

the fish site

Media Kit 2023

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

Our two main user groups

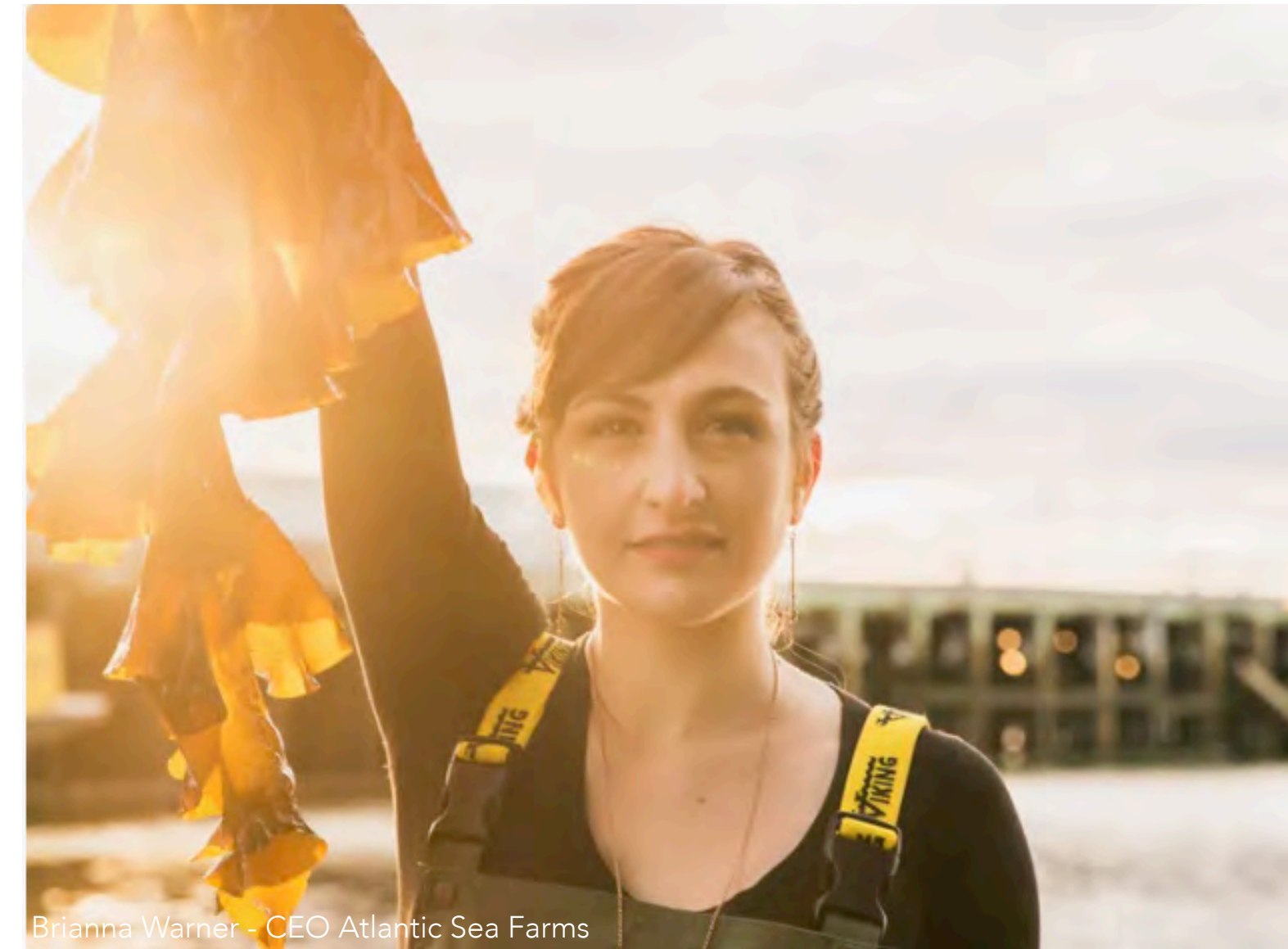


Yit Tung - CEO RAS Aquaculture

Farmers - [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

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

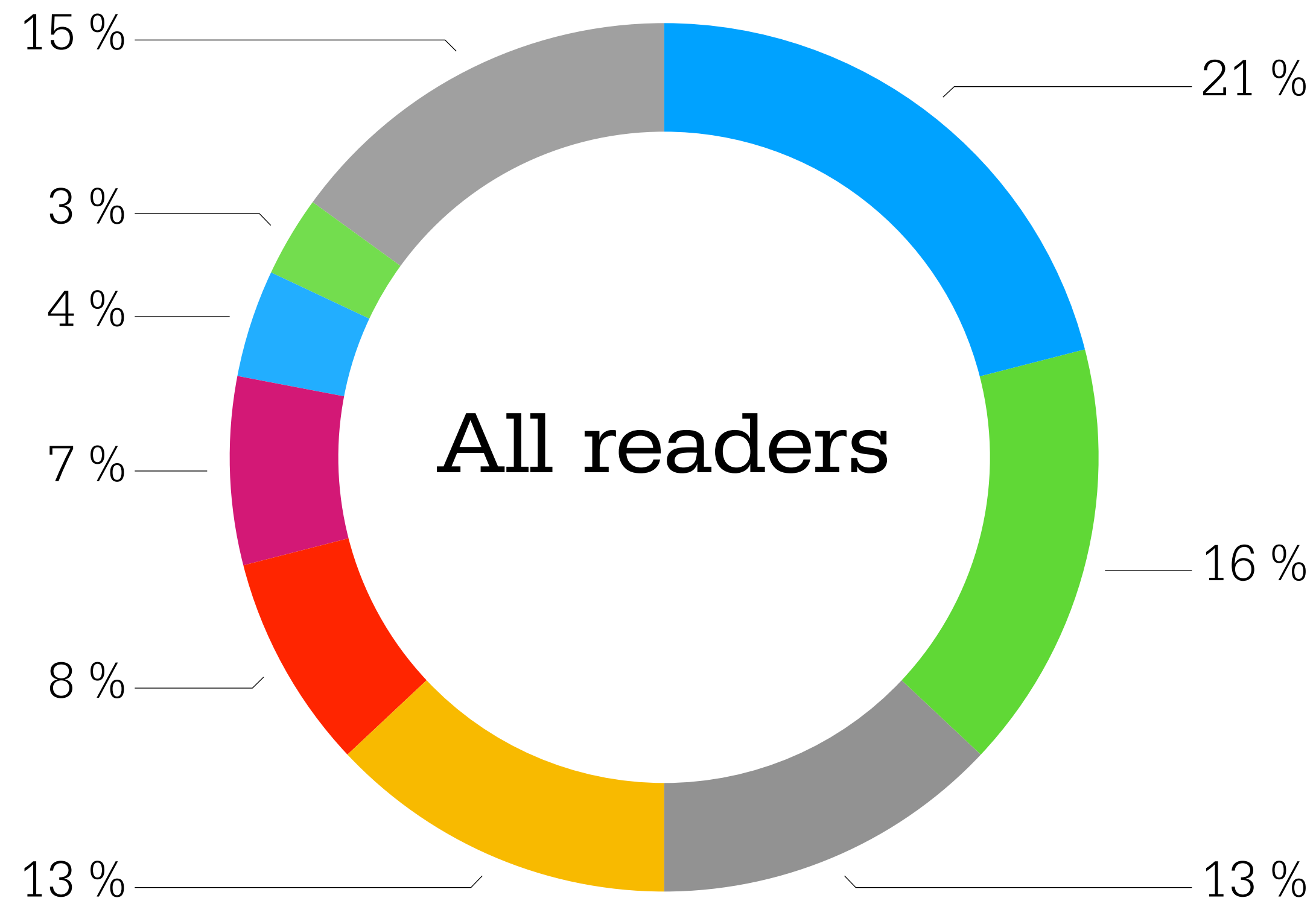
Innovators, investors, suppliers, academics/researchers, NGOs and other change leaders.

