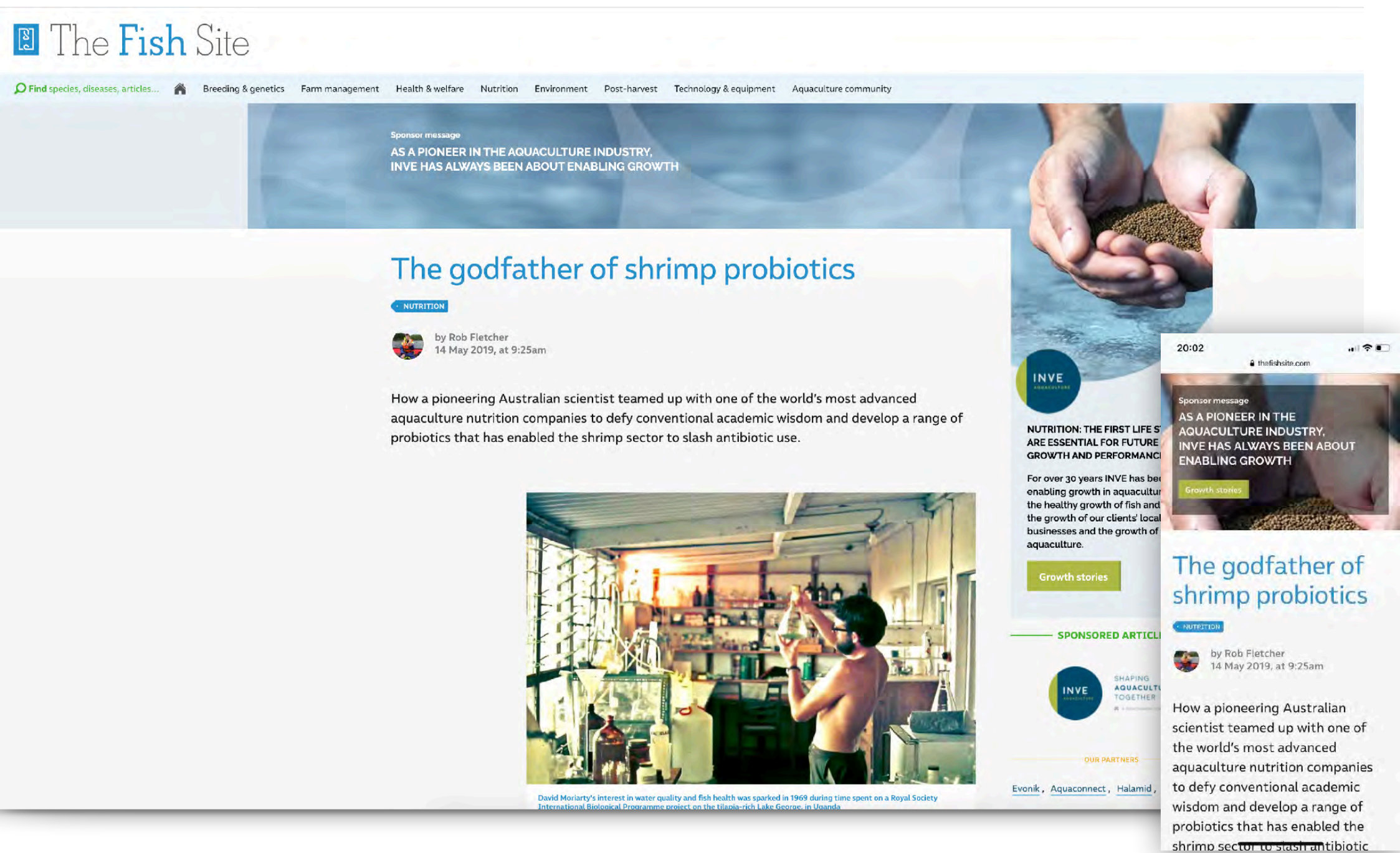
Product	Quantity	Standard Pricing	Package price
Sponsored content article	2	3000 €	2100 €
Social Media support	2	1000 €	700 €
Category sponsorship	1	2000 €	1400 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		6000 €	
Your price for Option 1			4200 €

Option 2 - Strong visuals & brand focus

This package focuses on giving you our very best banner positions including category sponsorship, enabling you to beautifully present your brand while maximising reach.

