



# The Fish Site

The center of aquaculture conversation

Overview of commercial opportunities

[moritz@hatch.blue](mailto:moritz@hatch.blue)

[www.thefishsite.com](http://www.thefishsite.com)



# The Fish Site at a glance

The largest reach in english-speaking aquaculture news

**+3 700 000**

annual page views

Reaching

**+1 900 000**

unique users

Readers that read

**+3,3min**

avg. reading time

Active on social media

**+20 000**

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

Editor's picks



A weekly newsletter for

**+8000**


subscribers

**ni Black**

Black recently founded Minorities in Aquaculture in order to champion women and diversity in the aquaculture sector. As well as running the non-profit she is abo...

Reading time: 12 minutes

People Jobs



What we offer

- Short or long-term contracts
- High quality sponsored content
- Advertising placement options
- Listing as site partner
- Sponsored webinars
- Category sponsorship

Reading time: 5 minutes

Post-harvest Politics Regulations



# 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.





# Sponsored content

## Fish vaccination: a vital tool to ensure sustainable aquaculture

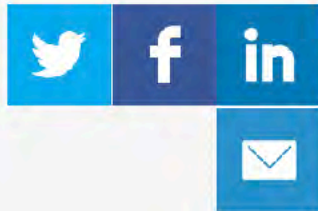
TECHNOLOGY & EQUIPMENT · VACCINES · HEALTH

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.

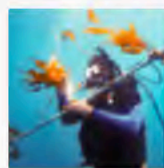
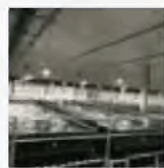
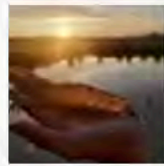
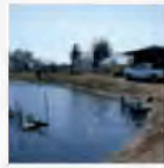

SPONSORED ARTICLE



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

Package options available

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.