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 Audience - Overview

Who reads The Fish Site - by profession



Preferred reading

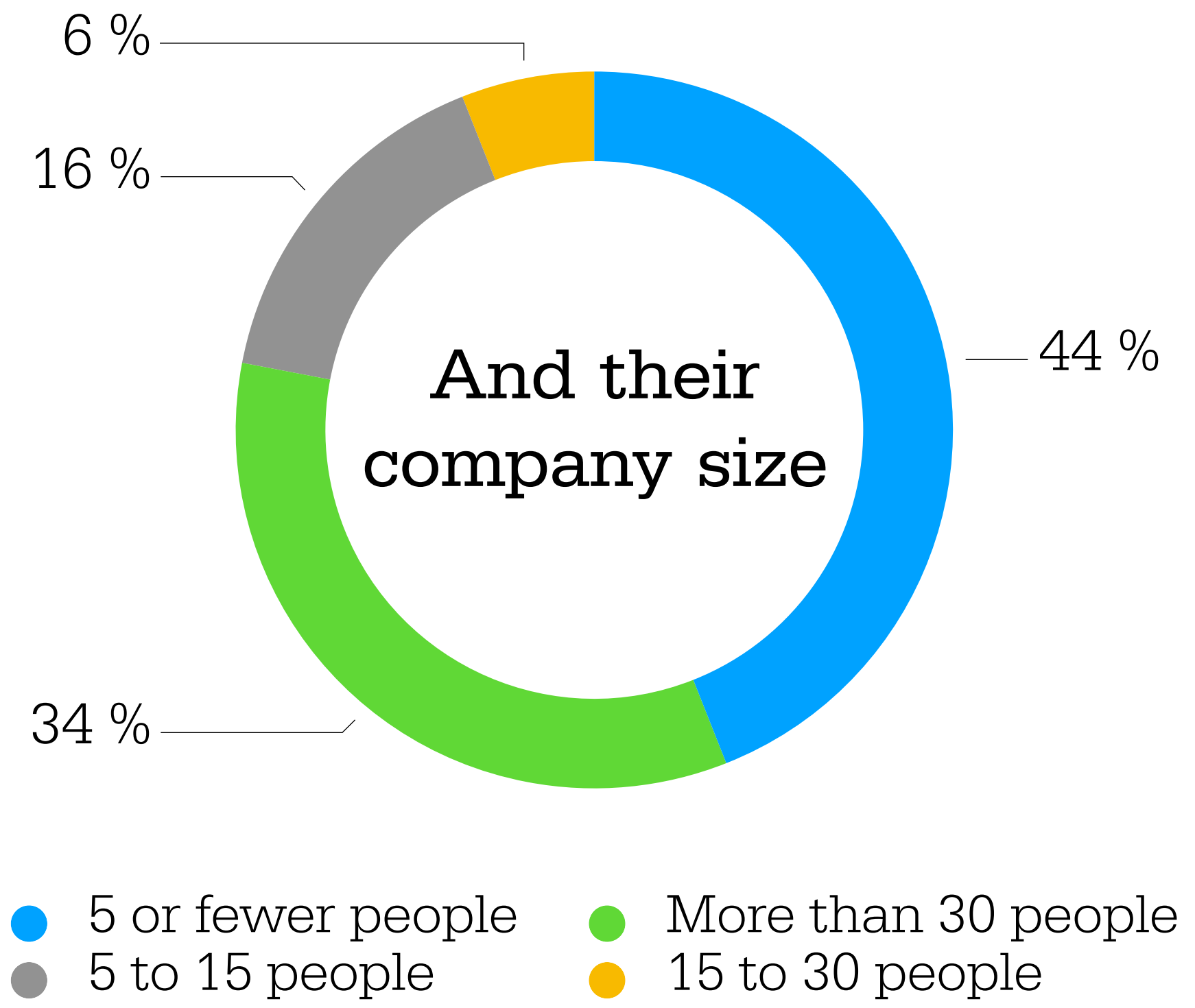
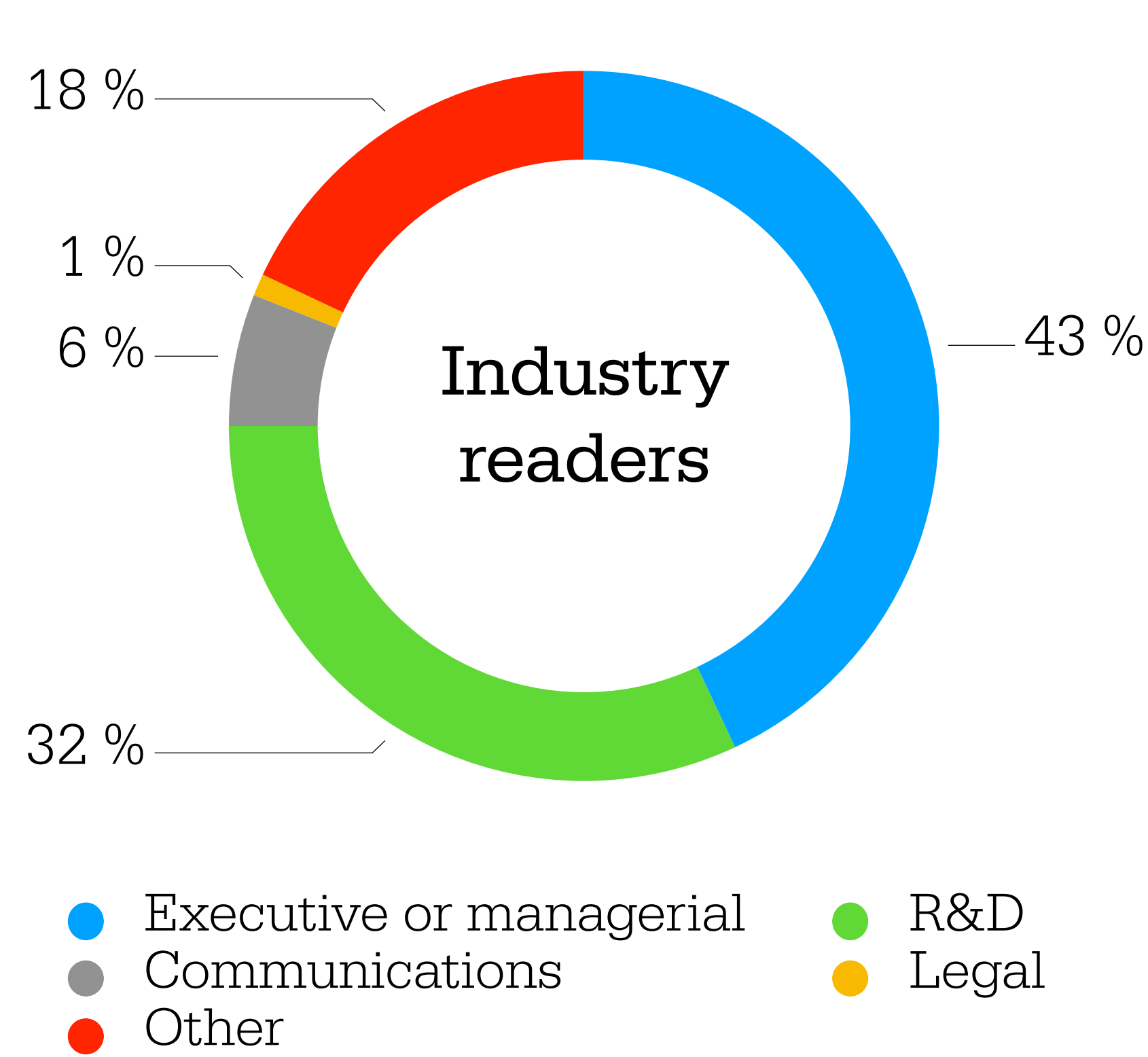
1. Emerging research
2. The latest industry news
3. Market trends and updates
4. Innovative producers and companies
5. Thought leadership