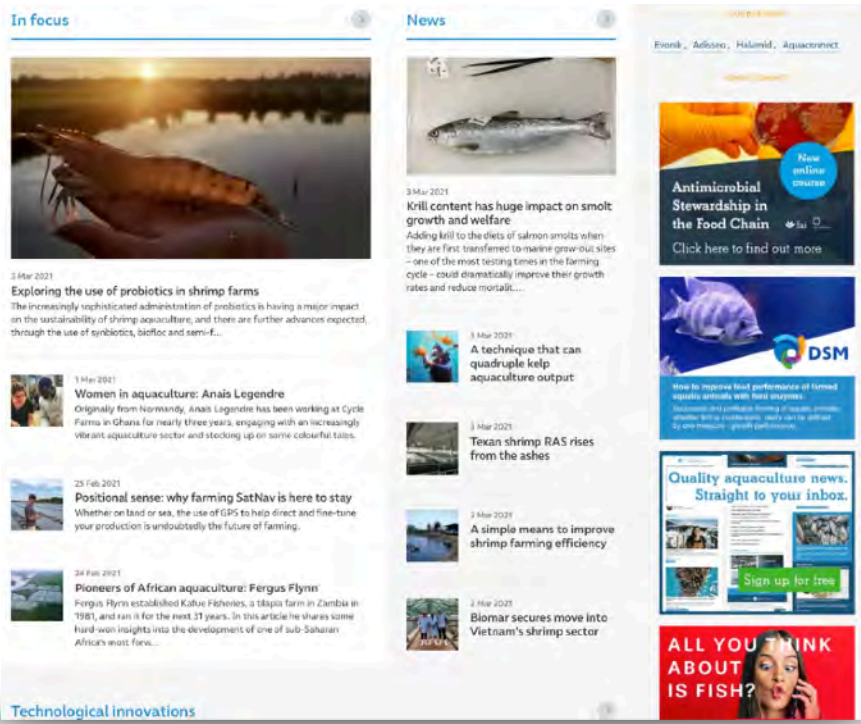
Category sponsorship

[See a live version here!](#)



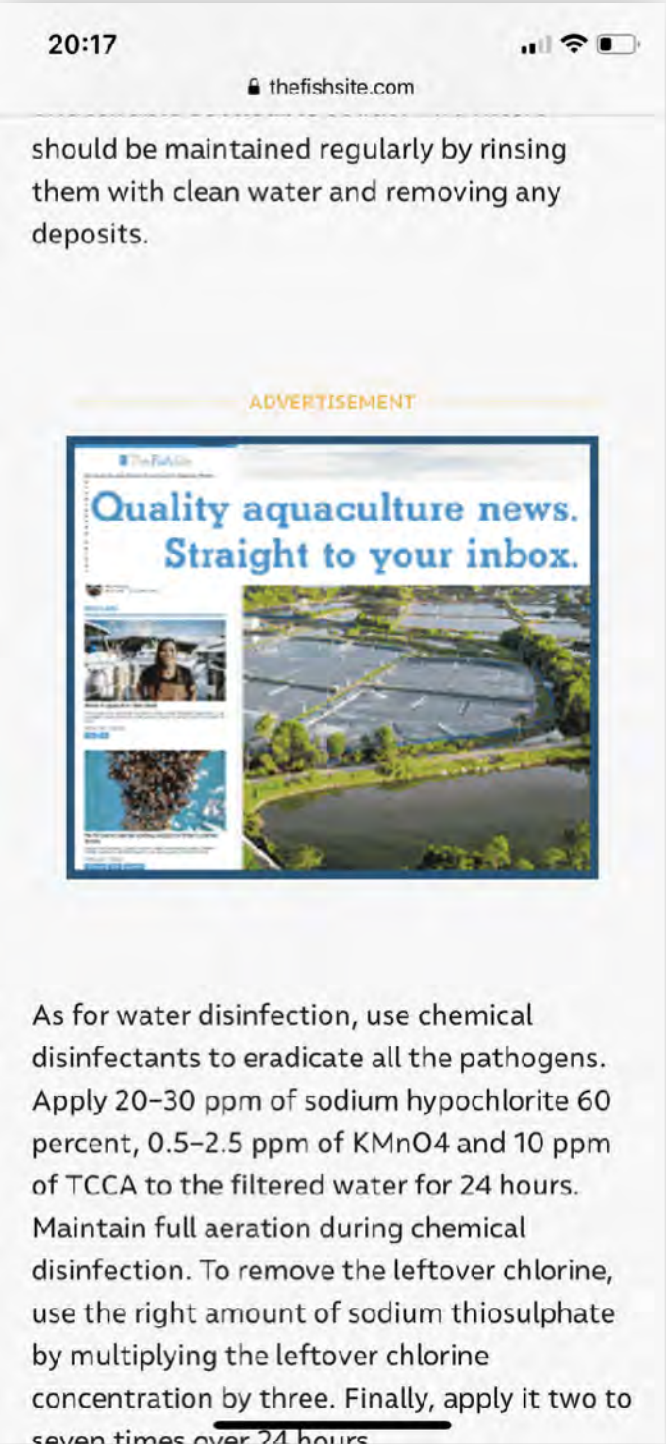
Landing page banner ads

Displaying to all of our landing page visitors, often the most visited page in a month



