



# 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 für alle

Advertising offering 2023

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





# Reaching more than 2,300,000 readers globally, The Fish Site is the world's largest media platform for aquaculture.

We are frequented by the decision-makers of startups as well as established companies alike. More than 30% of our audience defines themselves as “Investors”, “Industry decision makers” or “Tech entrepreneur”. Another 30% identifies as “Farmers”, “NGOs” or “Academia”. On our platform, science becomes business.

Our advertising is optimised to deliver value, target with high precision and present an engaging and modern visual element of our site. We help our clients achieve this through our own full service media agency, FS Media.

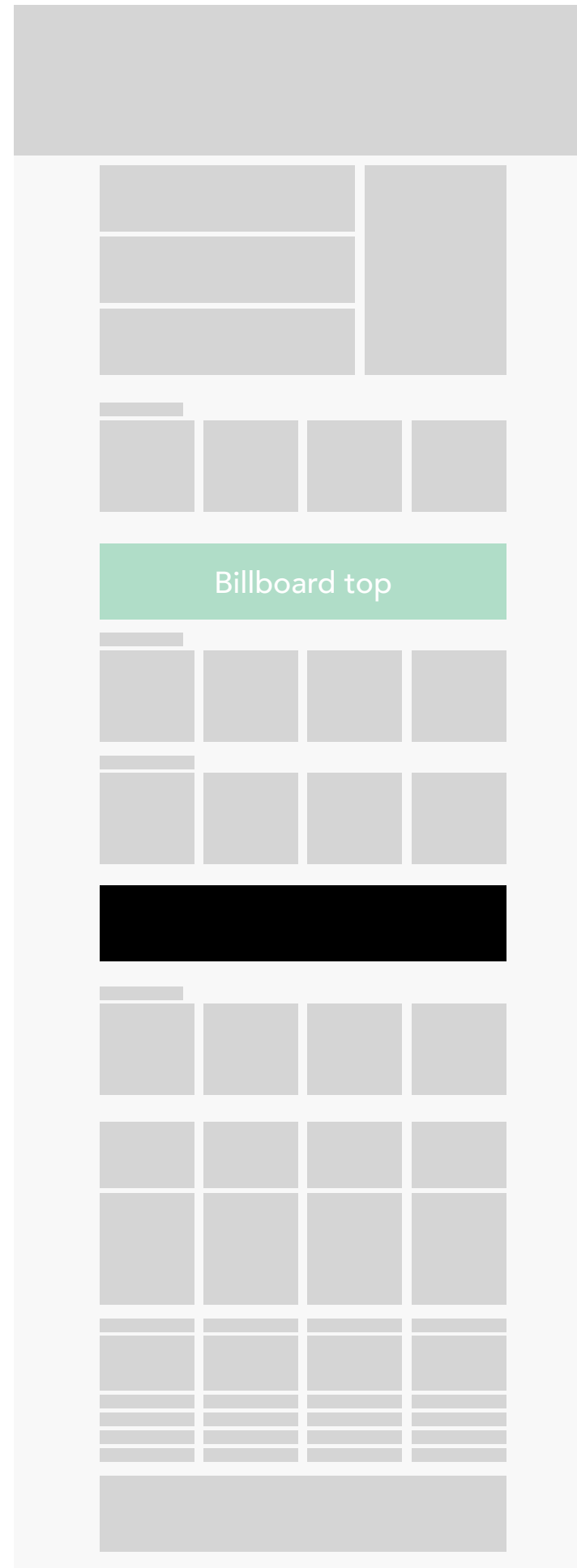
# Advertising on The Fish Site - overview

## Billboard top

Desktop 1000x200px, scales responsively to tablet and mobile

CPM rate (Cost per thousand impressions)