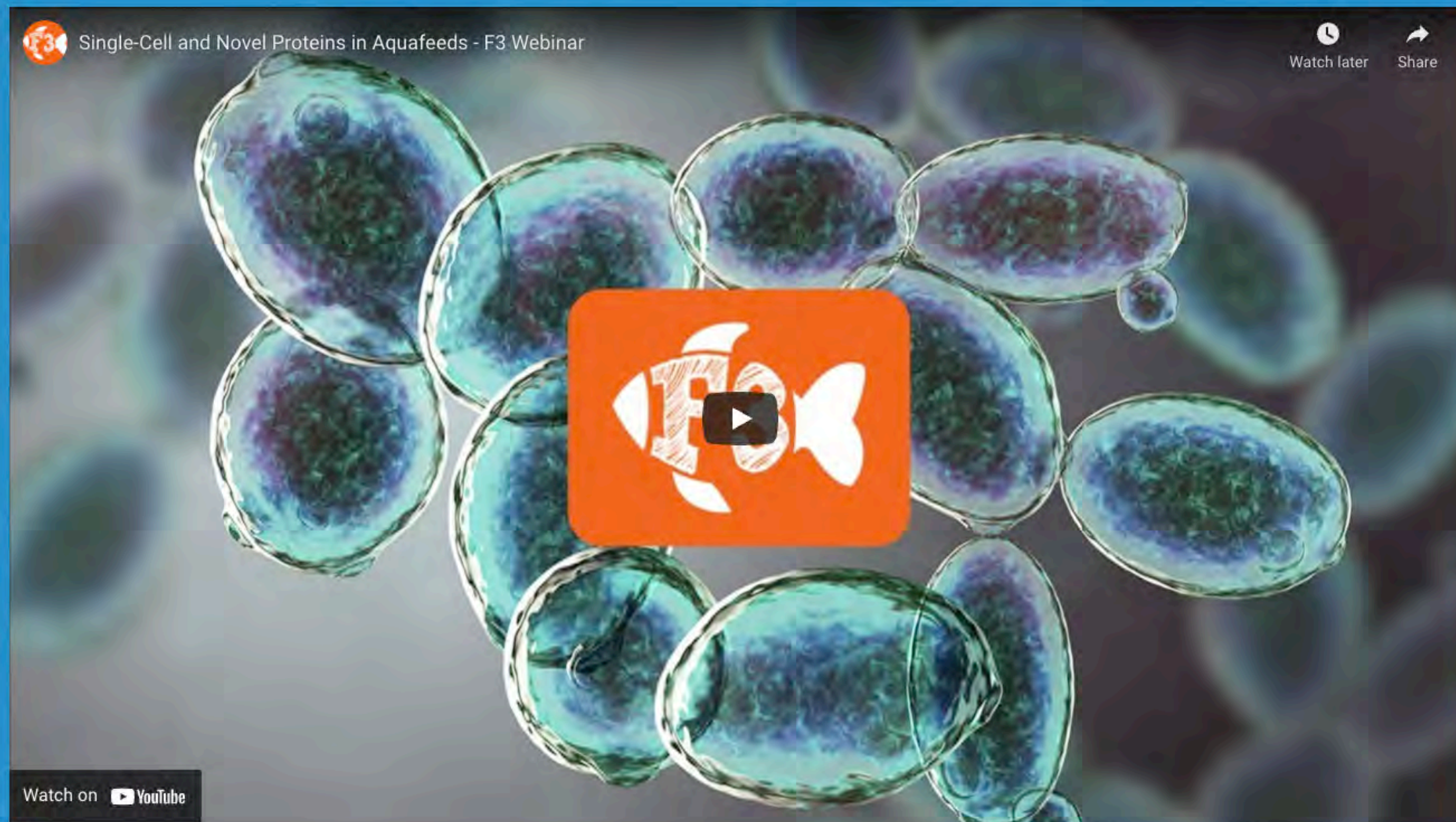


# Drive webinar sign-ups

## Are single-cell and novel proteins the next powerhouse feed ingredient? Join the F3 webinar

STARTUPS FEED INGREDIENTS NUTRITION

F by The Fish Site  
13 April 2021, at 6:18pm



The latest in a series of webinars organised by the team behind the F3 Challenge, which is focusing on single-cell and novel proteins in aquafeeds, will be accessible on The Fish Site on 15 April.



The event is set to feature key players from some of the most innovative and promising companies that focus on the production of single-cell and novel proteins for aquafeeds. It will provide a unique opportunity to find out the latest progress by these companies as they look develop alternatives to fishmeal in the aquaculture sector.

Moderated by Dr Kevin Fitzsimmons, chair of the [F3 Challenge](#) and judge, professor and director of international programs at [The University of Arizona](#), the event will also highlight breakthroughs in the research of these companies and plans for the future development and distribution of their products.

[Click here to register for Single-Cell & Novel Proteins in Aquafeeds.](#)

### SPONSORED ARTICLE



### OUR PARTNERS

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

## What's included?

- We embed or overlay your sign-up directly on the page
- Newsletter placement to our +8000 subscribers
- If streamed publicly, webinar will also stream live on this page
- We share your article on social media to drive sign-ups
- Includes a landing page banner ad to advertise the sign-up further

**Example:** <https://thefishsite.com/articles/are-single-cell-and-novel-proteins-the-next-powerhouse-feed-ingredient-join-the-f3-webinar-live>