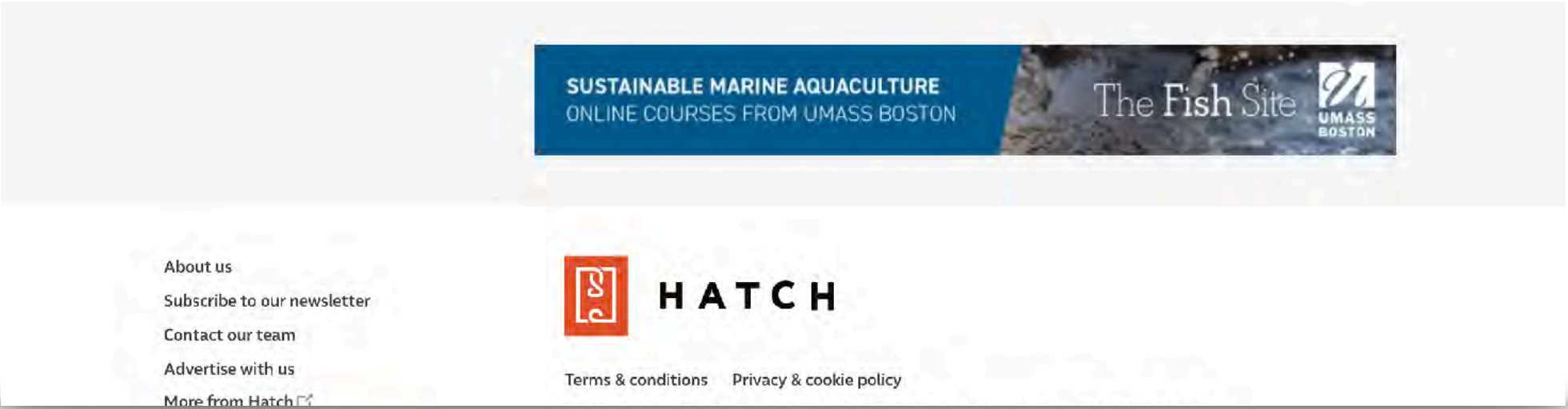
In-text banners

Strong targeting due to connection to categories of your choosing



Global top-and-tail banners

Our most-seen category, giving you exposure to every reader that visits any page on the site



Option 2 - Strong visuals & brand focus

This package focuses on giving you our very best banner positions including category sponsorship, enabling you to beautifully present your brand while maximising reach.

Product	Months	Standard Pricing	Package price
Landing page banners	2	2000 €	1400 €
Top-and-tail global banners	1	1500 €	1050 €
Category sponsorship	1	2000 €	1260 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		5500 €	
Your price for option 2			3850 €



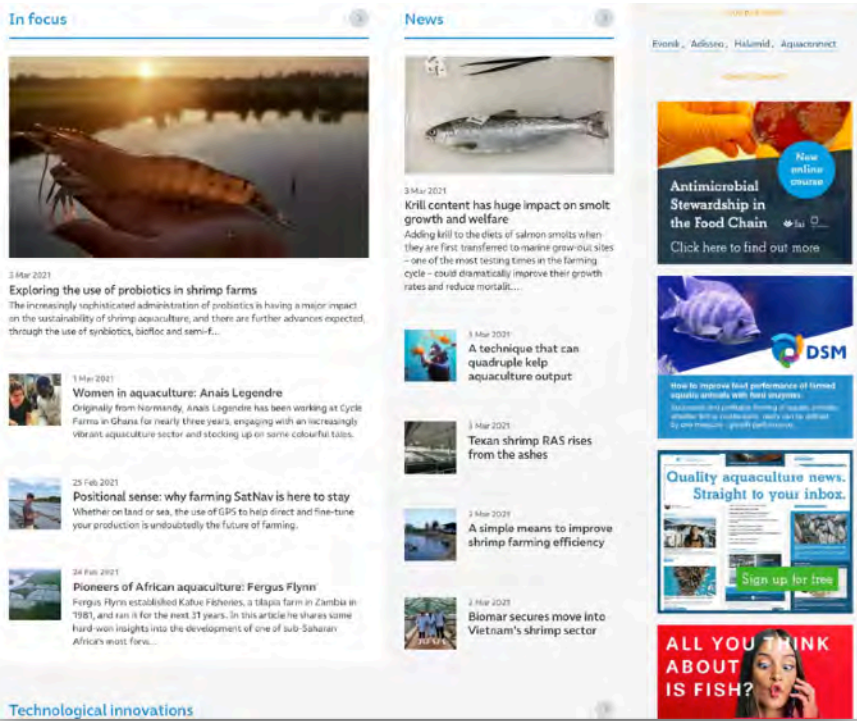
Option 3 - Maximum impressions focus

This package focuses on giving you the maximum reach through banners at an extended timeframe

Package example - banner category details on next slide

Landing page banner ads

Displaying to all of our landing page visitors, often the most visited page in a month



