

the fish site

Media Kit

aquaculture for all

akvakultur for alle

सभी के लिए जलीय कृषि

acuicultura para todos

aquaculture para sa lahat

aquaculture pour tous

aquakultur fiir alle

www.thefishsite.com

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 borders, 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



Yit Tung - CEO RAS Aquaculture

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



Brianna Warner - CEO Atlantic Sea Farms

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

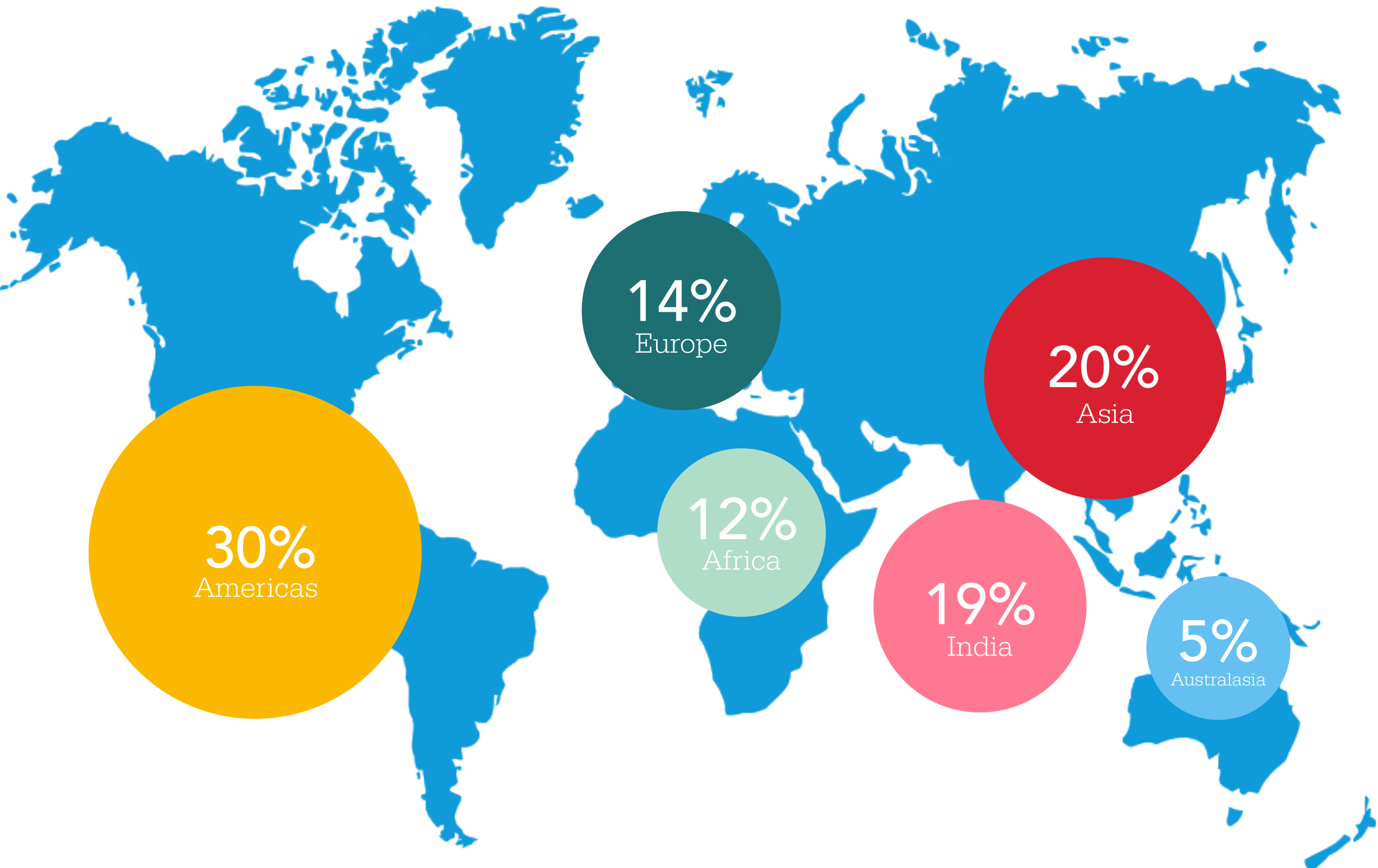
unique users

+3:30min

Average reading time

50%

of readership under 35



On social media



+6,000
followers



+11,000
followers



+11,000
followers

All numbers from 2021 - missing something? [Just ask](#)

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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

Two stories this week illustrate the stark political challenges Western aquaculture producers face. In Britain, shellfish farmers have been hit hard by the [EU's ban on live bivalve imports from the UK](#). Despite repeated warnings from the shellfish farming sector, Westminster appears to have been caught cold. It's frustrating to see that some of the country's most sustainable aquaculture producers are being penalised by governmental incompetence. For salmon farmers in BC, Canada, the federal government's decision to close down a quarter of the province's salmon farming capacity is likely to be even more economically devastating. Whether the [latest report on the likely impact of this decision](#) persuades policymakers to rethink the move remains to be seen.

