



The Fish Site

Your aquaculture knowledge hub

moritz@hatch.blue

Media pack

www.thefishsite.com

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

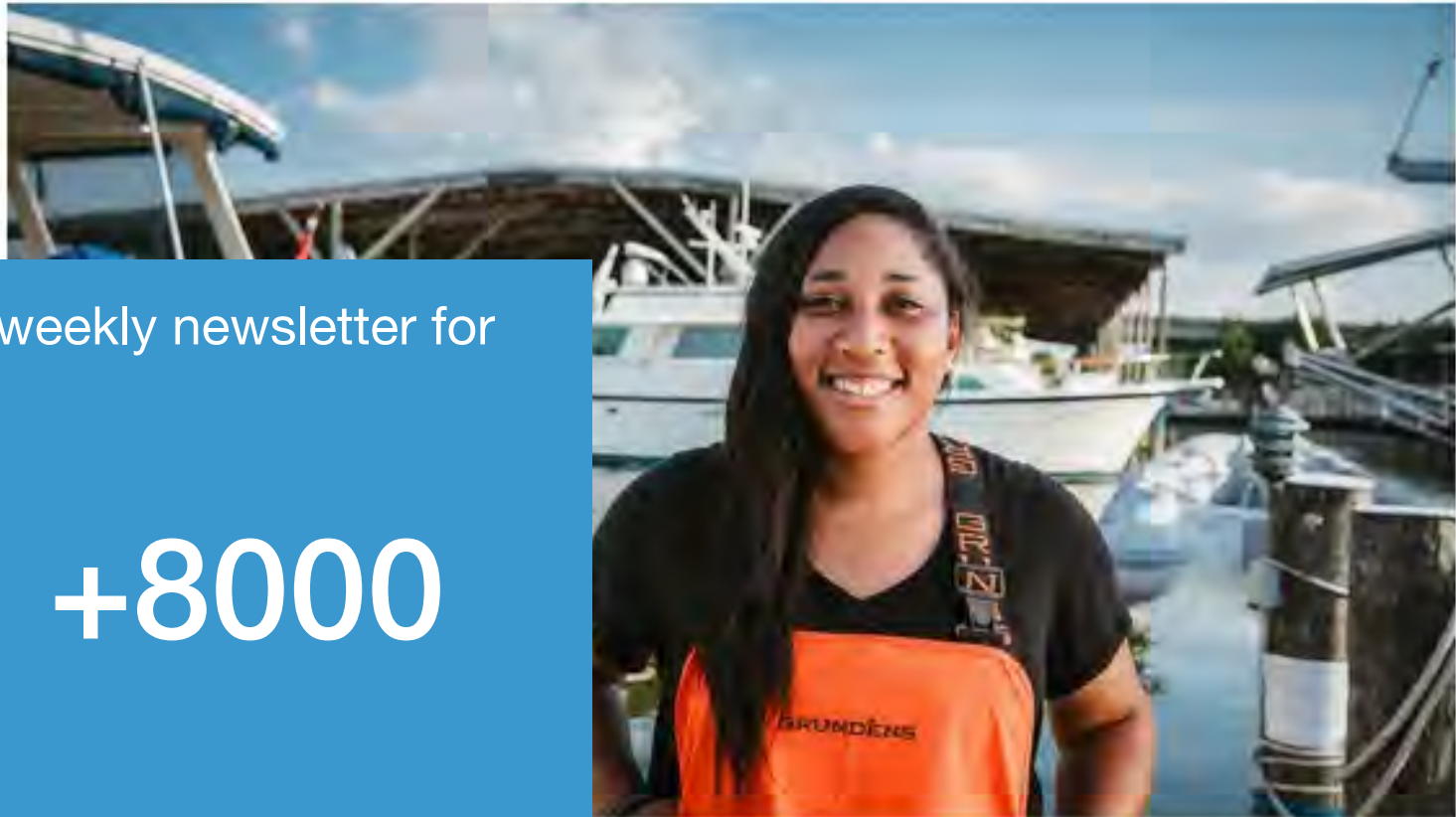
Optimised tech

+60%

mobile traffic

All numbers are averages of Q1 2021

Editor's picks



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



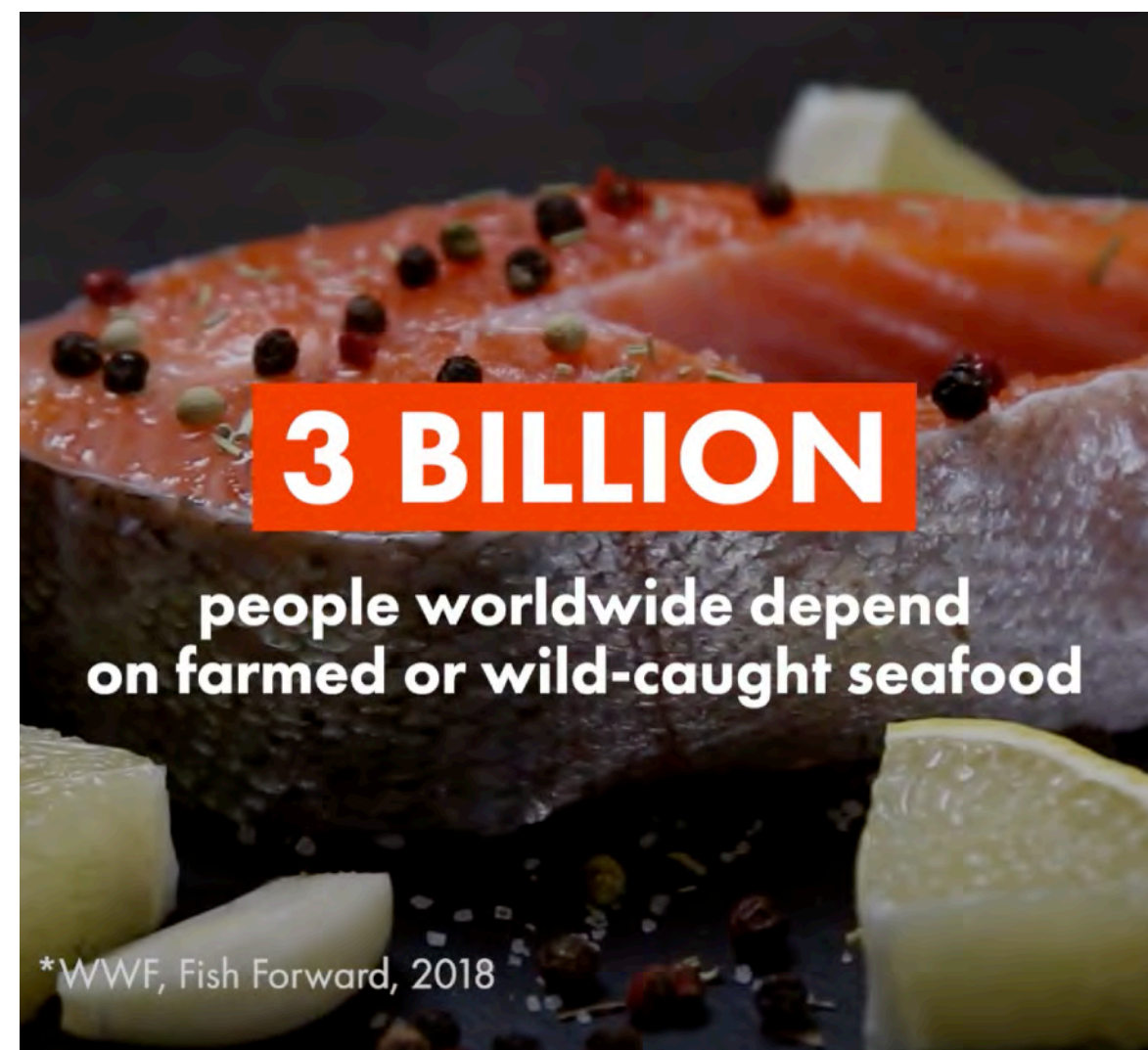
What we offer

- 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

Explainer videos



The language of the internet has become video - and we'll make sure you are part of the conversation. These short explainer videos are designed to communicate difficult topics clearly, quickly and easy to understand.

What's included?

- 1-2 min long HD video on a topic of your choice
- We write the scripts, select visuals and handle the production
- Square and 16:9 format to fit all social platforms, other formats are easily possible on request
- [Click here to view examples](#)

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 articles

We help you to create 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.

Sponsored content article example

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.




SPONSORED ARTICLE




OUR PARTNERS

Aquaconnect, Halamid, Evonik, Adisseo

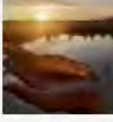
Related news & articles




3 Mar 2021
A technique that can quadruple help 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

Social Media Support

The Fish Site

9,213 Tweets



The Fish Site

@thefishsite

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

thefishsite.com

Joined Septe

568 Following

10.5K Followers

Tweets

Tweets & re

The Fish Site


@thefishsite

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

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

https://thefishsite.com/.../women-in-aquacu

more



THEFISHSITE.COM

Women in aquaculture: Imani Black

Former oyster farmer and athlete Imani Black r...