Run of site 71€

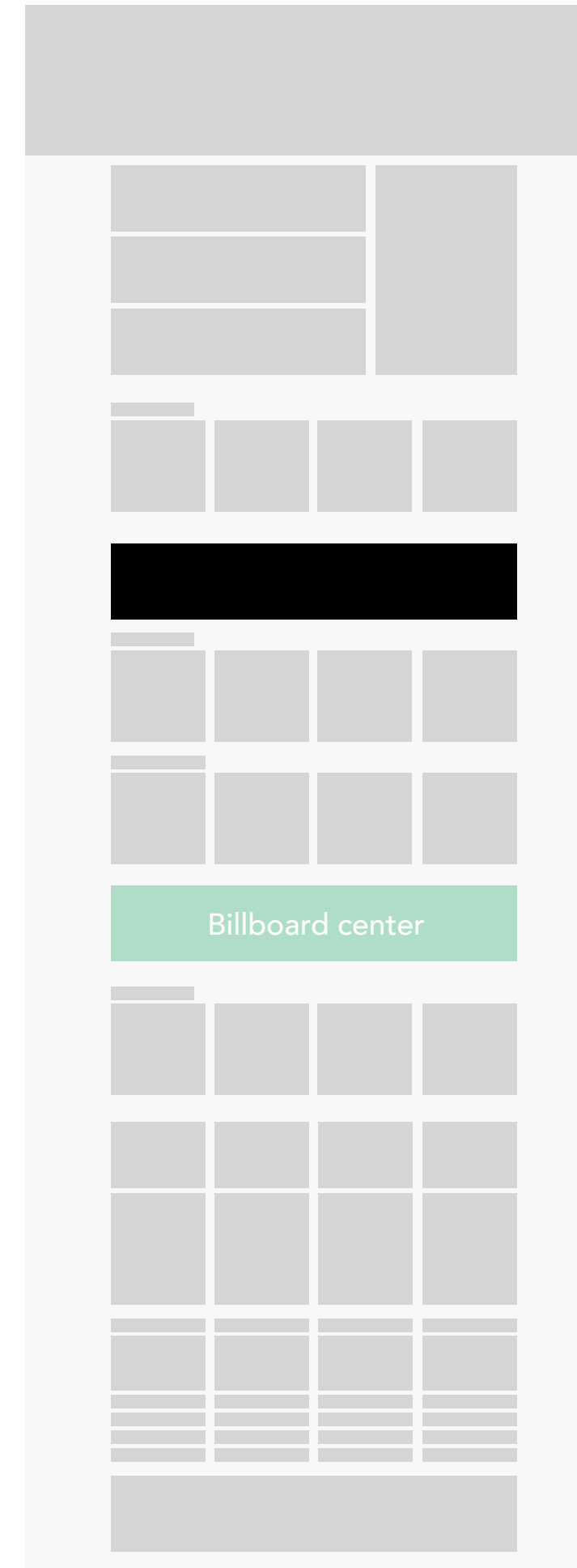


## Billboard center

Desktop 1000x200px, scales responsively to tablet and mobile

CPM rate (Cost per thousand impressions)