Too often, Western countries are prepared to import vast quantities of aquaculture products from countries in the Global South, while failing to support to their local producers. If we are to do our bit in feeding a growing world population, Europe and the US need to address their notorious seafood deficits – aquaculture is, for the time being, the most promising means to achieve this.



Rob Fletcher

Senior editor - "It's a kraken read"

Editor's picks



Women in aquaculture: Imani Black

Former oyster farmer and athlete Imani 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](#)



The EU bivalve trade ban is killing business for Britain's shellfish farmers

Nicki and John Holmyard, founders of the UK's largest mussel farming company, Offshore Shellfish, explain why post-Brexit regulations are posing a grave risk to their business.

Reading time: 5 minutes

[Post-harvest](#)[Politics](#)[Regulations](#)



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

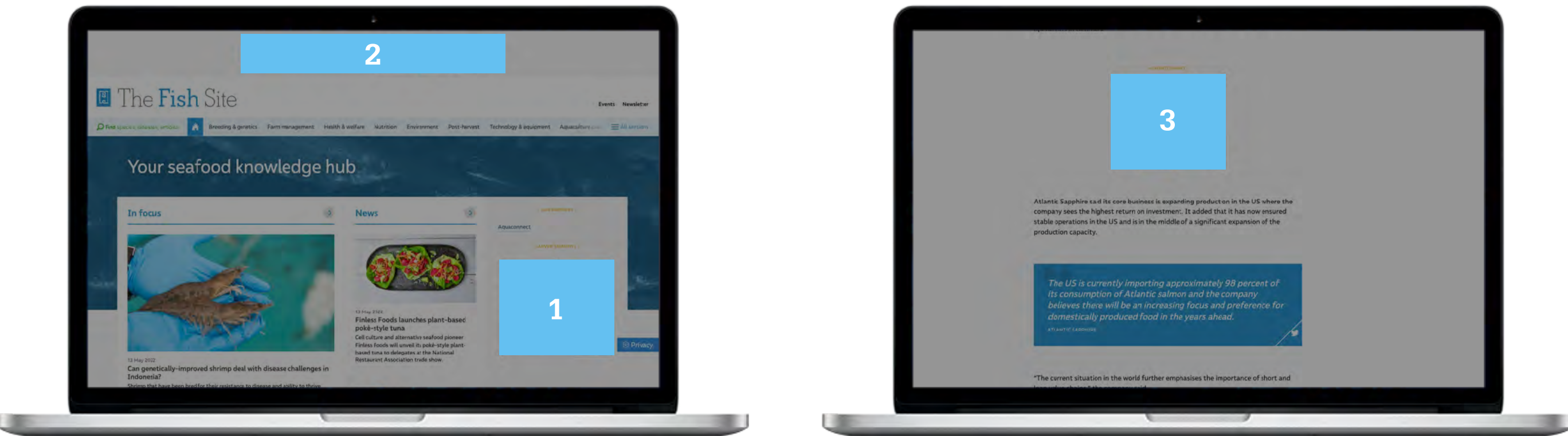
In case you missed it

- BC salmon farm closures could lead to 1,500 lost jobs
- What's the optimum feeding strategy for tilapia?
- UK government launches fund for shellfish farmers
- Eight-storey RAS set for Singapore
- CP moves into insect production
- Why industry and academic collaborations are aquaculture's secret weapon
- Filipino pig producers urged to switch to aquaculture
- Feed extrusion linked to deformities in farmed wrasse
- How AI is helping to solve key fish health issues
- Farmers seek compensation for salmon lost to seals