68

3 comments 21 shares

Like

Comment

Share

Comment as The Fish Site

View comments

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



thefishsite.com • 3 min read

40 • 1 comment

Learn More


Your content front and center:

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.

[Read an example](#)

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



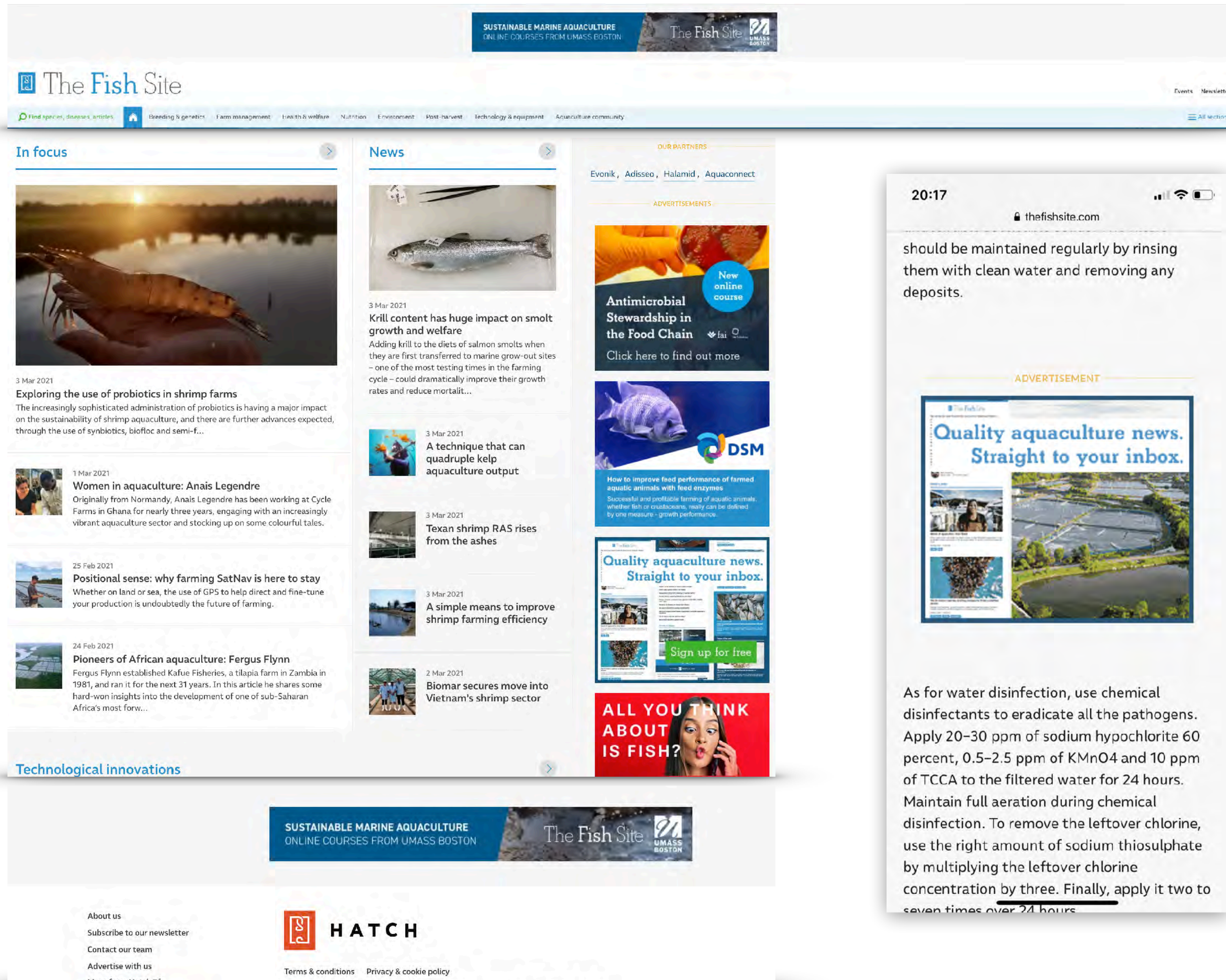
Series of the week

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

Banner advertising - Overview



Banner categories

Top and Tail

Visibility: Global, all pages

Average weekly impressions: 89 930

Price per thousand: \$20

In-text banner

Visibility: Across all articles

Average weekly impressions: 75 516