Run of site 59€



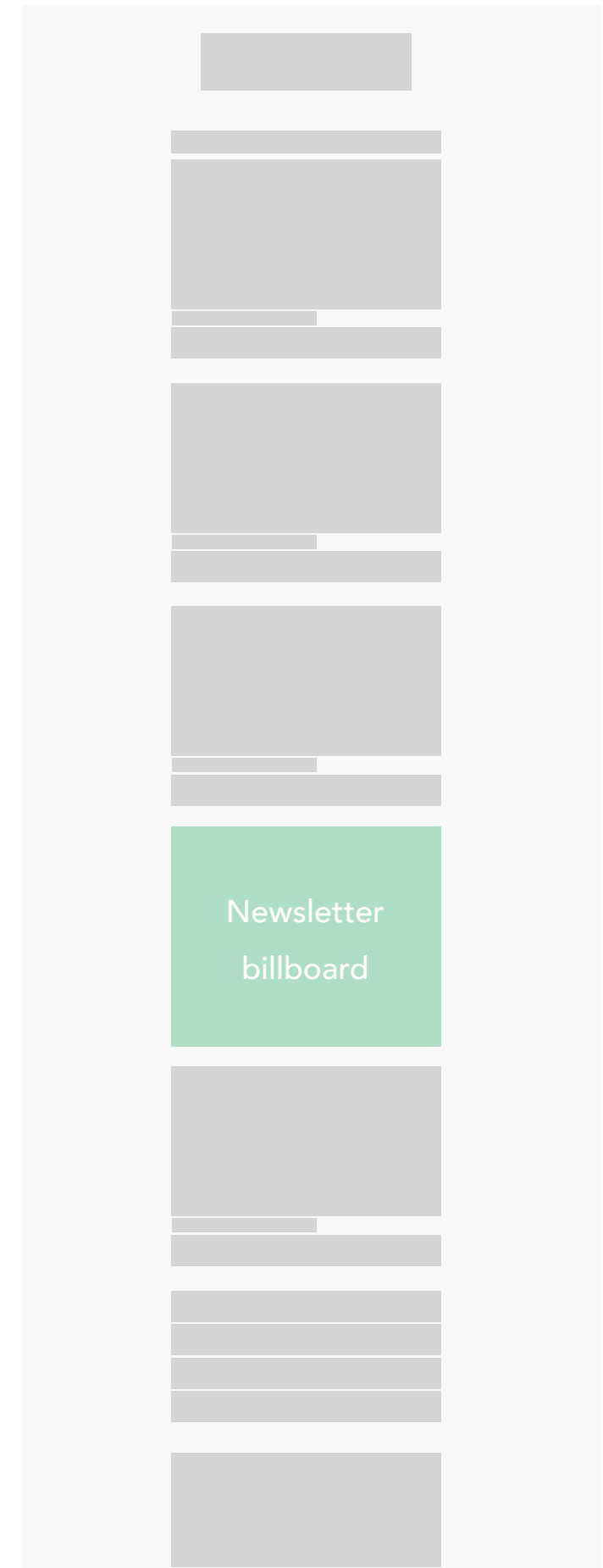
## Newsletter billboard

Desktop 560x300px, scales responsively to tablet and mobile

Weekly rate (per newsletter edition)

395€

The newsletter reaches 12 000 subscribers weekly with an average open rate of 27%