Classic banner advertising

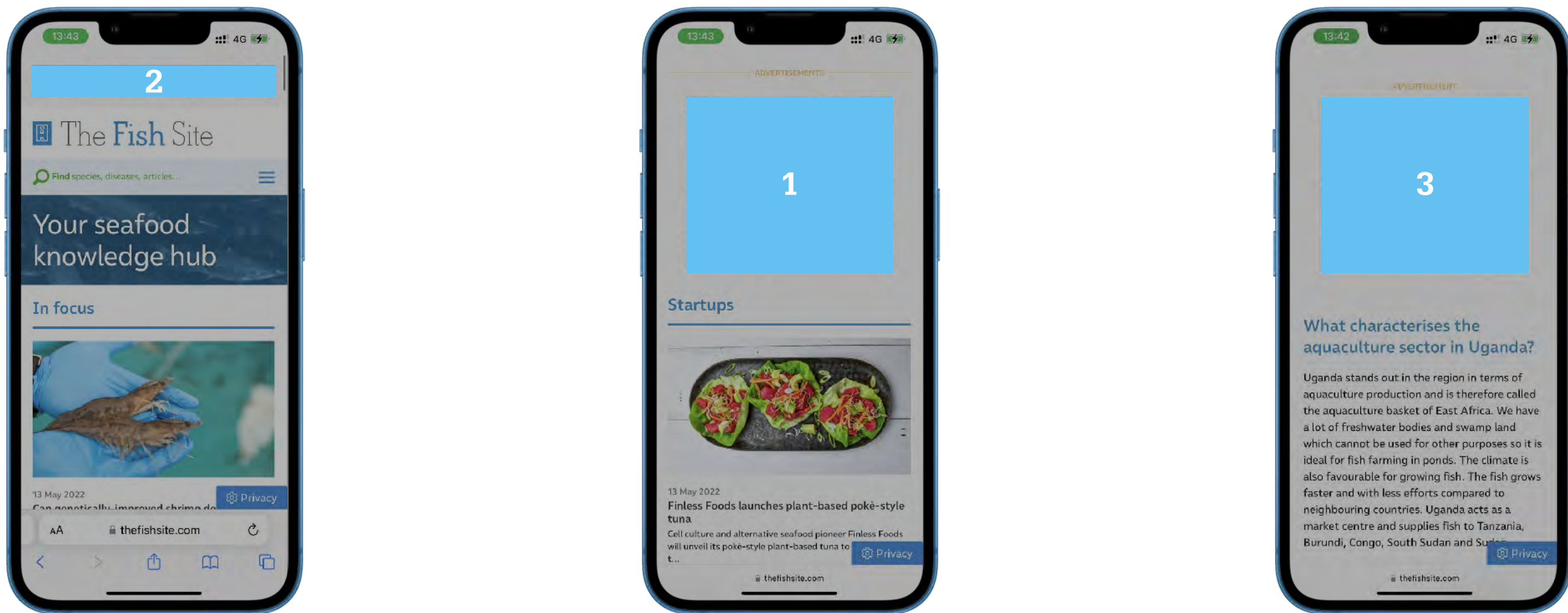
- Target by topic and geography to get in front of your desired audience
- Up to 600 000 impressions per month, 100% aquaculture audience
- Regular full analytics reporting for you to determine ROI
- Different weightings available for tactical temporary adjustments
- No in-house design capacity? No worries,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



1 Landing pages MPU 300x250px

2 Top-and-tail leaderboard 728x90px

3 In-text MPU 300x250px



All included in one simple pricing model:

1 Month: 3000€

3 Months: 2400€ per month

12 Months: 1500€ per month

Inquire about your dates

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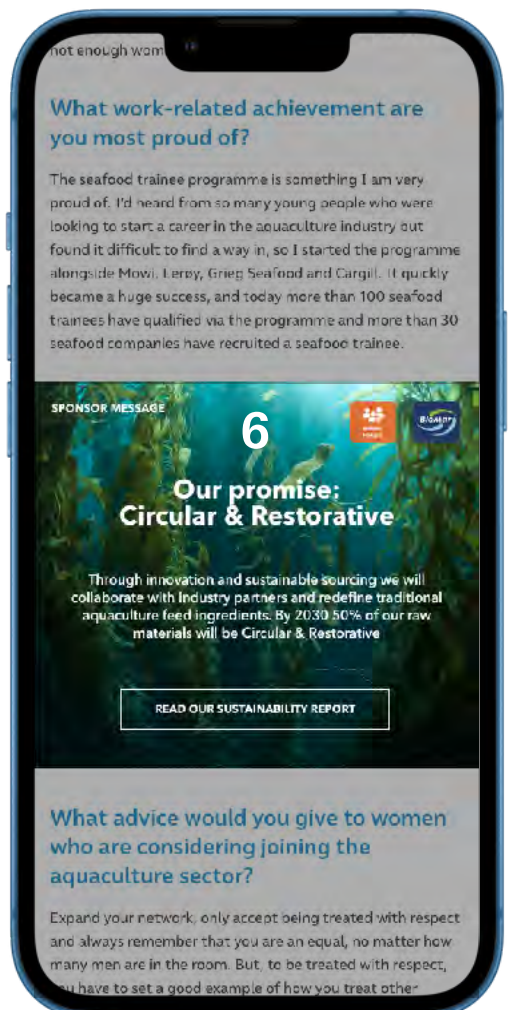
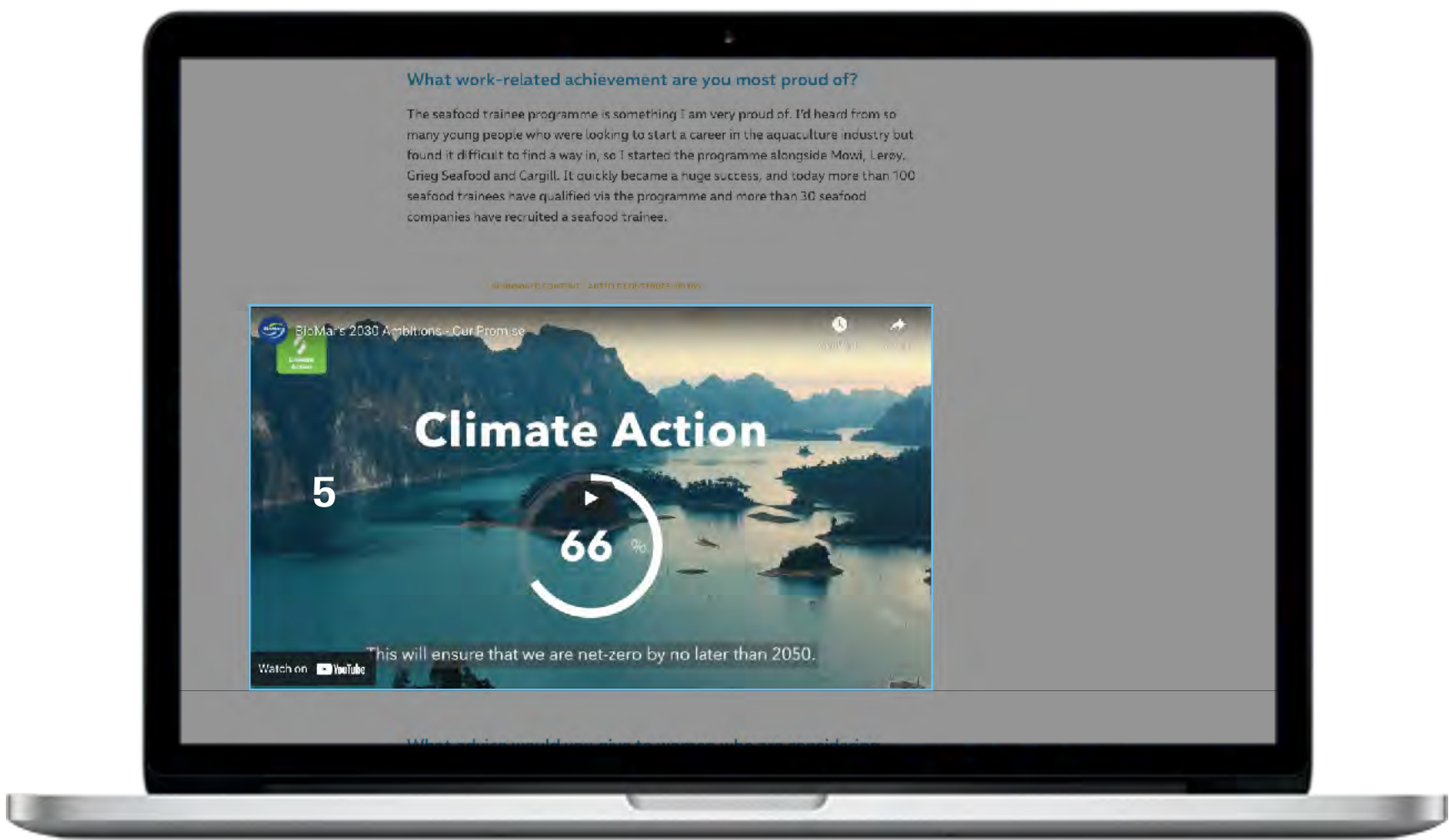
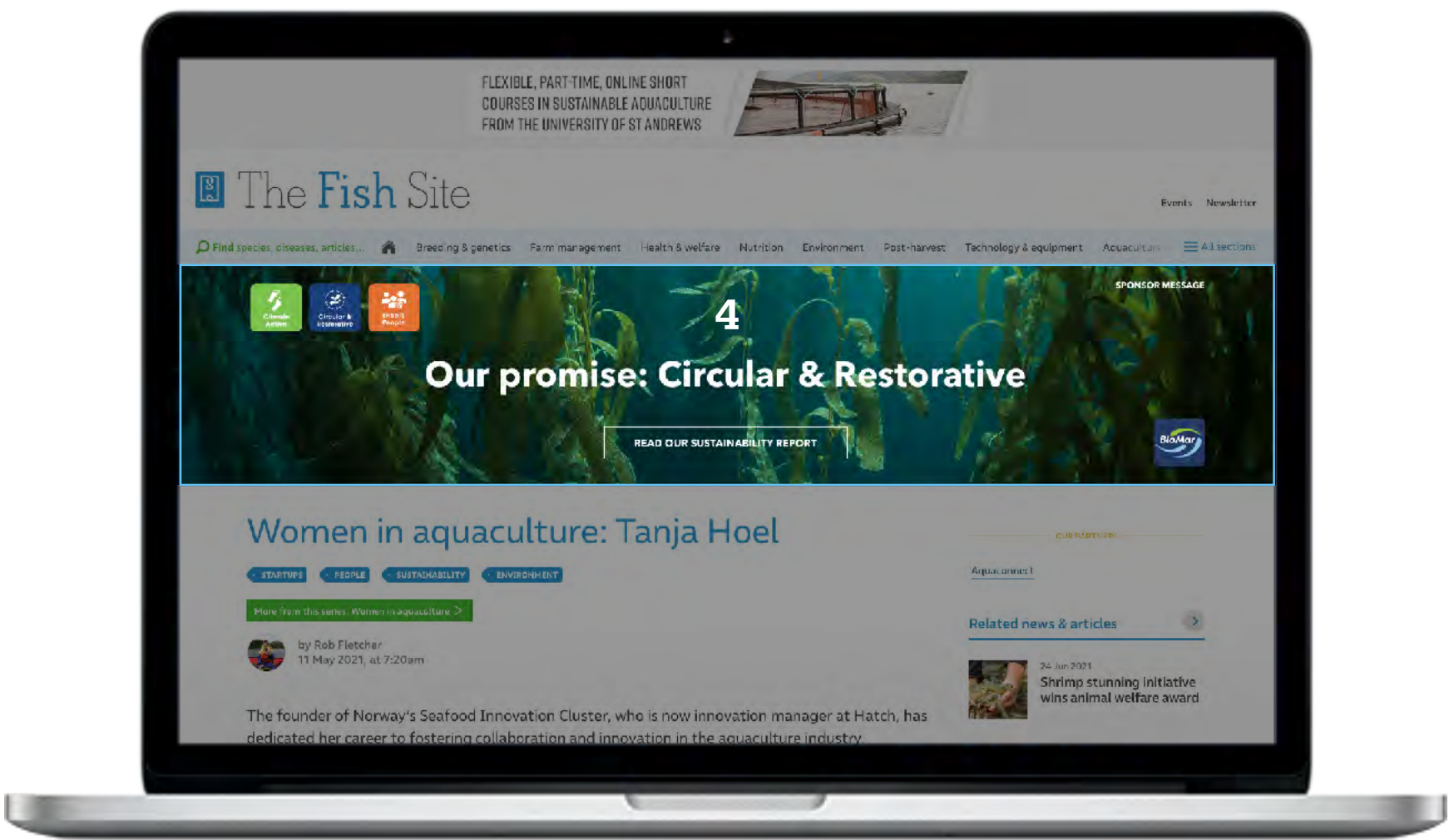
Questions?