In-text banners

Strong targeting due to connection to categories of your choosing



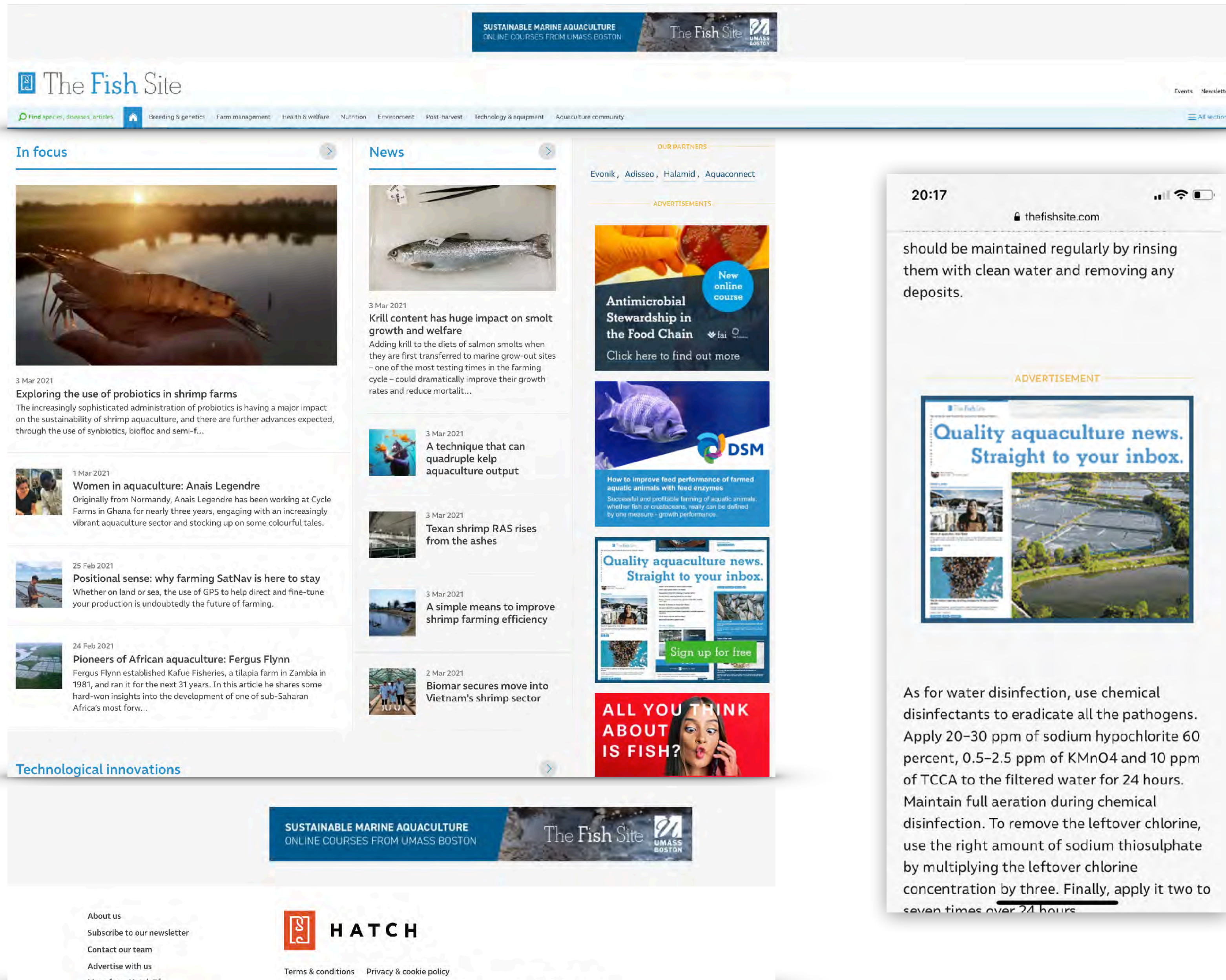
Global top-and-tail banners

Our most-seen category, giving you exposure to every reader that visits any page on the site



Product	Weeks	Standard Weekly Pricing	Discounted price	Total	Rotation 30%
Landing page banners	4	54 €	37,80 €	151,20 €	50,40 €
Top-and-tail global banners	4	1348 €	943,60 €	5392 €	1792,33 €
In-text banner	4	1510 €	1057 €	4228 €	1409,33 €
Total					3252,06 €

Banner advertising - Overview



Banner categories

Top and Tail

Visibility: Global, all pages

Average weekly impressions: 89 930

Price per thousand: \$15

Weekly price: \$1348

In-text banner

Visibility: Across all articles

Average weekly impressions: 75 516

Price per thousand: \$20

Weekly price: \$1510

Landing Page Banner

Visibility: Landing page only

Average weekly impressions: 2714

Price per thousand: \$20

Weekly price: \$54

All impressions are averages of year-to-date 2021

Offer Examples - Summary

Just email us at moritz@hatch.blue to secure this 30% discount

Option 1 - Content marketing focus

Product	Quantity	Standard Pricing	Offer price
Sponsored content article	2	3000 €	2100 €
Social Media support	2	1000 €	700 €
Category sponsorship	1	2000 €	1400 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		6000 €	
Your price for Option 1			4200 €

Option 2 - Strong visuals & brand focus

Product	Months	Standard Pricing	Offer price
Landing page banners	2	2000 €	1400 €
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Option 3 - Maximum impressions focus

Product	Weeks	Standard Weekly Pricing	Offer price	Total	Rotation 30%
Landing page banners	4	54 €	37,80 €	151,20 €	50,40 €
Top-and-tail global banners	4	1348 €	943,60 €	5392 €	1792,33 €
In-text banner	4	1510 €	1057 €	4228 €	1409,33 €
Your price for option 3					3252,06 €

Not quite ideal? We are happy to discuss individual combinations and create custom packages according to specific needs

Additional webinar option

[Watch an example here](#)



The Fish Site AND WWF

PRESENT

A WEBINAR FROM "RATTLING THE CAGE" BY AARON MCNEVIN

THE SEAFOOD TASK FORCE

SUPPLY CHAIN OVERSIGHT AT SCALE

OCTOBER 1ST
9AM EST//3PM CEST//8PM ICT
WWW.SEAFOODTASKFORCE.GLOBAL

A DISCUSSION WITH

- **AARON MCNEVIN**
Global Network Lead Aquaculture
WWF
- **NUNTAWUN RUJIWONG**
Assistant to Senior Marketing Director
Thai Royal Frozen Food
- **ALISA PHURKWATTANAGUL**
Director of Quality Systems
Marine Gold Products Ltd.
- **LYDIA LONG**
Senior Director
Verité
- **LAURA JUNGMMANN**
Lead Sustainability
Albert Heijn

Moderated by our Senior Editor Robert Fletcher, we offer the organisation and execution of webinars on a relevant topic for your business. We strive to drive interesting conversation for your customers and our readers where your company can shine.

- Support in topic selection
- Panel combination and speaker suggestions
- Streaming solutions through Zoom and Youtube
- Recording available
- Interview with your company's speaker published on the site
- Social media support and newsletter placement
- The webinar lives forever on The Fish Site

Standard prices starting at €3000 per webinar

Now €2000 for a limited time only

We can talk about anything.