Price per thousand: \$20

Landing Page Banner

Visibility: Landing page only

Average weekly impressions: 2714

Price per thousand: \$20

All impressions are averages of year-to-date 2021

Webinar

 The Fish Site

and



present

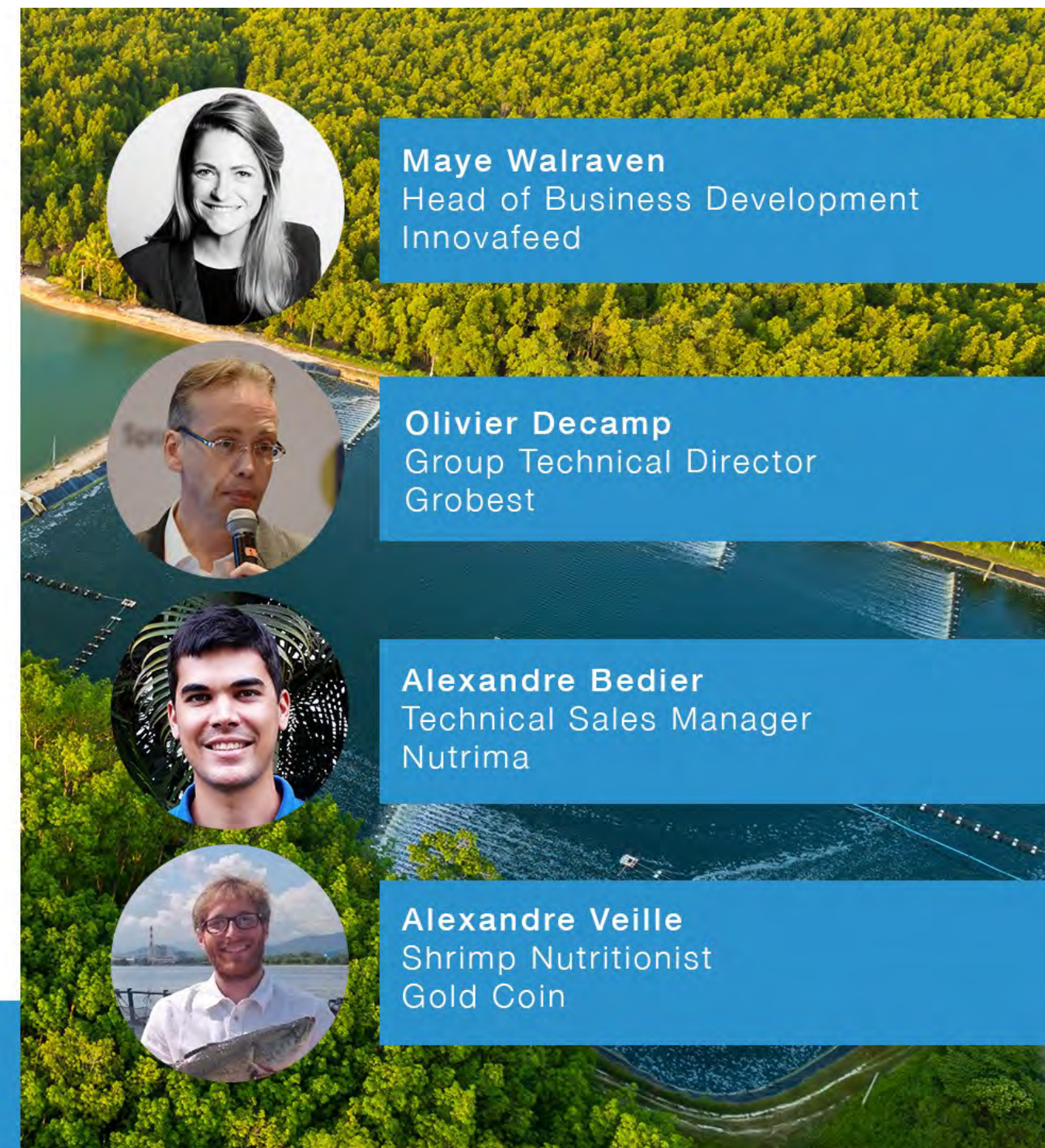
New ingredients in shrimp feed: sustainability & performance

A live discussion on Zoom
Tuesday, 11th of May 2021
9:30AM CET



Moderated by

Rob Fletcher
Senior Editor
The Fish Site



Webinars have become an interesting way to facilitate conversations about your business. The recordings present a treasure trove of quotes and a piece of content that can be endlessly repurposed, while contact to the participants often leads to interesting business opportunities.