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Category sponsorship wrappers

- R&D
- STARTUPS
- EVENTS
- CONSUMER
- POST-HARVEST
- SUSTAINABILITY
- ENVIRONMENT

- 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



- 4 Full-width category header 1350x250px
- 5 Full-size video embed from your channel
- 6 Full-width in-text card with custom copy and button

Pricing

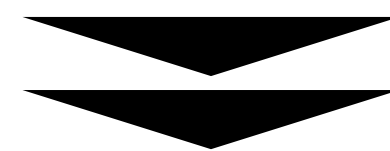
- 2 Months: 3500€ per month
- 4 Months: 2800€ per month
- 12 Months: 1900€ per month

Something specific
in mind?

Contact us



The first full-service media agency for the aquaculture industry





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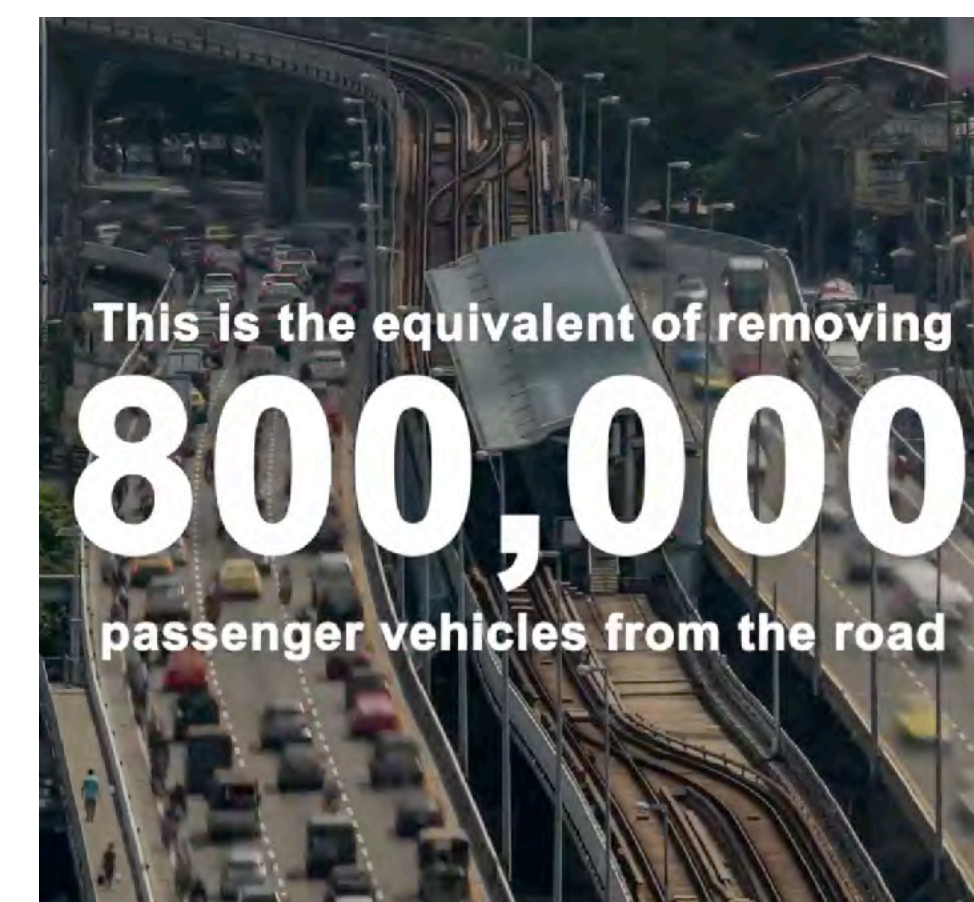
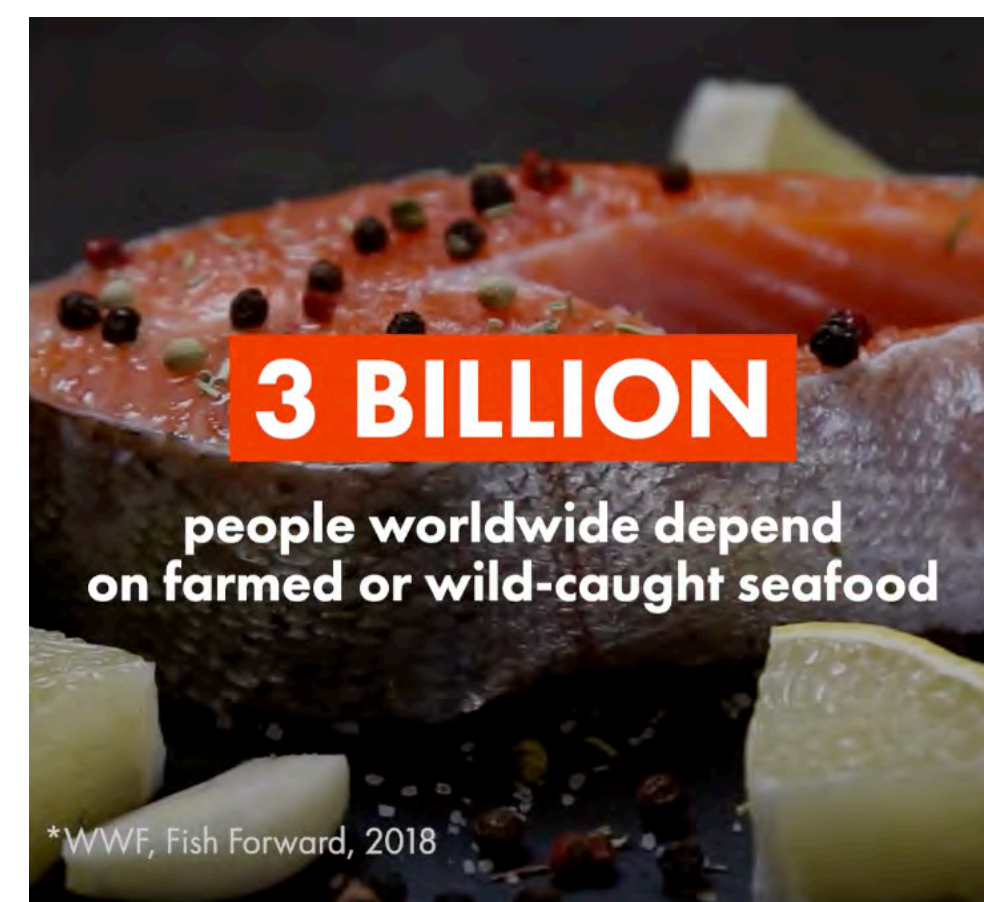
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Video production

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.

[Watch the reel](#)





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.

What are you looking for?

- Sponsored content
- Blog posts
- Campaign & social media copy writing
- Proof-reading & editorial services
- White papers