Please feel free to clarify any outstanding questions with me anytime [through my calendly link](#) or call/whatsapp me at +49 (0) 174 172 4211.

I'm looking forward to your feedback

Best,
Moritz

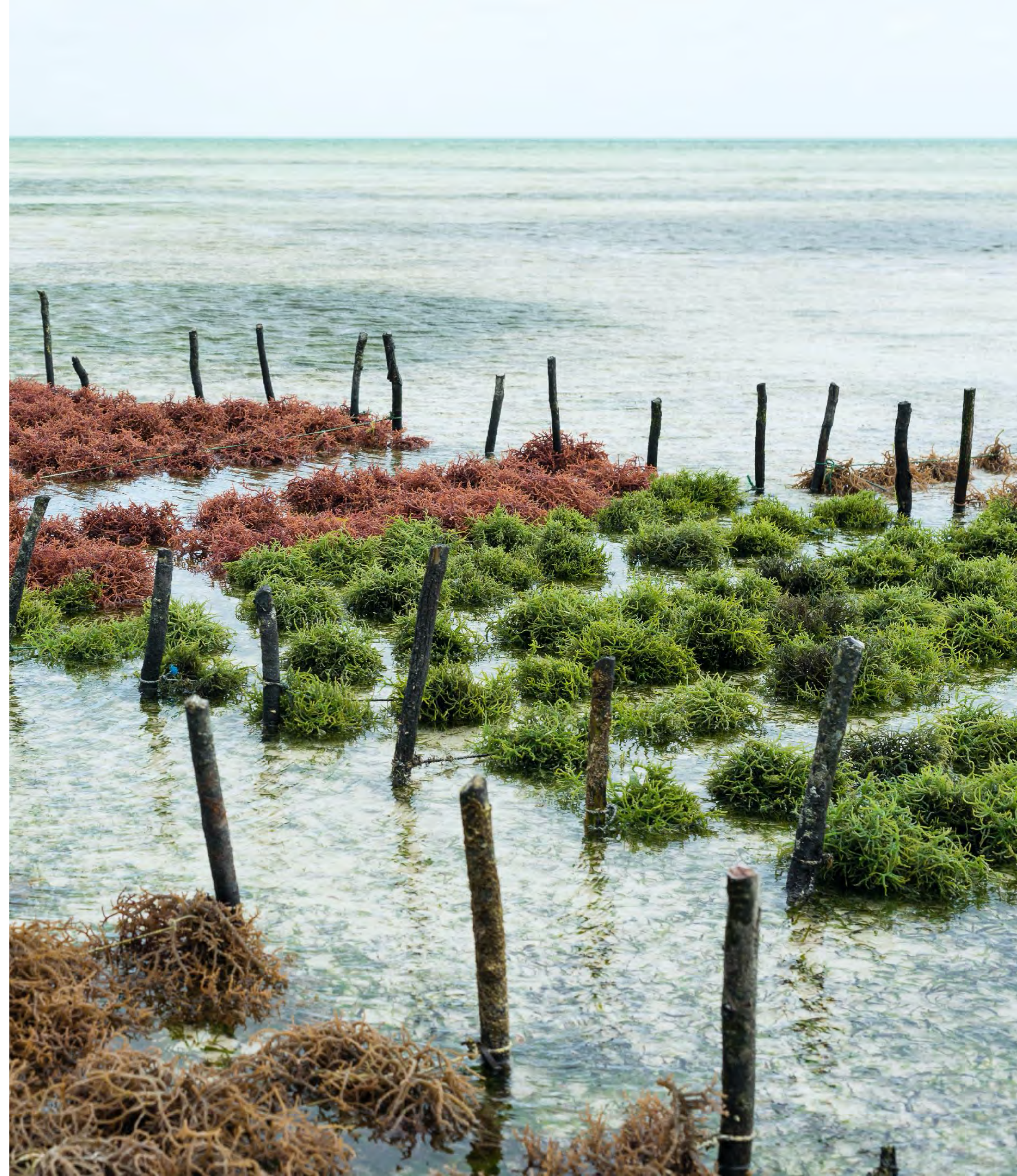
moritz@hatch.blue

thefishsite.com



Appendix

I've attached the slides from our sales deck for your reference



Sponsored content

Fish vaccination: a vital tool to ensure sustainable aquaculture

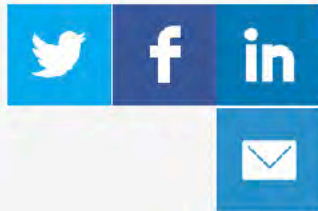
TECHNOLOGY & EQUIPMENT · VACCINES · HEALTH

by Giulia Faè
1 March 2021, at 9:30am

The provision of safe and effective vaccination programmes is one of the key tools to ensure the sustainable development of the aquaculture sector and therefore help meet growing global protein demands.



Vaccines against *Vibriosis anguillarum* in sea bass have been shown to be impressively efficacious



The global aquaculture industry has suffered greatly from the Covid-19 pandemic, but it has also shown its capacity to adapt. It will always find ways to cope with new and constantly evolving constraints, and its potential to provide increased livelihood opportunities is not at risk. In fact, aquaculture is widely regarded as one of the most important weapons against world hunger and malnutrition.