What's included?

- We help you develop your topic
- Full technical set-up comes from us, you just need to show up
- We support you in speaker selection and handle all prep
- +8000 followers newsletter placement
(avg. 19% open-rate and click-through rate)
- Added to our event calendar
- Promotion across our social media channels
- Moderated by our Senior Editor Rob Fletcher

Our team has done webinars for and together with



What does a typical webinar campaign with us look like?

We like to offer you a package in which you can make use of our multitude of channels - both to get your message across and high-profile sign-ups to your webinar.

This is the path we follow:

1. Kick-off meeting

- Alignment on goals, style, speakers and definition of clear brief
- Setting a date
- Definition of deliverables
- Obtaining all necessary design guidelines and resources

2. Content creation & Speaker recruitment

- Development of all visuals and committing speakers
- Planning and production of all video content
- Writing of articles by our editorial team
- We always send you all material for approval and feedback

3. Run-up campaign

- Posting on the site with your desired backlinks
- Inclusion of webinar sign-up in multiple articles, event calendar and newsletter
- Social media posts and social media ads to our own target groups
- Circulation in our mailing list in a separate email

4. Webinar & Reporting

- Technical execution and moderation of the webinar by our Senior Editor Rob Fletcher
- Polling and live Q&A options during the webinar
- Custom overlays possible, as well as informative banners
- Streaming across social media networks (yours and/or ours) on request
- Full reporting on reach, attendees and email sign-ups afterwards
- Uploading to our social media and sharing of recording

Our webinars have attracted

+2000 live viewers

+9000 recording clicks

+4000 email sign-ups

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 Fletcher
14 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

SPONSORED ARTICLE

INVE

AQUACULTURE

SHAPING AQUACULTURE TOGETHER

OUR PARTNERS

Evonik, Aquaconnect, Halamid,

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

NUTRITION

by Rob Fletcher
14 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.

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
- Don't have in-house creative to develop your assets? No problem, we can create your campaign for you

Standard prices starting at €2000 per month

Package discounts available

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

Category partnership - more examples

Find species, diseases, articles...

Breeding & genetics

Farm management

Health & welfare

Nutrition

Environment

Post-harvest

Techno...

All section

12

13

Climate Action

Our promise: Climate Action

READ OUR SUSTAINABILITY REPORT

Six seaweeds deemed worthy of farming in NZ

by The Fish Site

1 November 2021, at 1:05pm

Two recently published reports argue that seaweed aquaculture has huge potential in New Zealand, due to the diversity of species growing along its coastline.

Kaikoura seaweed
© Leigh Tait, NIWA

2 Nov 2021

AquaBounty looks to raise \$320 million for new land-based salmon farm

2 Nov 2021

Thai Union Feedmill make stock market debut

2 Nov 2021

Misconceptions about offshore aquaculture refuted in new paper

2 Nov 2021

Indonesian aquate startup promises huge increases in shrimp farm productivity

1 Nov 2021

Full width headers
including custom design, messaging and button linking to your desired destination

am now actively developing super-intensive shrimp farms.

What size is your farm and what species do you produce?

I am currently responsible for a super-intensive shrimp farm in South Kalimantan. We produce Pacific whiteleg shrimp. This particular farm is relatively modest in size, since it is merely a pilot project that will be developed into a much more sizeable operation. We use a two-stage system; nursery and grow-out. There are four indoor nursery ponds with an area of 17.5 x 17.5 m each. There are eight grow-out ponds with an area of 35 x 35 m each.

Each production cycle we stock 8 million post-larvae from Bali, Java and Makassar. We do partial harvest at size 50 – 60 head and final harvest at size 28 – 35 head. We have done four production cycles to date, with an average of 65 percent survival. We have harvested 121 tonnes, 121 tonnes.

Climate Action

Circular & Restorative

Enable People

Our promise to the planet and people

We commit to enable 100,000 people annually by 2030 through capacity building initiatives to help build resilient societies. By enabling the few, we can have a resounding ripple effect to people far beyond our traditional reach.

READ OUR SUSTAINABILITY REPORT

What sort of production system do you operate?

The grow-out ponds are rectangular, concrete and 3 metres deep. Each pond has a central drain to ensure that sludge is properly drained and water quality is maintained. There are also paddle wheels and root blowers to meet optimal oxygen requirements and encourage sediment circulation to the central drain.

In-text banners
including custom design, messaging and button linking to your desired destination

potential for seaweed farming to improve ecosystems by helping with nutrient removal, shoreline protection, regenerative opportunities and sequestering carbon.