Reach out

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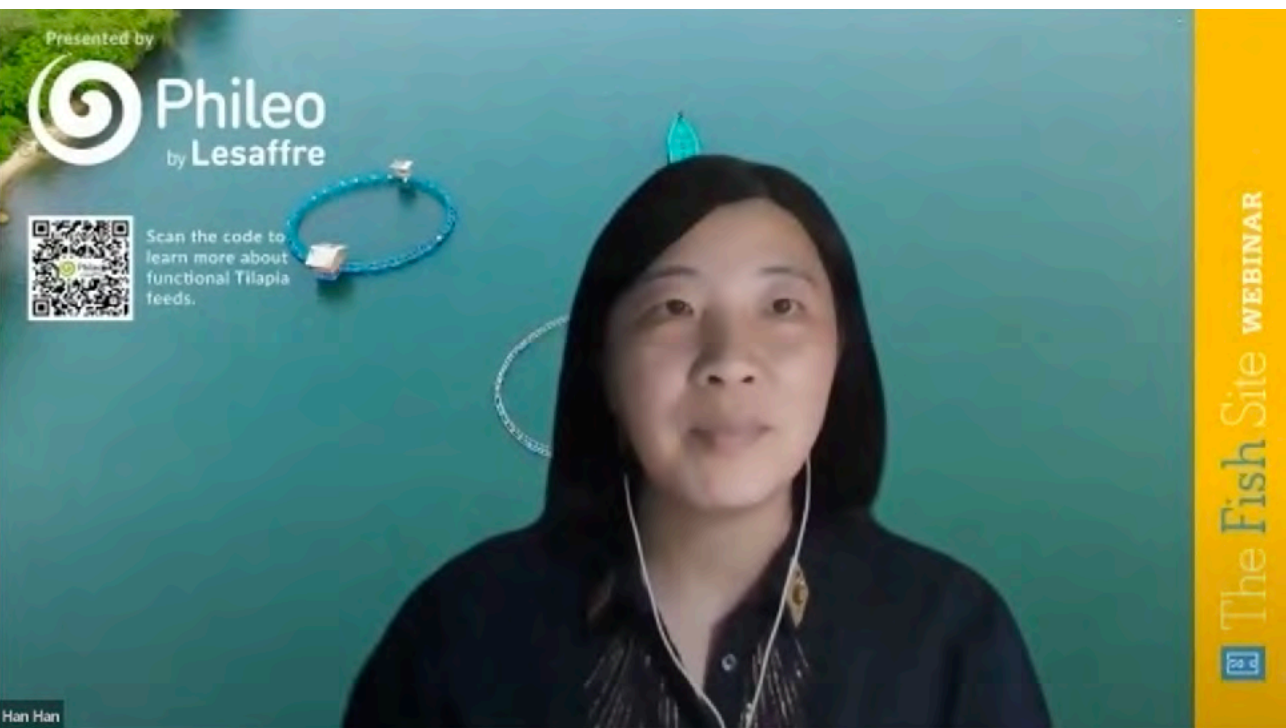
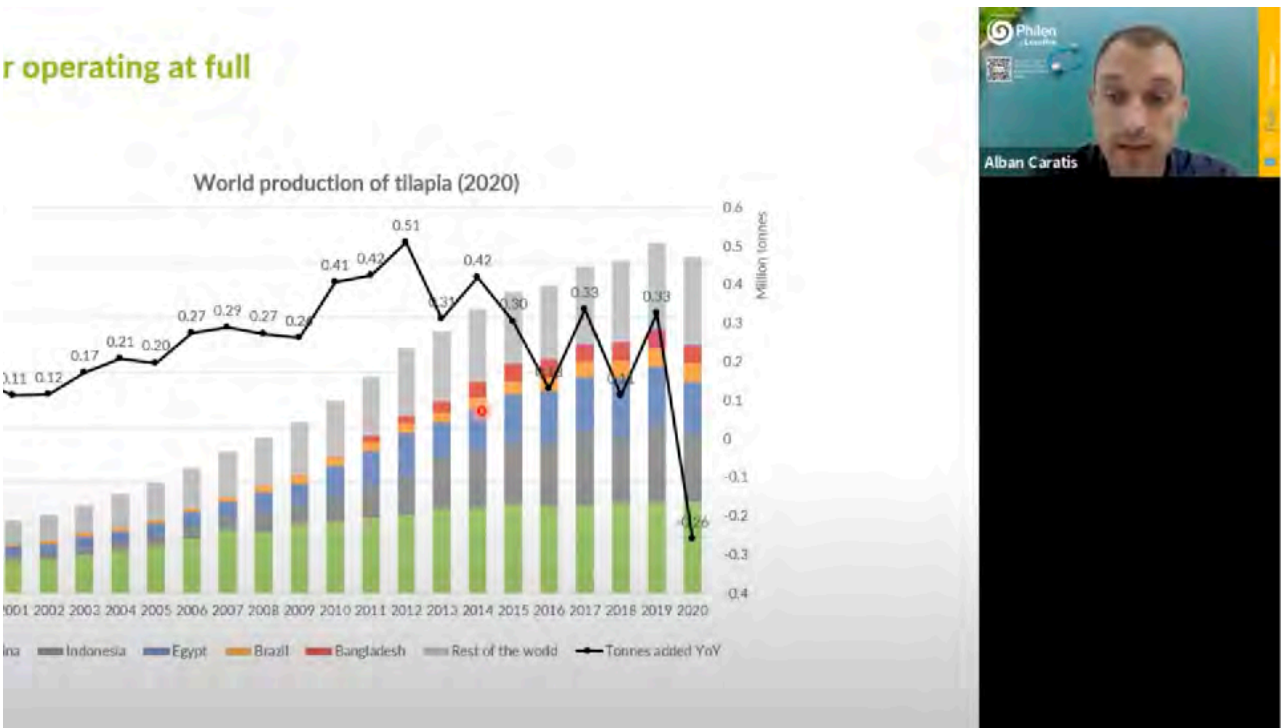
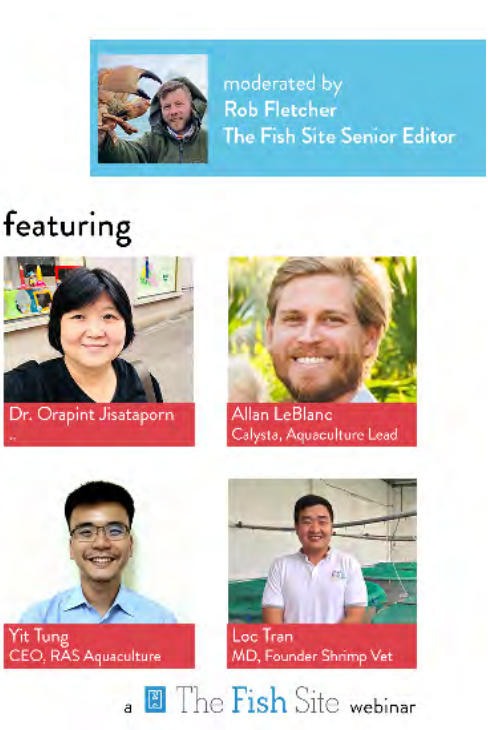
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Webinar campaigns & event hosting