To achieve its potential, aquaculture will need to provide both a wide range of high-value products for international markets and a copious supply of low-cost fish for domestic consumption in the Global South. The rapid growth of this sector continues to generate new challenges. Diseases are still a main issue, because they may generate extensive losses and result in a lack of investor confidence.

SPONSORED ARTICLE



OUR PARTNERS

[Aquaconnect](#), [Halamid](#), [Evonik](#), [Adisseo](#)

Related news & articles

3 Mar 2021
A technique that can quadruple kelp aquaculture output

3 Mar 2021
Texan shrimp RAS rises from the ashes

3 Mar 2021
Exploring the use of probiotics in shrimp farms

3 Mar 2021
A simple means to improve shrimp farming efficiency

1 Mar 2021
Salmon farmers antiquated sea systems

Our new content strategy focuses around delivering value for advertisers as well as readers - and it's paying off for both. Sponsored content pieces this year have consistently reached our top 20 weekly most-read.

What's included?

- Editorial support to hit tone and voice of the publication
- Your logo, linking to the URL of your wishes
- Banner ad on landing page leading to the article
- +8000 followers newsletter placement (avg. 19% open-rate and click-through rate)
- We supply supporting media like contextual pictures
- Targeting towards your desired geography
- Category tagging to reach your desired interest group

Standard prices starting at €1500 per article

€1050 on offer

Articles need to meet our quality guidelines, which we will detail out in our contract draft for you. Our editorial team supports you where needed.

Sponsored content - Newsletter placement



Time to rethink aquaculture sustainability indicators?

A drive to produce a greater volume of species that are associated with low trophic levels in aquaculture systems "may be unhelpful" for making the sector more sustainable.

Reading time: 6 minutes

[Nutrition](#) [Feed Ingredients](#) [Environment](#) [Sustainability](#)



Sponsored content by INVE

The godfather of shrimp probiotics

How a pioneering Australian scientist teamed up with one of the world's most advanced aquaculture nutrition companies to defy conventional academic wisdom and develop a range of probiotics that has en...

Reading time: 11 minutes

Series of the week



Every Wednesday, we send a weekly high-quality newsletter to our +8000 subscribers covering a selection of featured stories. To keep our readers happy and also elevate the value of our shared sponsored stories, we are very protective of our newsletter and only provide one slot for sponsored content, as seen on the left.

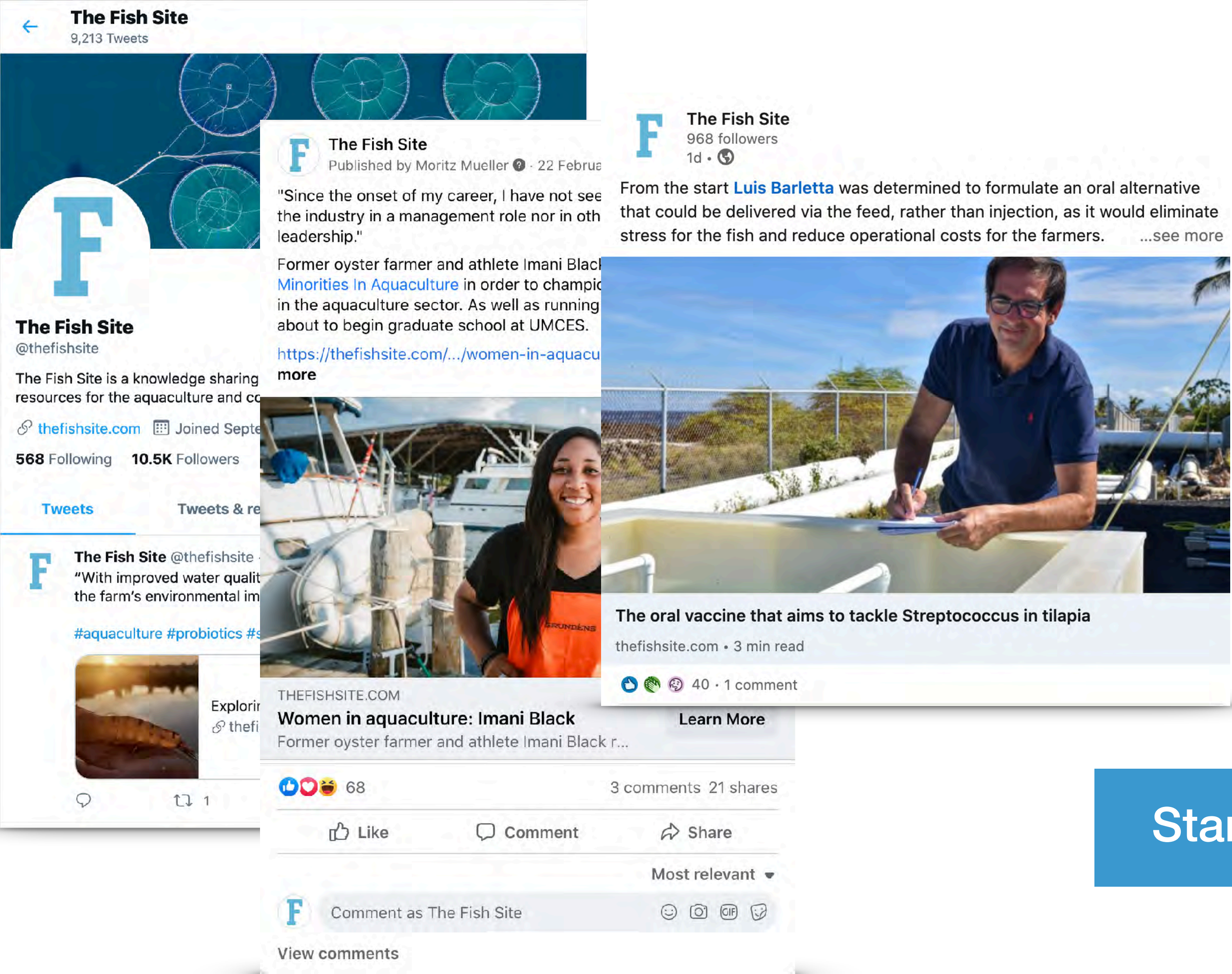
What's included?