The Fish Site Audience - Industry

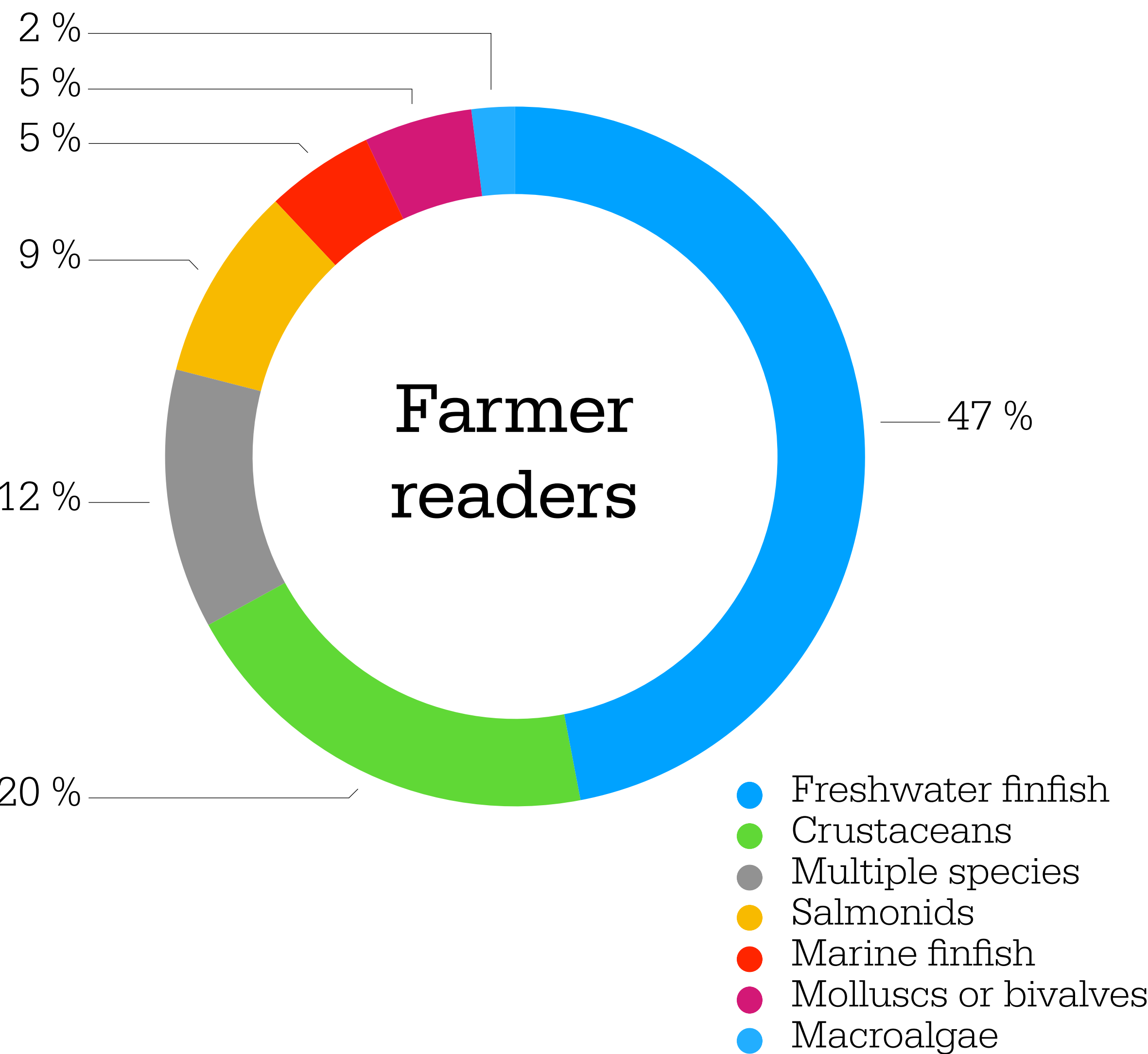
Breakdown of industry cohort





The Fish Site Audience - Farmers

Breakdown of farmer cohort



Farmer priorities

1. Farm input/equipment costs
2. Feed quality
3. Disease outbreaks
4. Environmental threats
5. Sourcing juveniles and seeds
6. Sustainability
7. Market demand and prices
8. Equipment failure



A truly global platform

+4,7M

annual page views

+2,3M

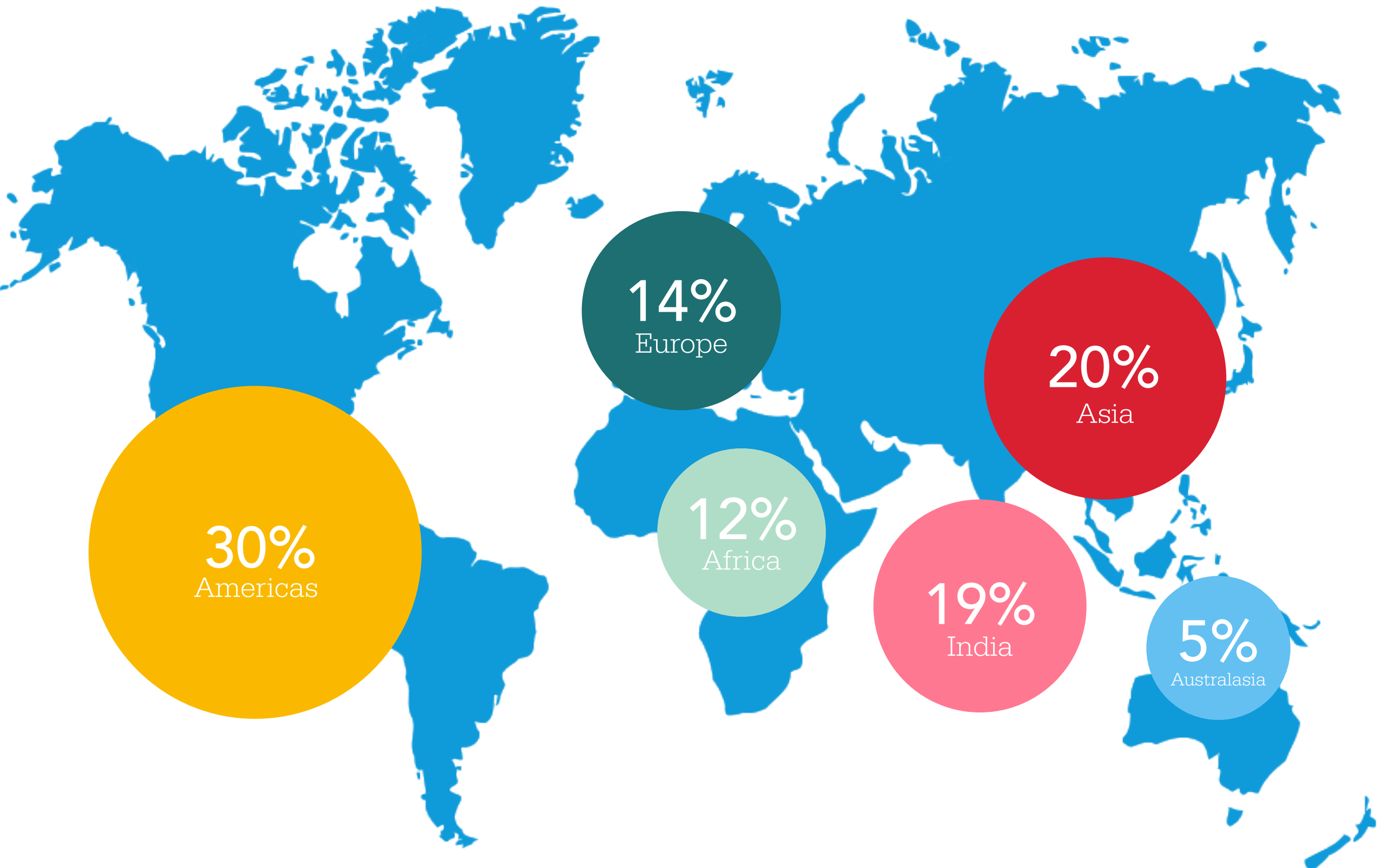
unique users

+3:30min

Average reading time

50%

of readership under 35



On social media



+9,000
followers



+11,000
followers



+11,000
followers



+200 (new)
followers

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

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The numbers

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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.

+10100

Newsletter subscribers

19%

Avg. open rate

17%

Avg. click rate

[Read the latest edition](#)

All numbers from 2021

24th February 2021

Share this email

The Fish Site

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.



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

Proprietary ad space on The Fish Site

On the right: In-article advertising

We offer high quality proprietary ad space that supports all types of rich media. We can embed videos, buttons, custom text and all your company branding with ease, while placing them within the favourite content of your desired target groups.

All our proprietary ad spaces offer direct link buttons, animations, video integration and a fully custom layout tailored to your campaign.

We do not offer standard banner advertisement anymore. This is because in the past, performance rates across the industry have been so bad, we actively advise our clients against investing in banners. They are easy, but they normally convert <0.5% of their impressions. In our experience, this is only desirable if you are advertising to consumer-goods markets with millions of impressions and corresponding large budgets.

We are happy to convert any assets of former banner ad clients into our new formats at no charge. All we need are the edit files.

Inquire about your dates

What does a normal day on the farm consist of for you?

My daily routine starts at 6 am when I go to the farm and separate the male and female broodstock and put them into two different tanks. Next, I check the water quality of all the ponds. If it has become too hot and then I cool it [by adding river water] because we face severe hot climate conditions here. The water which has become dirty has to be replaced regularly. I feed the fish with commercial feed from the market.



Malakar's day begins at 6 am
Malakar must monitor the water temperature of his ponds to prevent them from becoming too hot

ADVERTISEMENT

middleman.

Over 60% of agricultural land is used to feed animals, not people.

By investing in alternative protein solutions, we can "cut out the middle-cow" and use crops to feed more people and fewer cows.

Why did you decide to embark on a career in aquaculture?

I started the farm after watching a video about Asian catfish farming in Bangladesh. I felt that our district had lot of potential for farming indigenous varieties, as several species were becoming scare due to the inadequate supply of juveniles and production facilities.

Asian catfish are in high demand due to their high nutritional value. Eating them is recommended to patients suffering from illness. This, combined with the gap between supply and demand, means they can fetch between Rs 700 INR and Rs 2,000 INR (\$9-25)

Christen explains. "And our syringes have a 99 to 99.5 percent rate of precision, which is very high performance," he adds. "Because if the dose is too high it will lead to a huge increase in the cost of vaccine delivery. While if the dose is too low, it will reduce the efficacy of the vaccine and can lead to higher mortalities."



