Welcome to The Fish Site -
we’ve got a world to show you

Our blue world comes in many shapes and colours, and we all play our part in holding it together. Farming water is truly a team effort, one that overcomes boarders, cultures, species, languages and continents. We are united by our dedication to quality, longevity and sustainability, we are the generation that will have to turn it around.

To achieve our goal of truly sustainable seafood for everyone, we will have to talk to each other, educate and inform each other, carry each other over that finish line. It’s a team effort. And that’s what we are here for. Writers, message creators, listeners, developers, artists, producers, dreamers, designers and aquaculture experts united by the idea of knowing and loving what ends up on our plate. We’re here for you, to make yourself heard, to be understood, to educate, to play your part in this blue revolution.

Just point the way - we’ll get you there.
The Fish Site 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

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.
A truly global platform

+4.7M annual page views
+2.3M unique users
+3:30min Average reading time
50% of readership under 35

On social media
- LinkedIn: +6,000 followers
- Facebook: +11,000 followers
- Twitter: +11,000 followers

All numbers from 2021 - missing something? Just ask.
The Fish Site newsletter

Weekly reading recommendations by our senior editor Rob Fletcher, in-depth industry analysis, how-to guides and a wide array of aquaculture events - digital and in person - happening all over the world.

We only feature clients with sponsored content in our newsletter - both in an exclusive slot for their stories as well as with direct links in the editorial intro, giving you a unique placement option for both your content and events.

+8500 Newsletter subscribers

17% Avg. open rate

15% Avg. click rate

Read the latest edition

All numbers from 2021
Classic banner advertising

- Target by topic and geography to get in front of your desired audience
- Up to 600,000 impressions per month, 100% aquaculture audience
- Regular full analytics reporting for you to determine ROI
- Different weightings available for tactical temporary adjustments
- No in-house design capacity? No worries, all contracts over 3 months include a banner design for free.

1 Month: 3000€
3 Months: 2400€ per month
12 Months: 1500€ per month

1 Landing pages MPU 300x250px
2 Top-and-tail leaderboard 728x90px
3 In-text MPU 300x250px

All included in one simple pricing model:

Inquire about your dates
**Category sponsorship wrappers**

- Take the lead on your core business by featuring in every article connected to your chosen categories
- No other advertising is featured in these articles, your brand front and center
- Easy adding of buttons with direct links to your desired URL
- Ample space for your brand message, completely custom visuals, 100% responsive coding
- Perfectly suited to marked events, generate white paper downloads and drive campaign engagement

**Pricing**

- 2 Months: 3500€ per month
- 4 Months: 2800€ per month
- 12 Months: 1900€ per month

**Features**

- Full-width category header 1350x250px
- Full-size video embed from your channel
- Full-width in-text card with custom copy and button
The first full-service media agency for the aquaculture industry
Video production

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.
Content writing by the industry leader

If it’s about words, we’ll have something to say about it: Get your content - and copywriting done directly by the most-read writers in aquaculture publishing.

Do you need recurring high quality content for your own aquaculture expertise blog but struggle to find writers? Work with us and tap into the largest contributor network in aquaculture, editing services included.

Rob Fletcher
Senior editor
MSc. in Sustainable Aquaculture from Stirling,
+10 years in aquaculture journalism

Megan Howell
Data Science specialist & staff writer
MSc. Applied social research, graduate
degrees in history and political science

+15 more specialised contributors covering all angles of sustainable aquaculture at your disposal.
Webinar campaigns & event hosting

Looking for a full-service solution for your webinars? Our team has produced and hosted more than 15 webinars and covers design, marketing, technical setup, moderation as well as agenda drafting and speaker recruitment.

A selection of our webinar clients

Our webinars have attracted

+2000 live viewers
+9000 recording clicks
+4000 email sign-ups
Webinar campaigns & event hosting

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 hours) on request
   - Full reporting on reach, attendees and email sign-ups afterwards
   - Uploading to our social media and sharing of recording

Book a free 30min consulting session
Custom-made campaign development & design

The only agency that natively understands the aquaculture industry.

FS Media is lead by
Moritz Mueller, Managing Director & Partner @ The Fish Site
Former HATCH Blue Marketing Director, aquaculture startup marketing consultant, Sustainable food system advocate

Book a free 30min consulting session
Introducing Profound
Deep market data for the aquaculture industry
Country- and region-based target market insights to get your R&D and sales strategy on point,
delivered to you by The Fish Site.

Register for early access
Coming Q1 2023
Any questions? Just reach out

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the fish site

aquaculture for all
akvakultur for alle
सभी के लिए जलीय कृषि
aquacultura para todos
aquaculture para sa lahat
aquaculture pour tous
aquakultur für alle