In-text videos

embedding videos directly from your desired platform and linking to your channel

BioMar's 2030 Ambitions - Our Promise

Climate Action

66%

This will ensure that we are net-zero by no later than 2050.

Watch on YouTube

"No matter what species are chosen, the development of commercially-viable farming systems is probably the most pressing hurdle to overcome," explains Dr Adams. "This can be best achieved through leveraging overseas expertise, and by ensuring that knowledge generated through Aotearoa New Zealand research is publicly accessible. This enables farmers to 'give it a go' using approaches that are appropriate for the Aotearoa New Zealand situation."

CONSUMER

POST-HARVEST

CLIMATE CHANGE

ENVIRONMENT

More articles on algae and seaweed

Example packages

Not sure how to combine our offerings to reach maximum impact for your brand?

We have created 4 suggestions for you.

Option 1 - Webinar package overview

Explainer videos

- Explainer videos around your company story, technology and ambitions (2x)
- 1-2min in length, square and 16:9 formats to fit on all social media platforms (HD 1080p, MP4)
- Non-advertorial format, little branding and mainly informative
- Designed to inform and stimulate a conversation
- High lifetime value, can be reused indefinitely

Sponsored feature

- Your business and the founding partners are introduced in an in-depth interview by one of our editors
- We tell your story and use your photos and video as you like
- The article stays on the site forever and is published into relevant categories for your business
- The article is featured in our newsletter
- We promote the article on our social media in your desired target area

Webinar

- A non-advertorial discussion of a core topic selected by you
- Approx. 4 speakers from relevant backgrounds, moderated by our senior editor, approx. 60min long
- Audience Q&A and question voting option for viewers
- Participant insights to find relevant contacts for you afterwards
- Advertised on our site and social media as well as discussed in a review article