“...the instruments can last indefinitely, as long as properly maintained and seals and springs are replaced when needed, just like medical instruments”

ADVERTISEMENT

forward.

We are facing a perfect storm of uncertainty.

But there's only one way through: forward.

Towards the sustainability transition already transforming our economy.

LEARN MORE

A user-friendly design

The 1810 Ultra's ease of operation is another factor which Socorex is proud of.

"It's made from moulded plastic, with a glass barrel, and is a metrological system. It's similar to our 187 Classic glass and metal syringes, but it's extremely light, even easier to adjust and also easy to disassemble and clean," notes Christen.

While many operators are reluctant to part with their Classics, Christen believes that the Ultra has proved a worthy upgrade since being launched in 2019.

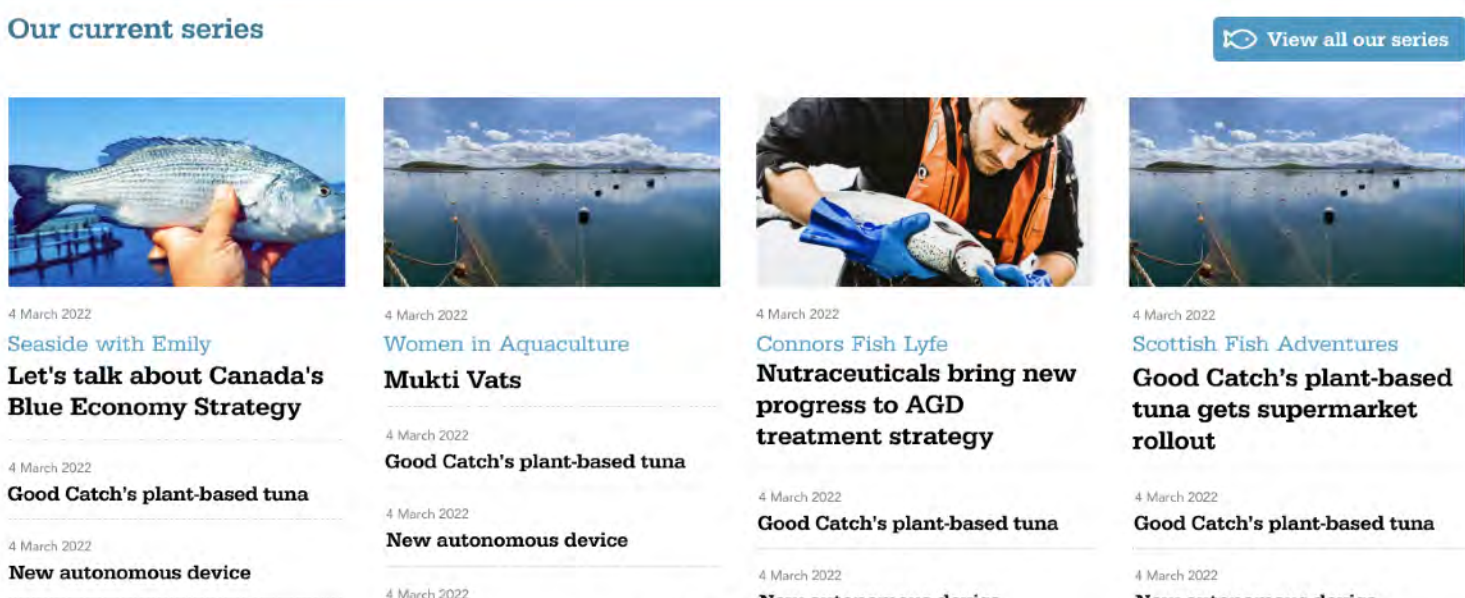
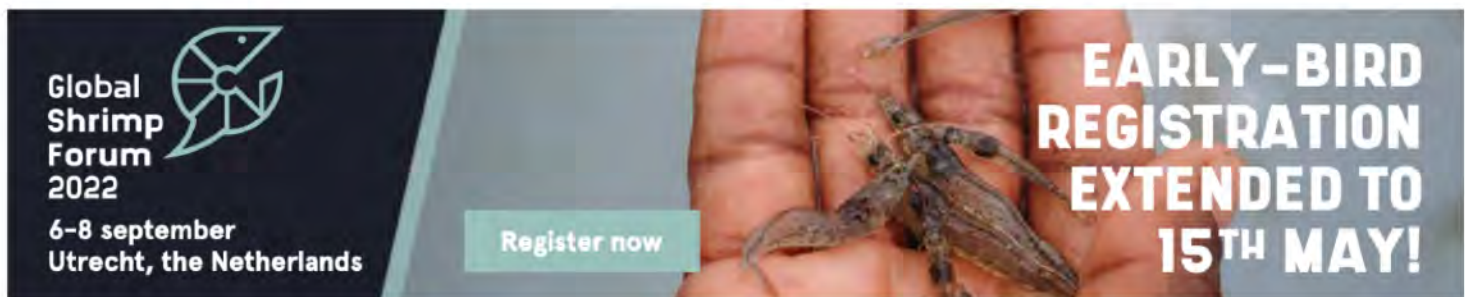
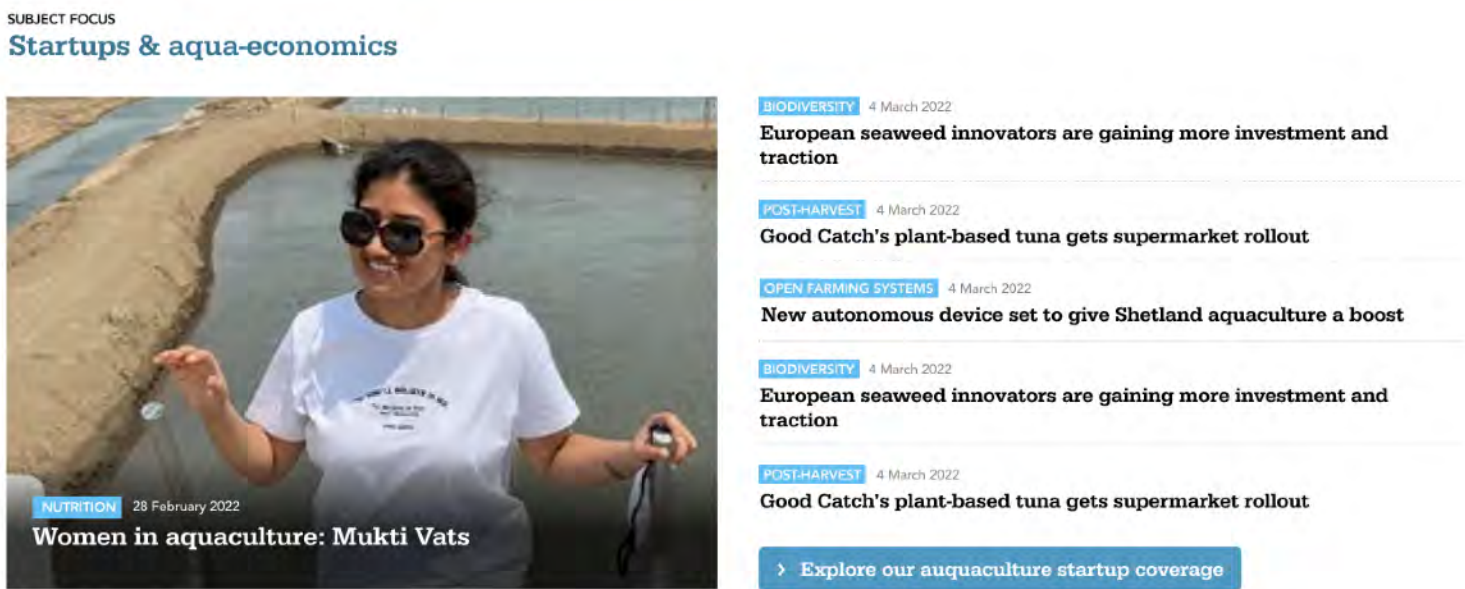
"It's got a very fast activation pace, making it perfect for injecting a large number of small animals and has been designed with fish farming in mind. It's also lighter weight and requires lighter and smoother