Standard prices starting at €1000 per article

Package discounts available



# 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](#)



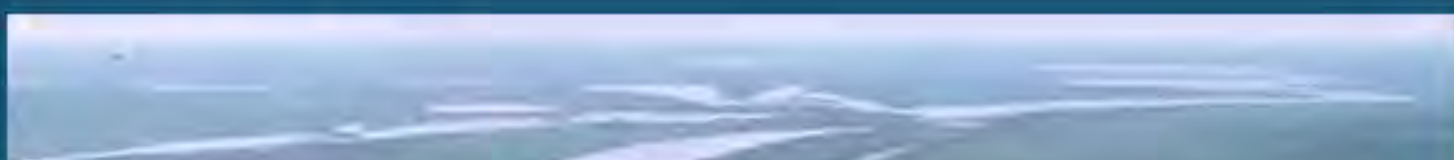
Sponsored content by INVE

## 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?

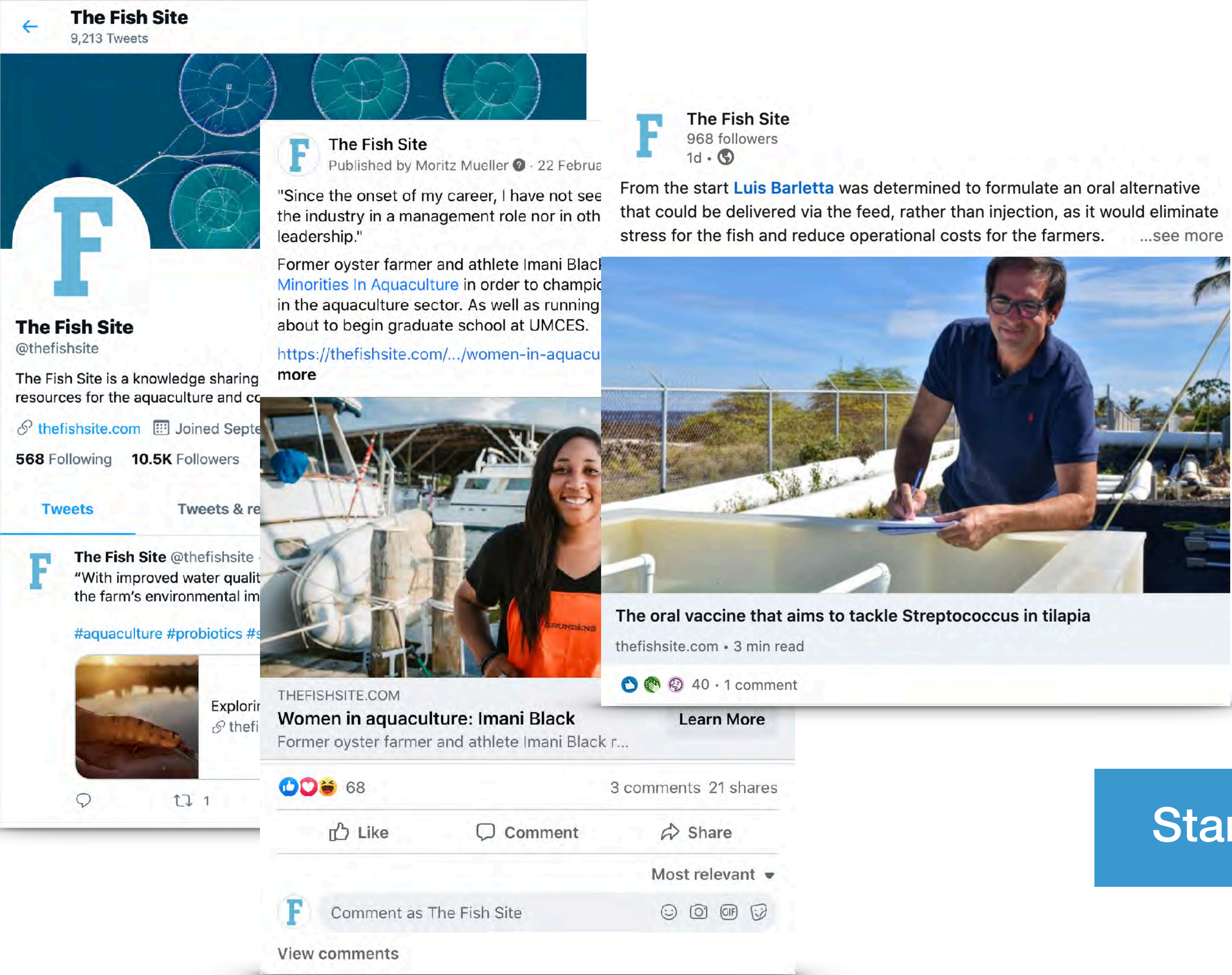
- Your article is circulated at least once in the week of initial publishing
- Dedicated and prominent newsletter section
- Your brand's content is front and center among our editor's picks
- It is likely to be circulated multiple times since we don't necessarily publish new sponsored content every week.