~~Standard price: 1500€~~

Package price: 1275€

~~Standard price: 2000€~~

Package price: 1700€

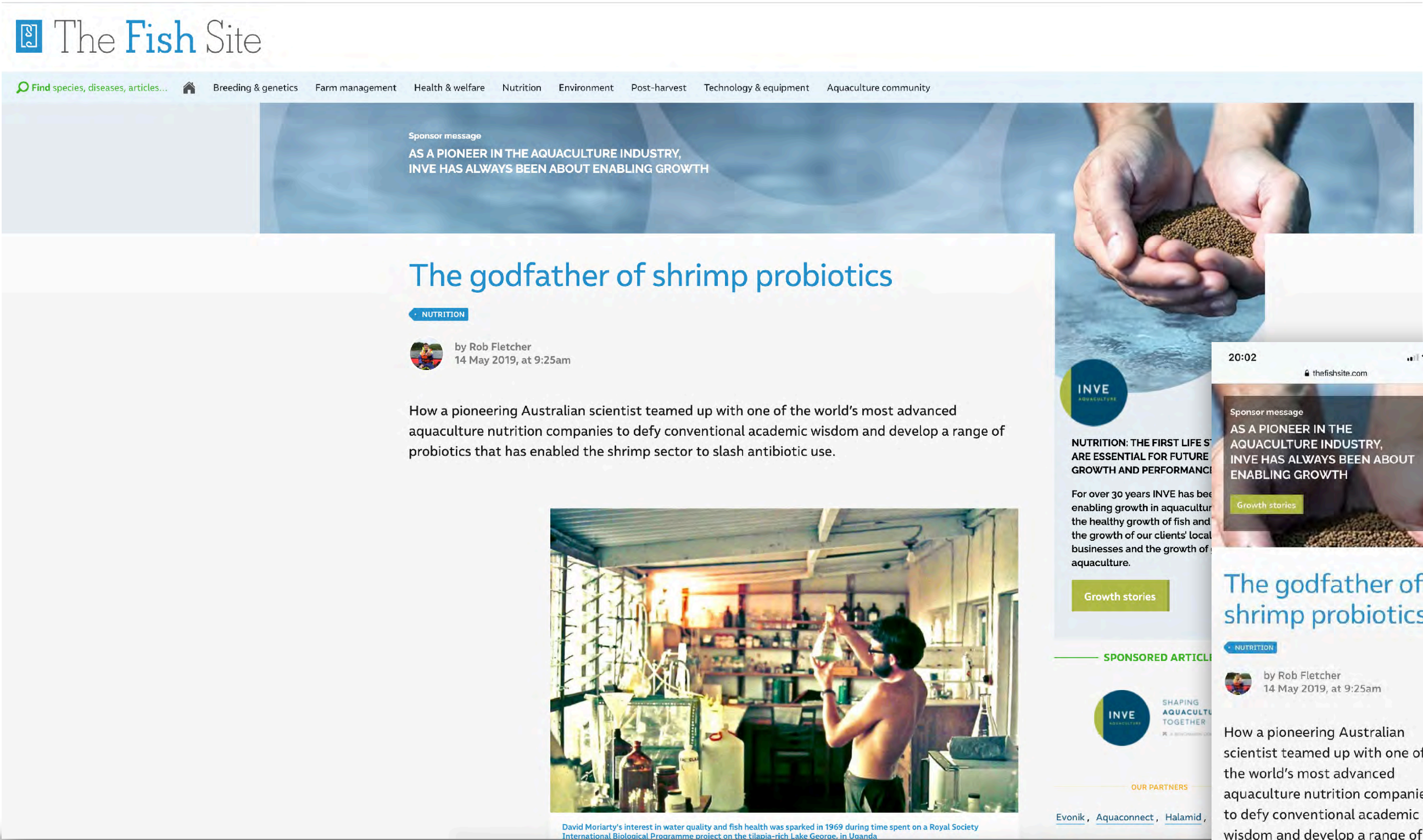
~~Standard price: 2500€~~

Package price: 2125€

Package price: 5100€

Option 2 - 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 €	2550 €
Explainer videos	2	1400 €	1190 €
Category sponsorship	1	2000 €	1700 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		6000 €	
Package price			5440 €

Option 3 - 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 €	1700 €
Top-and-tail global banners	1	1500 €	1275 €
Category sponsorship	1	2000 €	1700 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		5500 €	
Package price			4675 €