Proprietary ad space on The Fish Site - continued

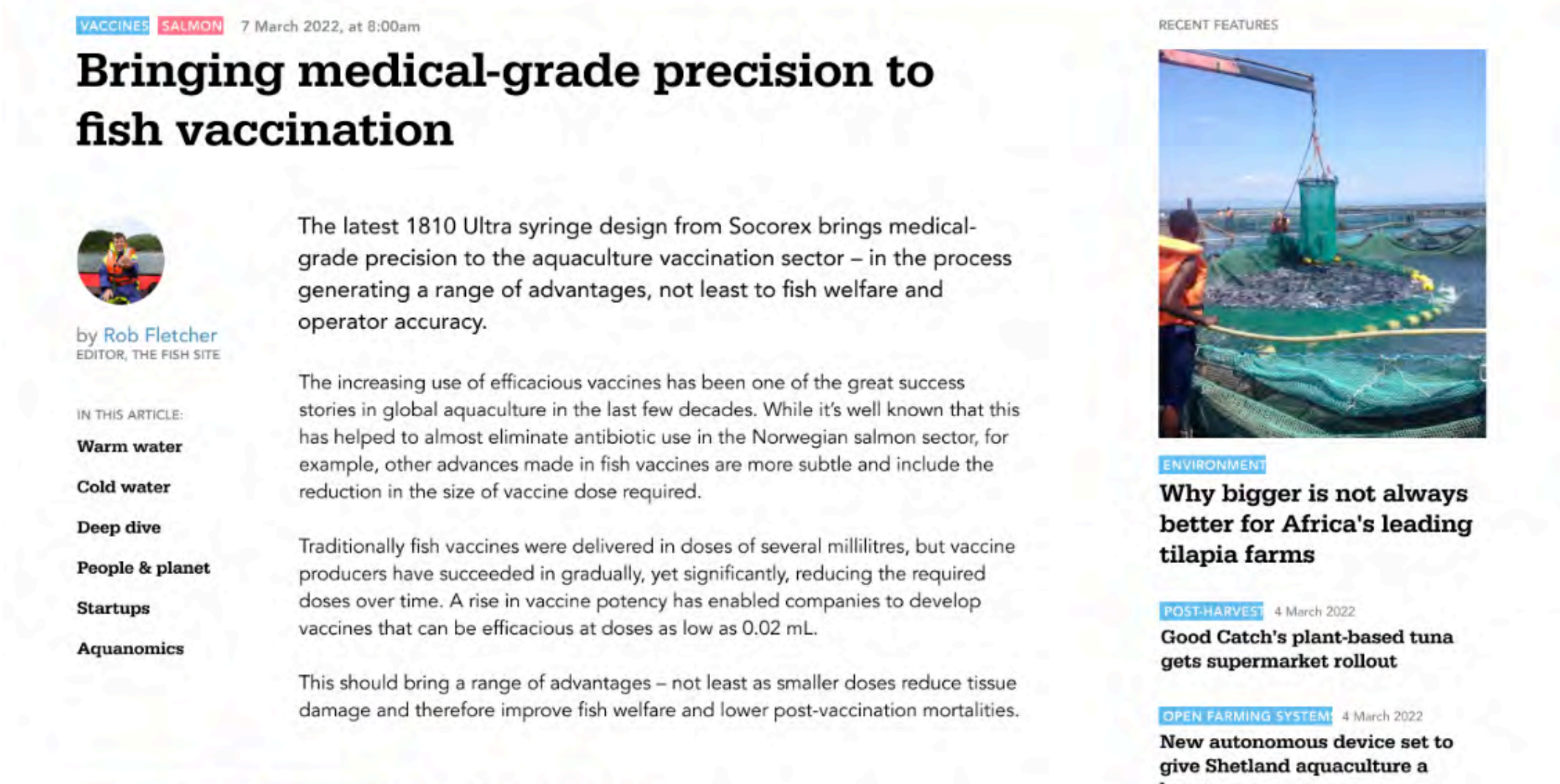
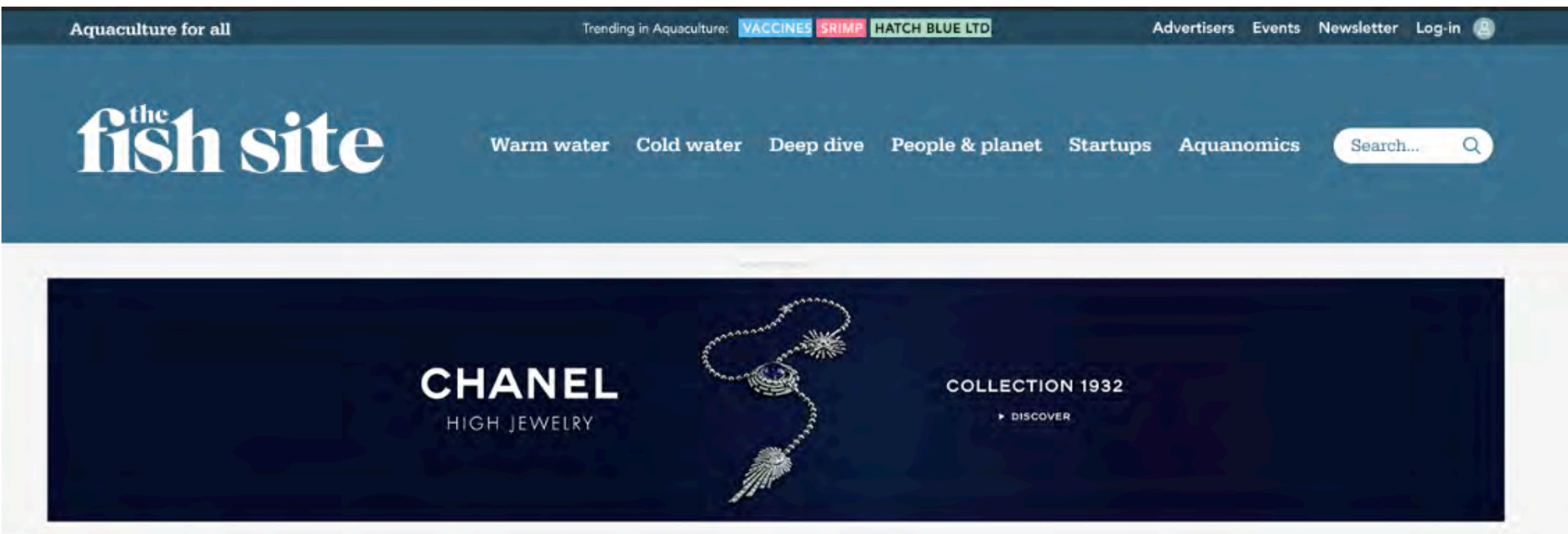
Below: Landing pages option

Integrated in our landing pages, this space offers an opportunity to integrate your branding message with your desired topic. Like all our proprietary ad spaces, it offers direct link buttons, animations, video integration and a fully custom layout.



Article header option

Displaying on all article pages, this header provides the most prominent position of all our advertising options. It is always visible on page load and offers the same functionality as all our other proprietary ad spaces. Our site features more than 30 000 articles and more than 95% of our traffic visits at least one.