- Your article is circulated at least once in the week of initial publishing
- Dedicated and prominent newsletter section
- Your brand's content is front and center among our editor's picks
- It is likely to be circulated multiple times since we don't necessarily publish new sponsored content every week.

Included in article pricing

[Sign up for the newsletter here](#)

Sponsored content - Social Media support



Our social media network spans +20 000 organic readers following us across LinkedIn, Facebook and Twitter. We post every workday and never spam them.

What's included?

- Posting across all our networks on the day of publishing a new story
- Tagging of all relevant people and organisations (as represented on platform)
- Interesting and relevant copy written by an advertising professional for each post
- Hashtags across relevant topics for your business

Standard prices starting at €500 per article

€350 on offer

Articles need to meet our quality guidelines, which we will detail out in our contract draft for you.

Category partnership and direct links

Health & welfareNutritionEnvironmentPost-harvestTechnology & equipmentAquaculture community

Sponsor message


AS A PIONEER IN THE AQUACULTURE INDUSTRY, INVE HAS ALWAYS BEEN ABOUT ENABLING GROWTH

The godfather of shrimp probiotics

NUTRITION

by Rob Fletcher14 May 2019, at 9:25am

How a pioneering Australian scientist teamed up with one of the world’s most advanced aquaculture nutrition companies to defy conventional academic wisdom and develop a range of probiotics that has enabled the shrimp sector to slash antibiotic use.



David Moriarty's interest in water quality and fish health was sparked in 1969 during time spent on a Royal Society International Biological Programme project on the tilapia-rich Lake George, in Uganda

INVE

AQUACULTURE

NUTRITION: THE FIRST LIFE STAGES ARE ESSENTIAL FOR FUTURE GROWTH AND PERFORMANCE

For over 30 years INVE has been enabling growth in aquaculture, the healthy growth of fish and the growth of our clients' local businesses and the growth of aquaculture.

Growth stories

20:02

thefishsite.com

Sponsor message

AS A PIONEER IN THE AQUACULTURE INDUSTRY, INVE HAS ALWAYS BEEN ABOUT ENABLING GROWTH

Growth stories

The godfather of shrimp probiotics

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SPONSORED ARTICLE

INVE

AQUACULTURE

SHAPING AQUACULTURE TOGETHER

OUR PARTNERS

Evonik, Aquaconnect, Halamid, ...

We offer beautiful wrappers that allow you to showcase your best visuals, place your claim and introduce your business, while providing interest readers a non-intrusive but prominent and elegant way to visit your desired URL should they want to learn more.

What’s included?

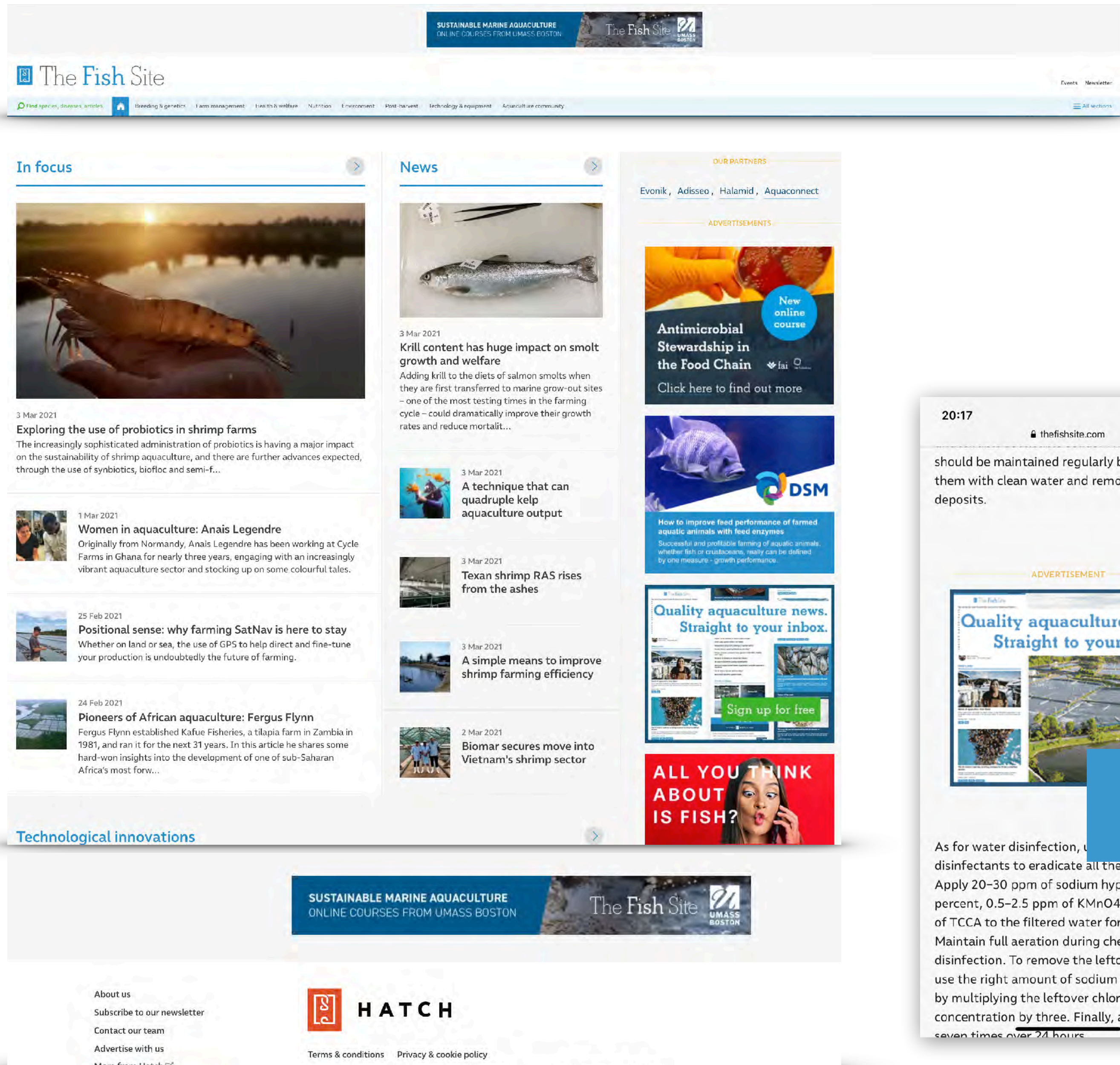
- Category partnership: Your wrapper appears in every article of your desired category (the blue little tags under the headline)
- You can place your claim, message and desired URL
- A wrapper mid-text or a mid-text video of your choosing, tying in with the header aesthetic
- Placement in “Our Partners section” on the landing page