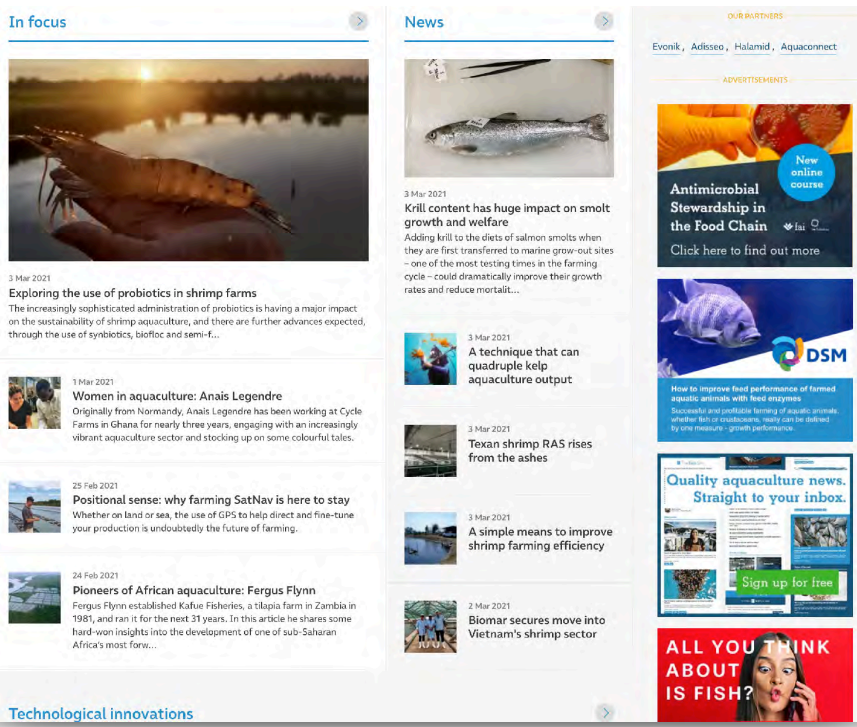


Option 4 - Maximum impressions focus

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

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

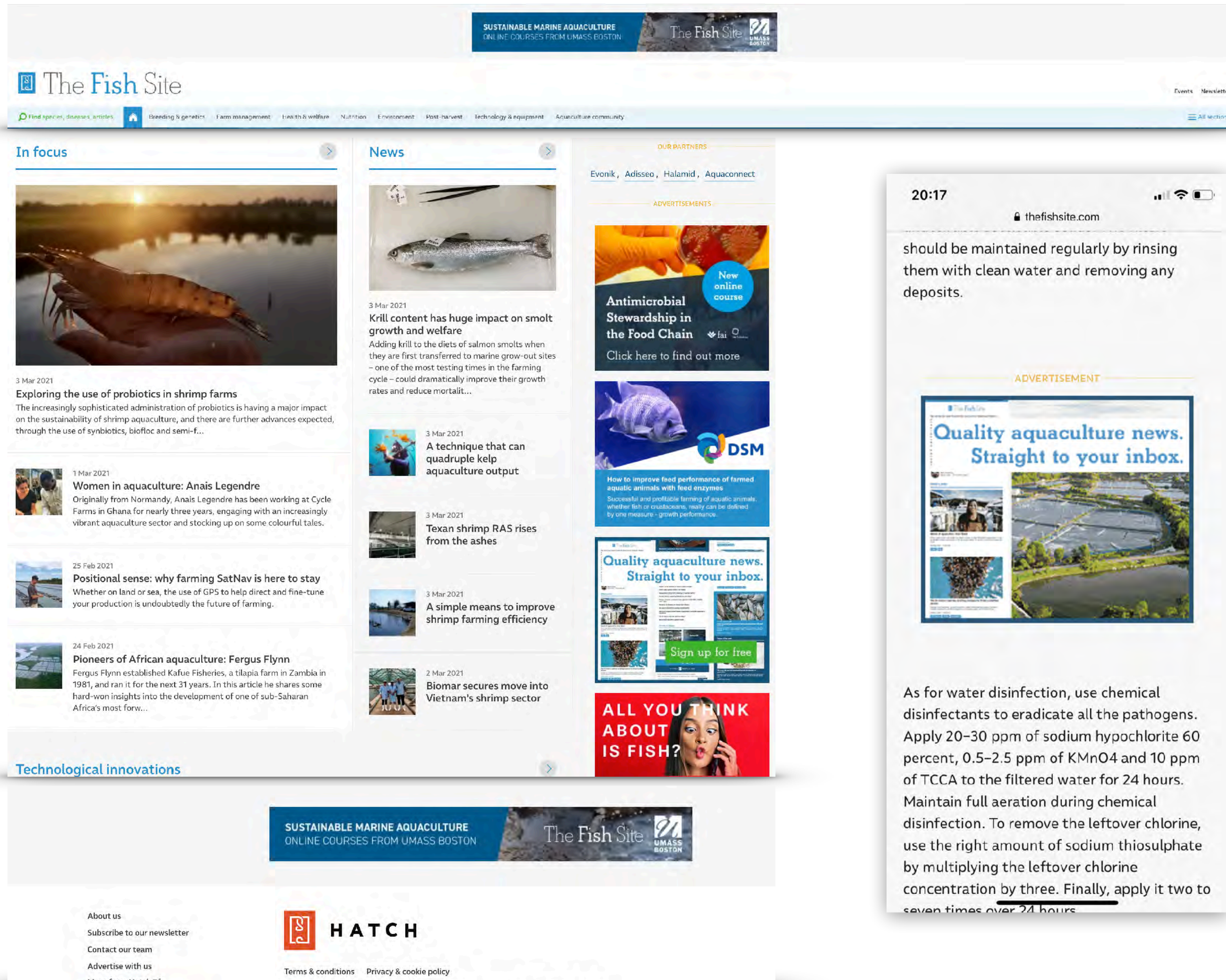
Our most-seen category, giving you exposure to every reader that visits any page on the site



Package example - banner category details on next slide

Product	Weeks	Standard Weekly Pricing	Package price	Total	Rotation 30%
Landing page banners	4	54 €	45,90 €	183,60 €	55,08 €
Top-and-tail global banners	4	1348 €	1145,80 €	4583,20 €	1374,96 €
In-text banner	4	1510 €	1283,50 €	5134 €	1540,20 €
Total					2915,16 €

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

Option 1 - Webinar focus

Product	Quantity	Standard Pricing	Offer price
Sponsored content article	1	2000 €	1700 €
Explainer videos	2	1400 €	1250 €
Webinar	1	2500 €	2125 €
Total Value		5900 €	
Your price for Option 1			5100 €

Option 2 - Content marketing focus

Product	Quantity	Standard Pricing	Package price
Sponsored content article	2	3000 €	2550 €
Explainer videos	2	1400 €	1190 €
Category sponsorship	1	2000 €	1700 €
In-text banner	Included in category sponsorship	0 €	0 €
Total Value		6000 €	
Package price			5440 €

Option 3 - Strong visuals & brand focus

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Category sponsorship	1	2000 €	1700 €
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Option 4 - Maximum impressions focus

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In-text banner	4	1510 €	1283,50 €	5134 €	1540,20 €
Total					2915,16 €

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

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 Mueller
Managing Director

moritz@hatch.blue

thefishsite.com