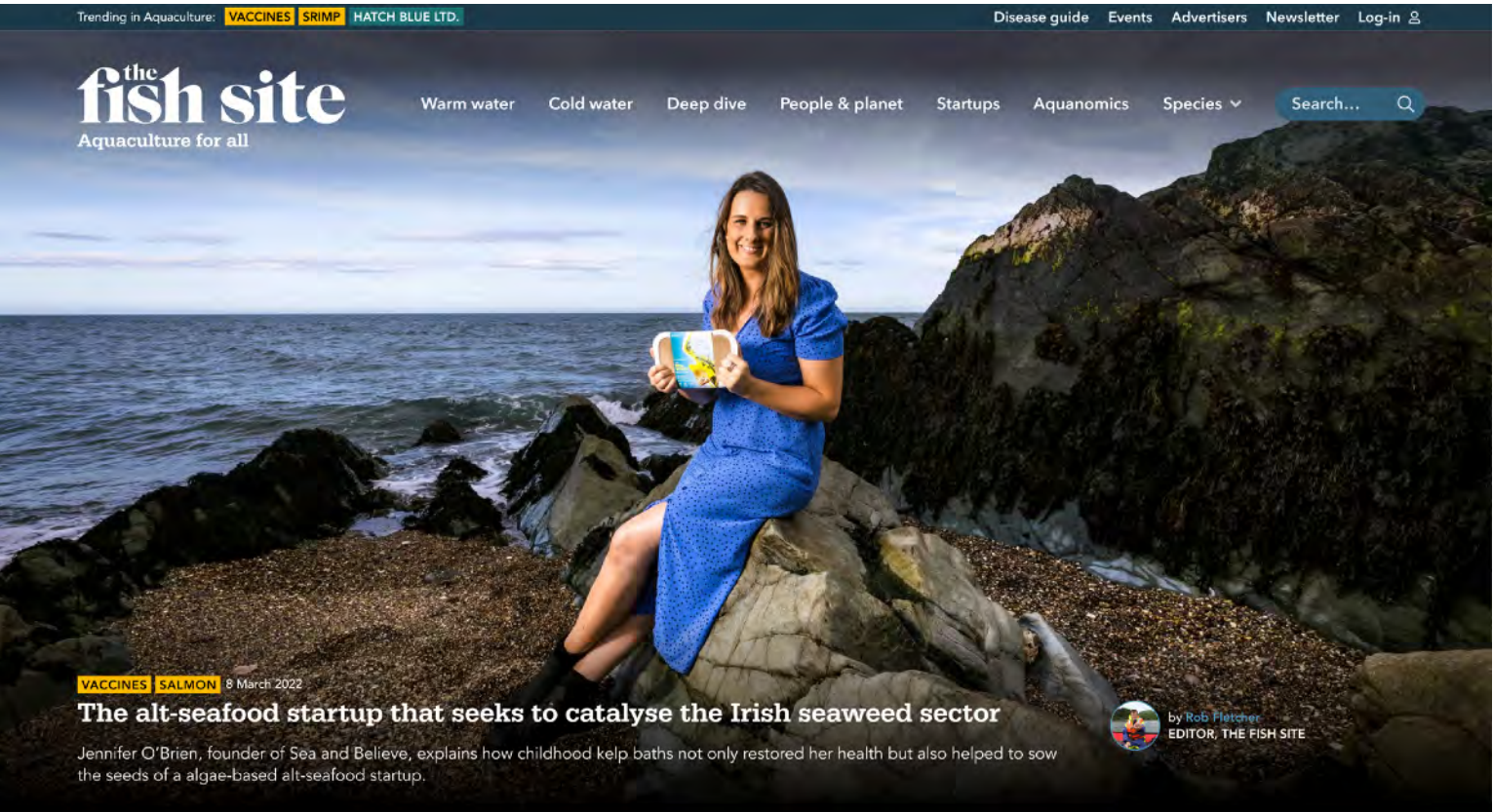




Proprietary ad space on The Fish Site - Sponsored zones



Sponsored zones are native content hubs that are all about your brand and appear naturally in the content flow on our landing pages

- Full integration of company shapes, logos and colours
- Native content formats, additional functionality like directly linked logos and buttons
- Easy video-embed from client channels
- Precise targeting to the desired readers and topics through our site taxonomy
- Optional content creation services by The Fish Site, including animation and original video content
- Zone appears naturally in the flow of content on the site, on all landing pages fitting the targeting parameters



Natural Nutrition

SPONSORED BY CORBION



The new pathway to sustainable Omega3
Are microalgae the answer to aquaculture's feed challenges?

by Alyssa Carino

HEALTH
The key to healthy fish: A farmer's guide to AlgaPrime DHA

by Corbion


HEALTH
Powder or liquid? What's right for your animals?

by Corbion


SEAWEED | DEEP DIVE | RECENT

Video: How does Omega3 from algae protect our oceans?

Learn more about





Request a sample



Contact us

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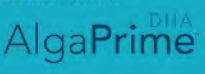
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Learn more about



Request a sample



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Pricing for proprietary ad space

	Base price per month (minimum runtime 2 months)
Article header	2000 €
In-article advertising	3000 €
Landing pages	1500 €
Sponsored zone	3500 €

Get in touch

Placement in other channels

Social media support

We offer cooperations on our social media channels for our client brands. We offer and develop custom messaging for you that resonates with both your brand and our readers.

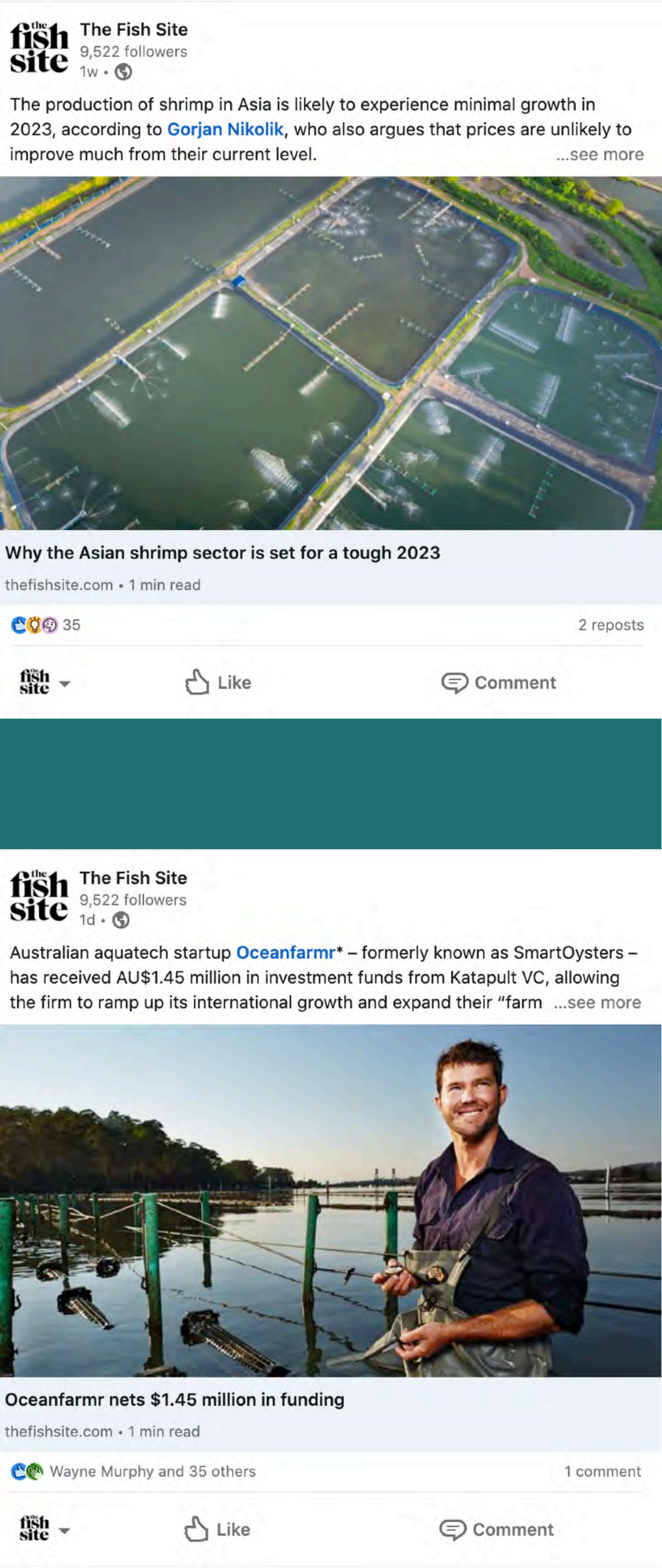
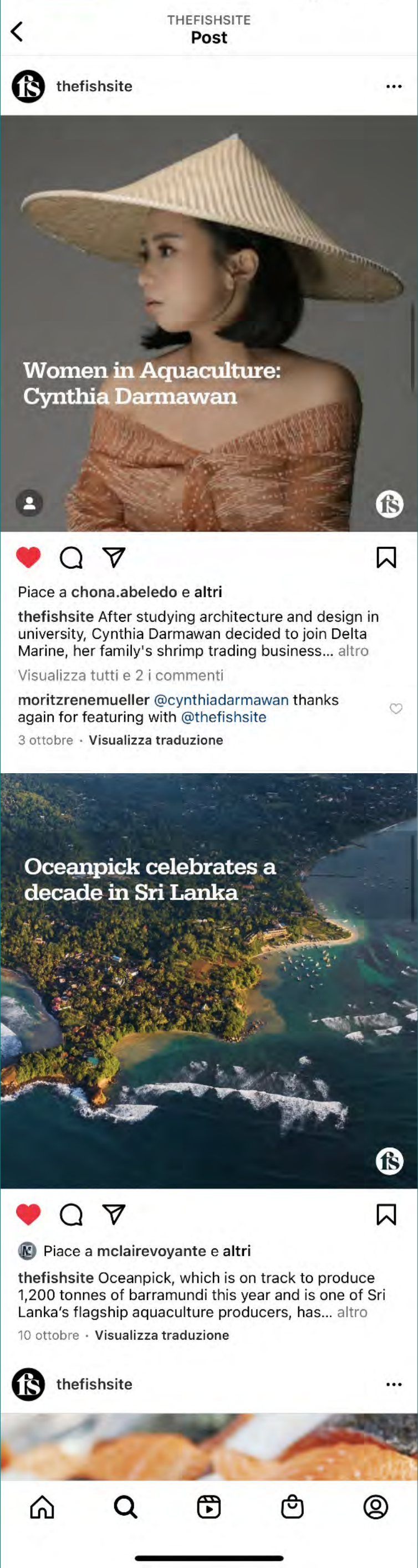
Newsletter placement

Our weekly newsletter offers the opportunity to feature events and custom sponsored articles, reaching +10 000 readers.