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.



Our webinars have attracted

- +2000 live viewers
- +9000 recording clicks
- +4000 email sign-ups

A selection of our webinar clients





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

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

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

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

Book a free 30min consulting session



Custom-made campaign development & design

The only agency that natively understands the aquaculture industry.



Client: HATCH
Campaign: Hawai'i Innovation Studios 2022



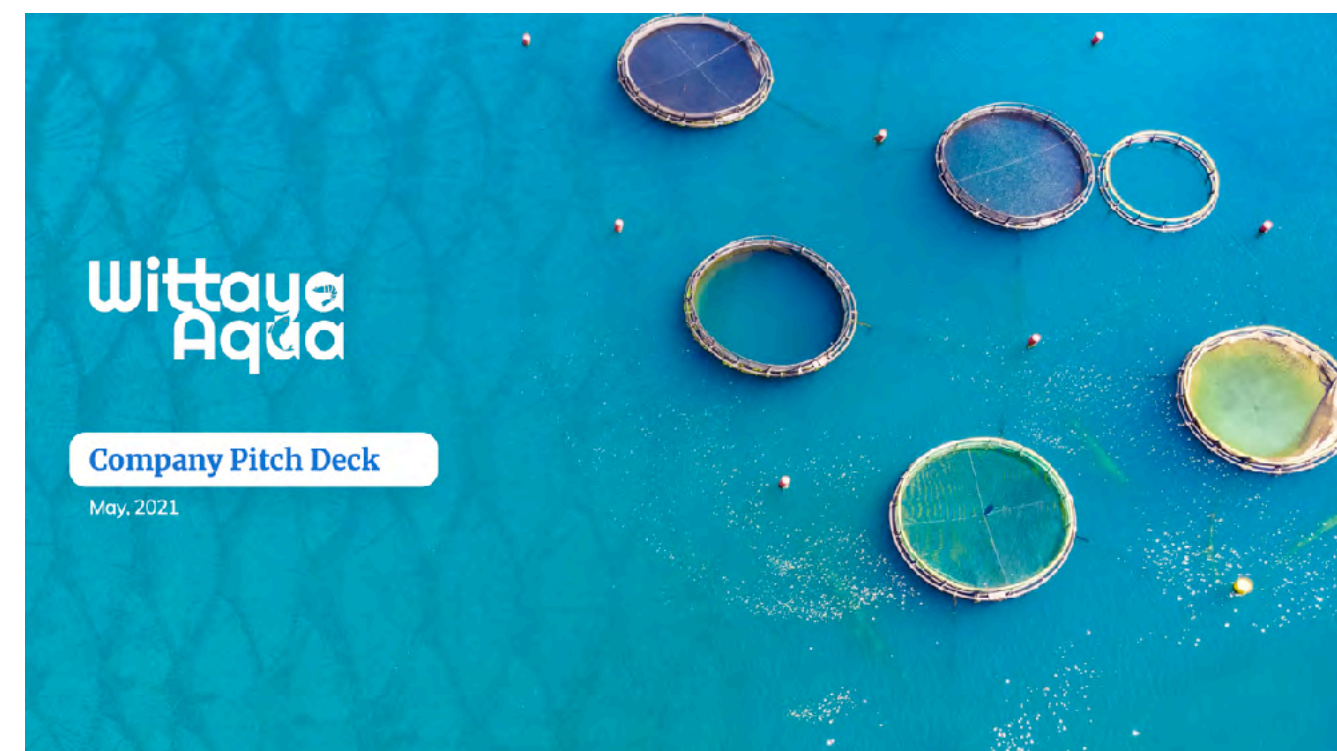
Client: HATCH
Campaign: Accelerator applications 2020



Client: Phileo by Lesaffre
Campaign: Tilapia feeding program global campaign 2022



Client: WEEB
Campaign: Women empowerment 2022



Client: Wittaya Aqua
Work: Company pitch deck 2021



Client: Pharmaq
Work: Explainer videos Fish Health Forum



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

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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



Moritz Mueller, Managing Director & Partner @ The Fish Site

moritz@hatch.blue

+39 333 3955 323

+49 174 172 4211

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