## 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

Package options available

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

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Growth stories

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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

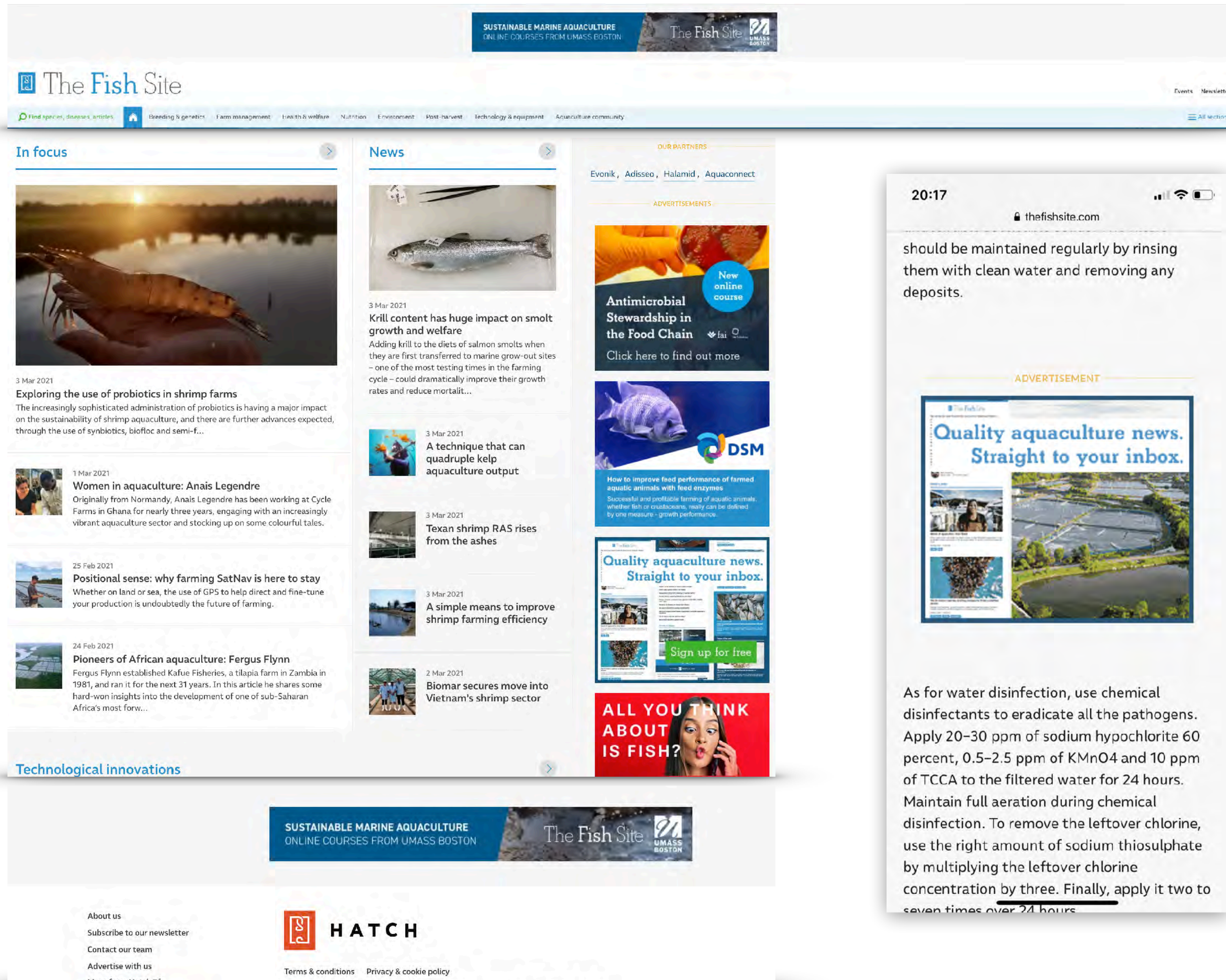
Standard prices starting at €2000 per month

Package options available

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



# 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



# Banner advertising - Example pricing

## Banner categories

### Top and Tail

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**Average weekly impressions:** 89 930  
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Banner category	Top and Tail	In-text	Landing page
Weekly base price	\$1348	\$1510	\$54
Weekly impressions	89 930	75 516	2714
Weeks runtime	2	1	3
Total Impressions	179 860	75 516	8142
Individual Total	\$2969	\$1510	\$162
		Grand total	\$4368

Package deal:  
20% off total

\$3495

Total Impressions: 263 518

All impressions are averages of year-to-date 2021



# 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](mailto:moritz@hatch.blue)

[thefishsite.com](http://thefishsite.com)