Sponsored articles

We offer tailored articles in any form you like, giving you a presence that presents your media and story perfectly. Our editorial would be happy to discuss options with you. See “Agency Services” for more info.

	Followers
Linkedin	9523
Twitter	11600
Instagram (new)	232
Facebook	12321
Newsletter	10434
Total	44110





Targeting

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

by topic

Our site runs on our own taxonomy that describes all topics across the aquaculture industry and sorts content accordingly. By placing your content within the right topics, we make sure you reach your desired audience.

by series or article

Do you have a specific series or article on the site you would like to target? No problem, we can ensure that your advertising appears in each of your desired pieces or series.

“bad news” avoidance

Connecting your brand to positive experiences is key. Therefore, we offer a service that ensures your advertising never appears in any bad news that might impact user sentiment negatively.

by proprietary segment

We have multiple proprietary audience segments that describe certain audience groups in depth. Those are modelled on our own primary research and statistics of our site users. Get in touch to learn more and have us develop a custom segment for you.

by trend

We run a unique database of over 100 datapoint across the aquaculture and mainstream publishing world to gauge the world’s sentiment on various aquaculture topics. Would you like to be only features in topics that are trending globally? No problem, we have the data and the space for you.

Something specific in mind?

Contact us

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The first full-service media agency for the aquaculture industry

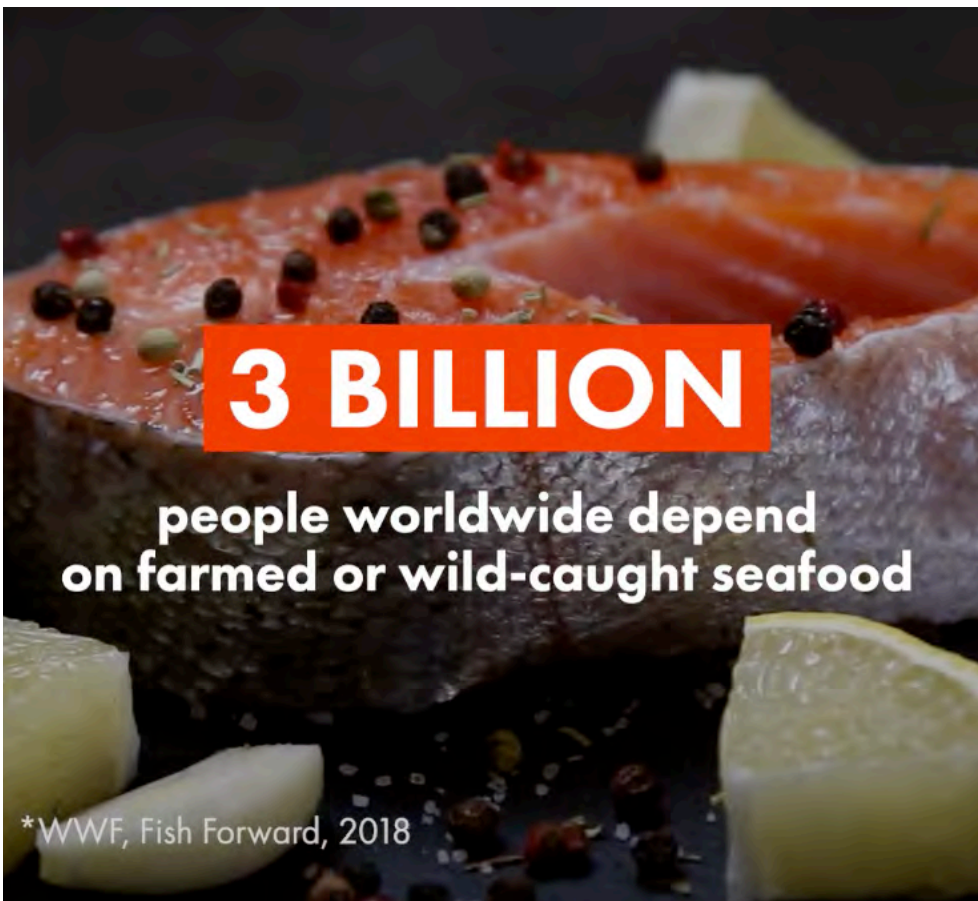
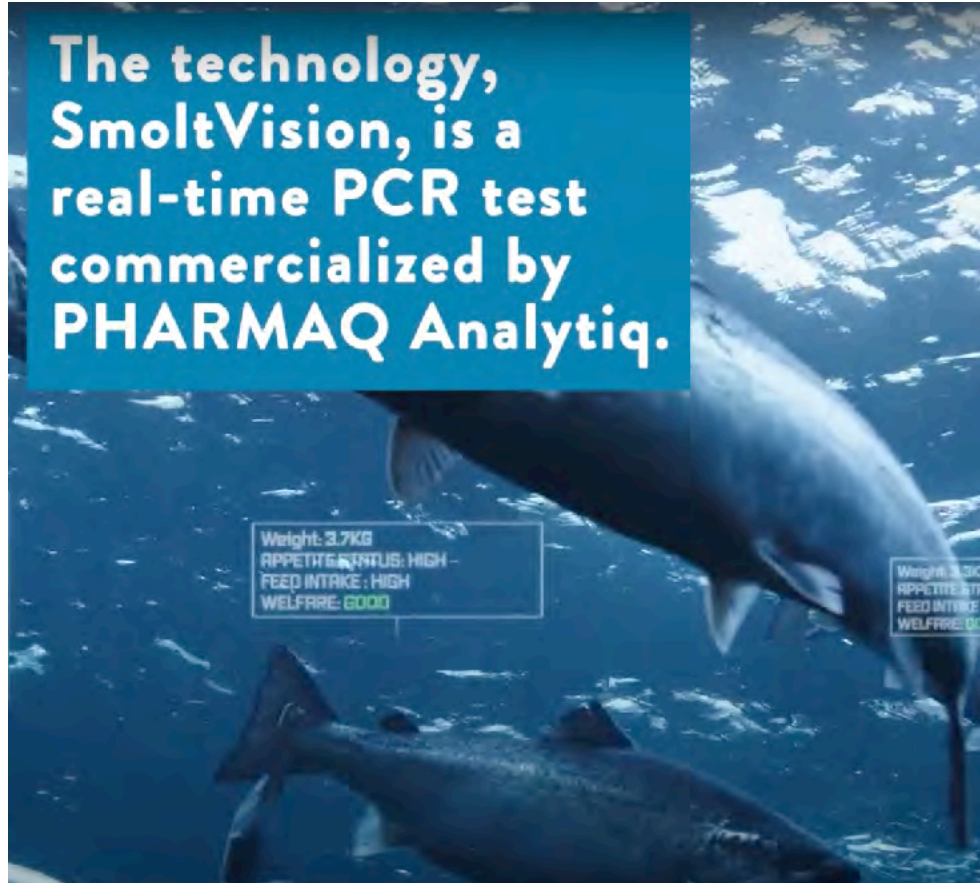




Video production

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.