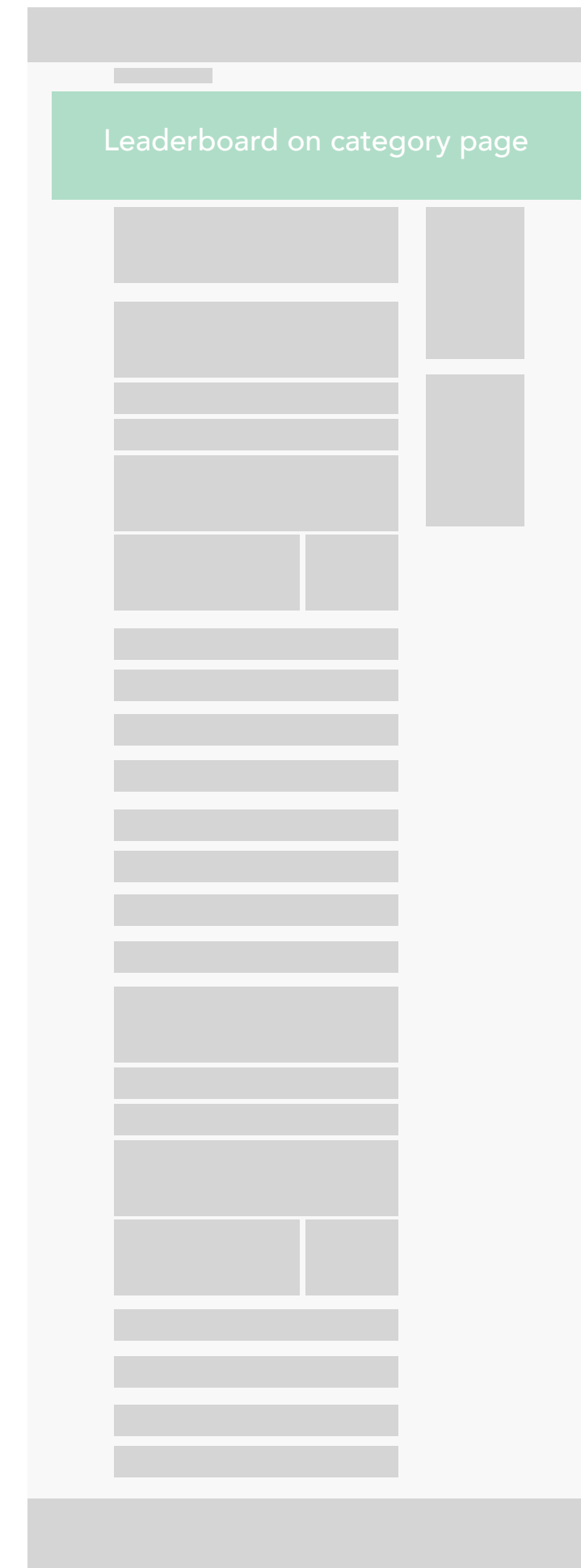
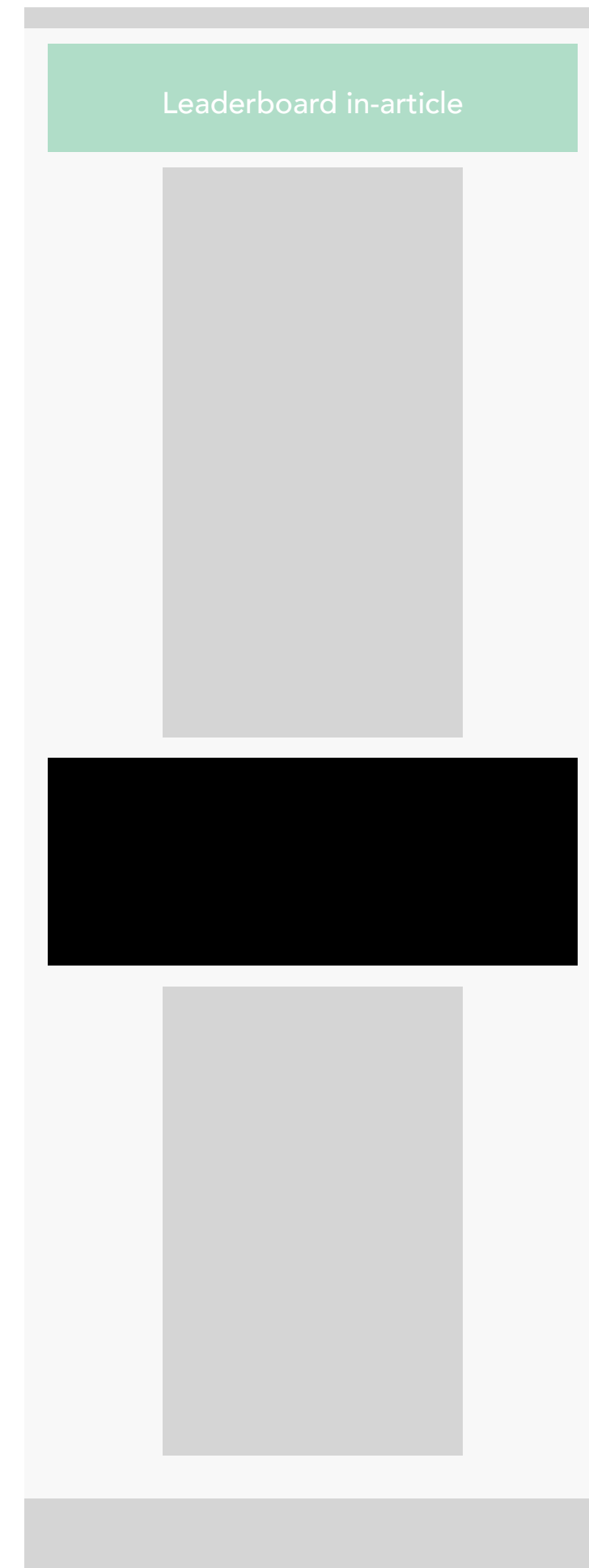
# Advertising on The Fish Site - overview