Standard prices starting at €2000 per month

€1400 on offer

Articles need to meet our quality guidelines, which we will detail out in our contract draft for you.

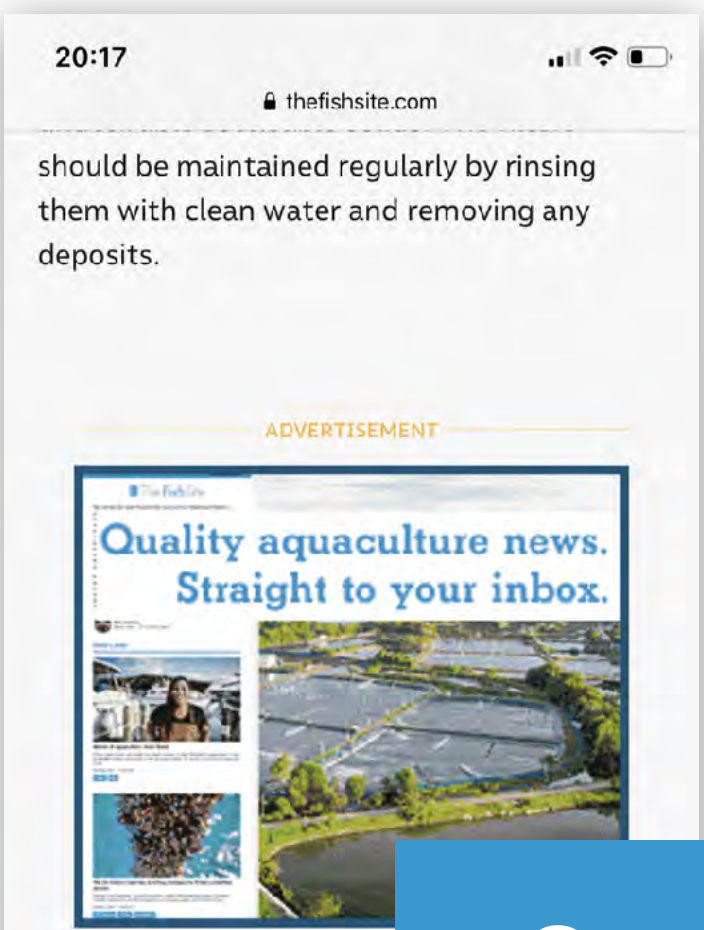
Banner placement



Our banner ads follow our advertising guidelines, which means you will never be in contact with anything but aquaculture. We have few placement options to retain site quality and normally offer them as part of packages rather than stand-alone to give our readers context and our advertisers a better chance of generating attention.

What's included?

- “MPU” banner ads on landing page
- Global “Top-and-tail” banners that are visible on any page
- Contextual “in-line” banners that have the same format as our “MPU’s” and appear in the text of selected relevant categories
- On-demand design support for ads, unlimited changes



See all prices and impressions on slide 7

30% discount for Aqua Spark Portfolio

As for water disinfection, use disinfectants to eradicate all the pathogens. Apply 20–30 ppm of sodium hypochlorite 60 percent, 0.5–2.5 ppm of KMnO4 and 10 ppm of TCCA to the filtered water for 24 hours. Maintain full aeration during chemical disinfection. To remove the leftover chlorine, use the right amount of sodium thiosulphate by multiplying the leftover chlorine concentration by three. Finally, apply it two to seven times over 24 hours.