[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
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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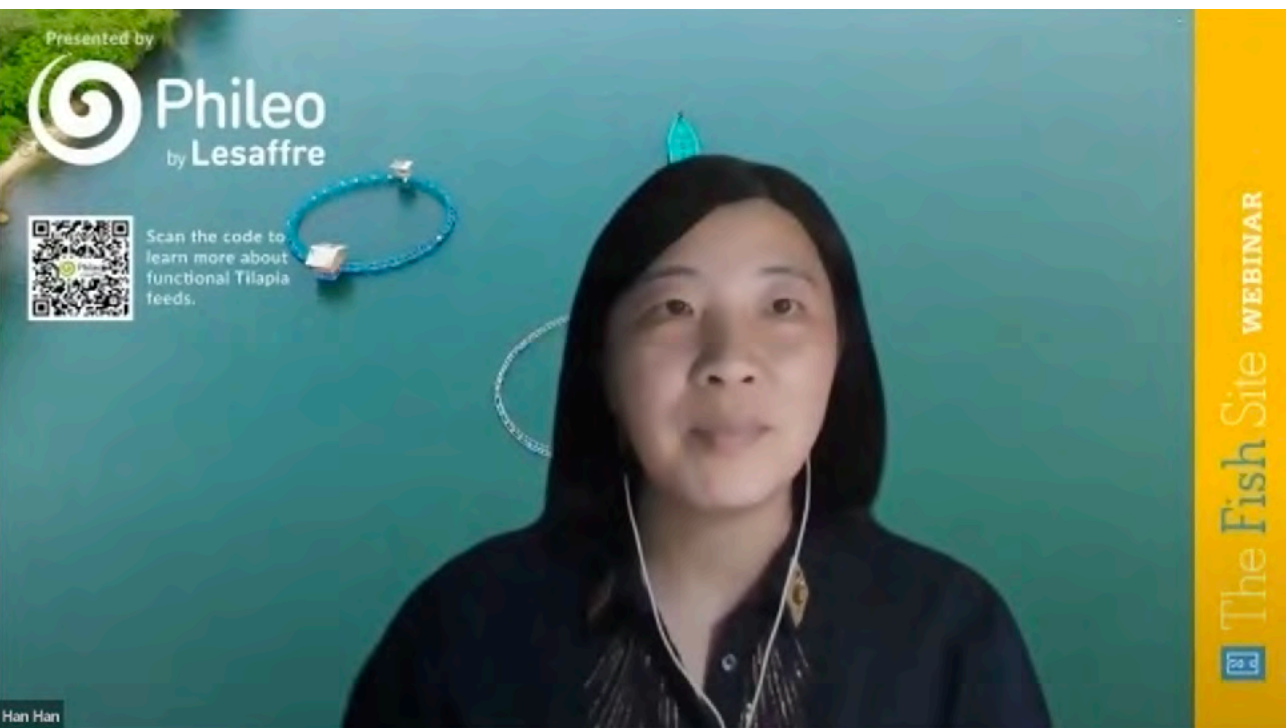
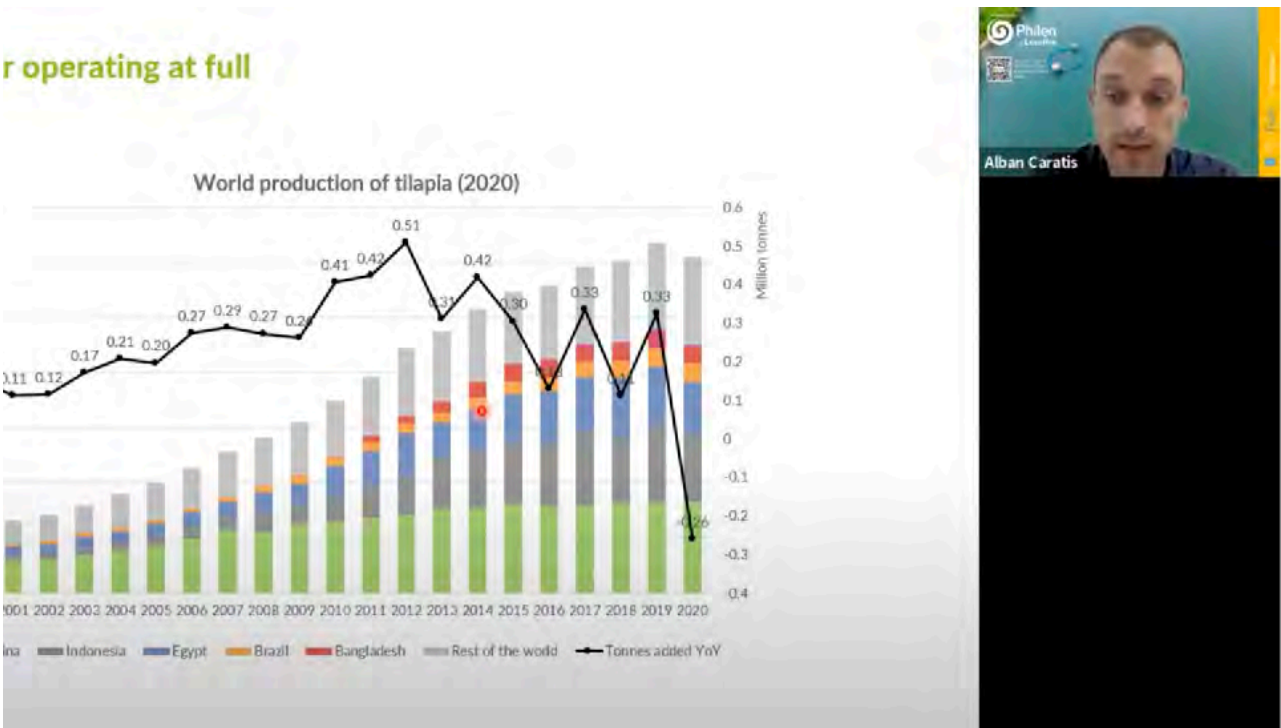
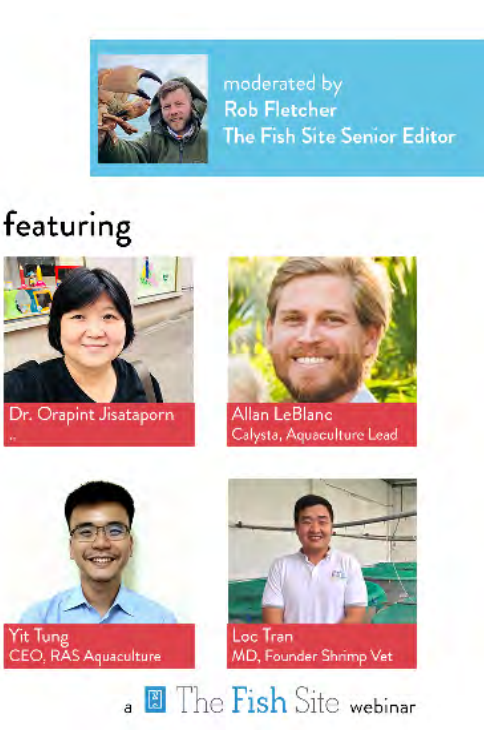
Contact

Questions?

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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



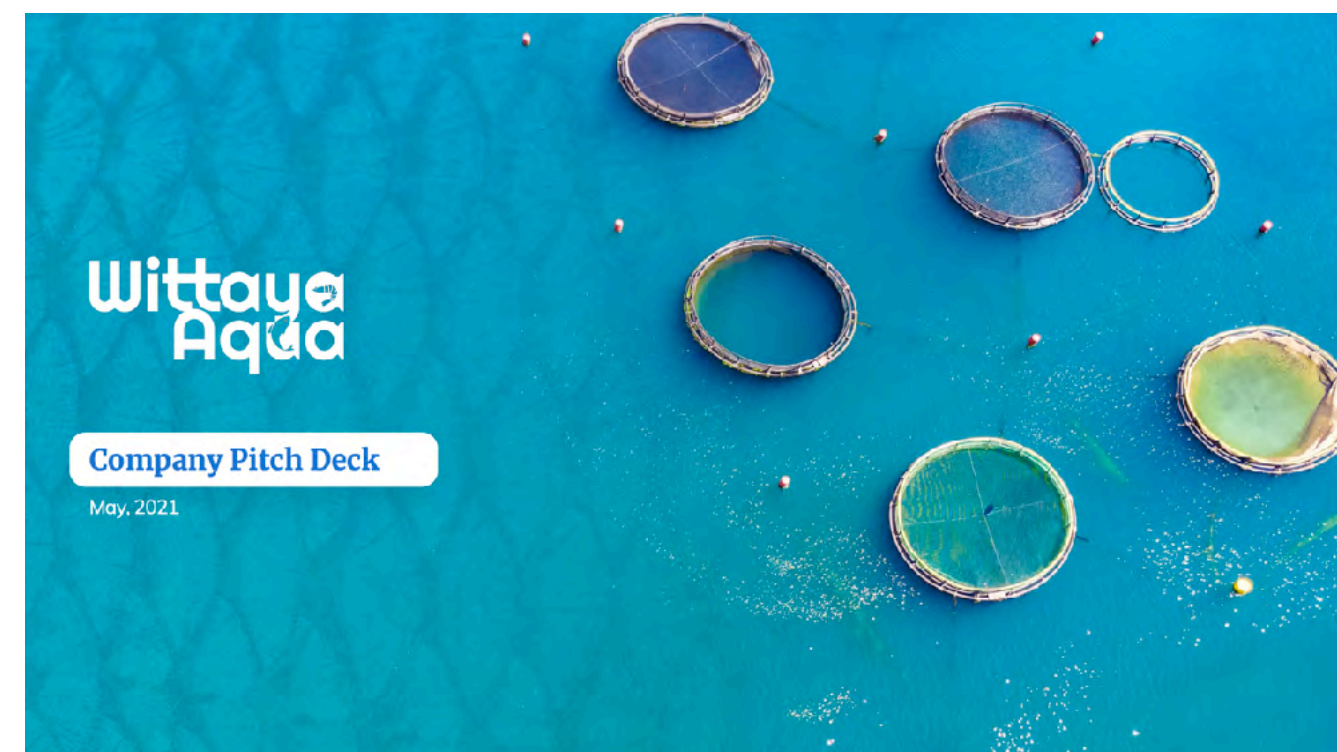
Client: HATCH
Campaign: Accelerator applications 2020



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 2023





Any questions? Just reach out



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+49 174 172 4211

[Book a free 30min consulting session](#)

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akvakultur for alle

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