## Leaderboard (in article and on category pages)

Desktop 1000x200px, scales responsively to tablet and mobile

CPM rate (Cost per thousand impressions)

Run of site 63€

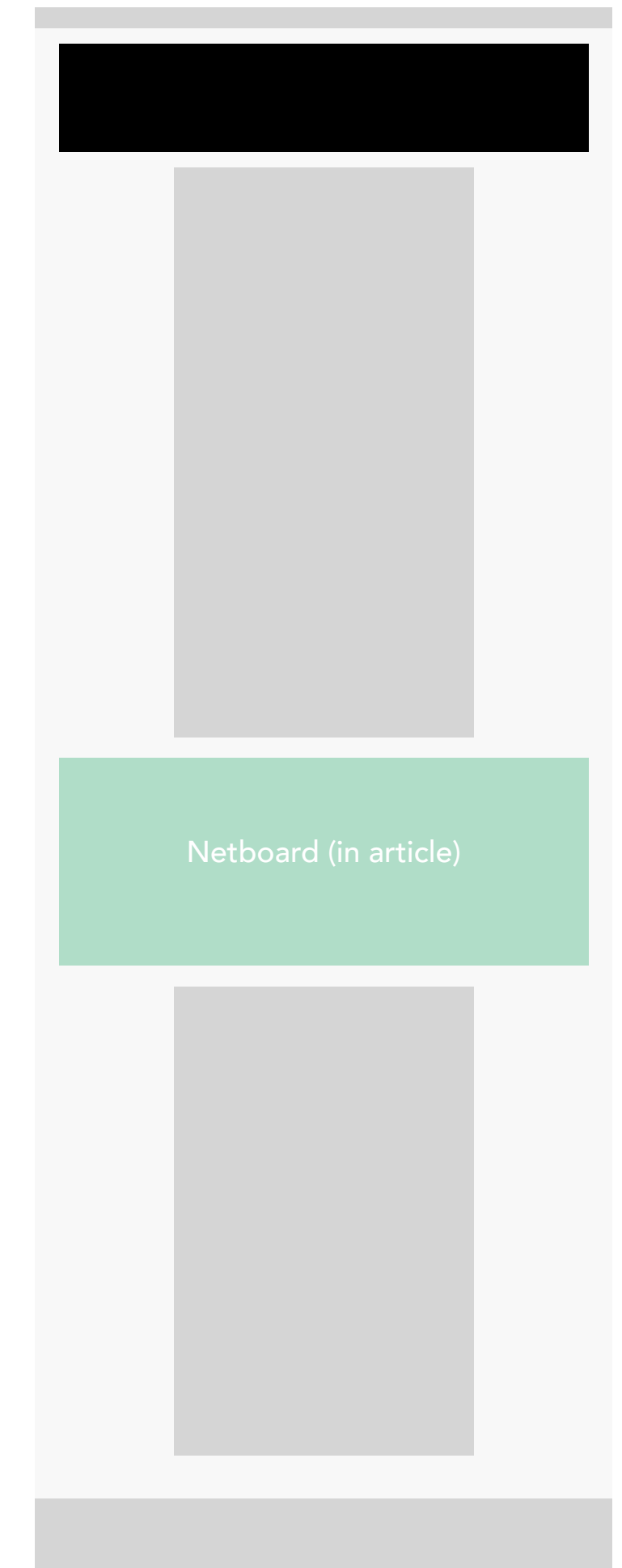


## Netboard (in article)

Desktop 1100x590px, scales responsively to tablet and mobile, video embeds from all platforms possible

CPM rate (Cost per thousand impressions)

Run of site 74€





# Targeting

## 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



# Any questions? Just reach out



Moritz Muller | Managing Director | The Fish Site Ltd & FS Media  
Moritz@hatch.blue

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

Learn more about our

[Advertising](#)

[Agency Services](#)

[Market research service](#)

# the fish site

aquaculture for all  
akvakultur for alle

सभी के लिए जलीय कृषि

acuicultura para todos

aquaculture para sa lahat

aquaculture pour tous

aquakultur für alle