

An aerial photograph of a fish farm. The water is dark and filled with rows of green and brown seaweed or algae. A person wearing a blue shirt and a yellow safety vest is in the center, holding a blue net. The text 'the fish site' is overlaid in large white letters, with 'Media Kit' in smaller white letters to the right.

# 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

Analytics overview 2023

[www.thefishsite.com](http://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 enable you to educate, to play your part in this blue revolution.



# The Fish Site Audience

Our two main user groups

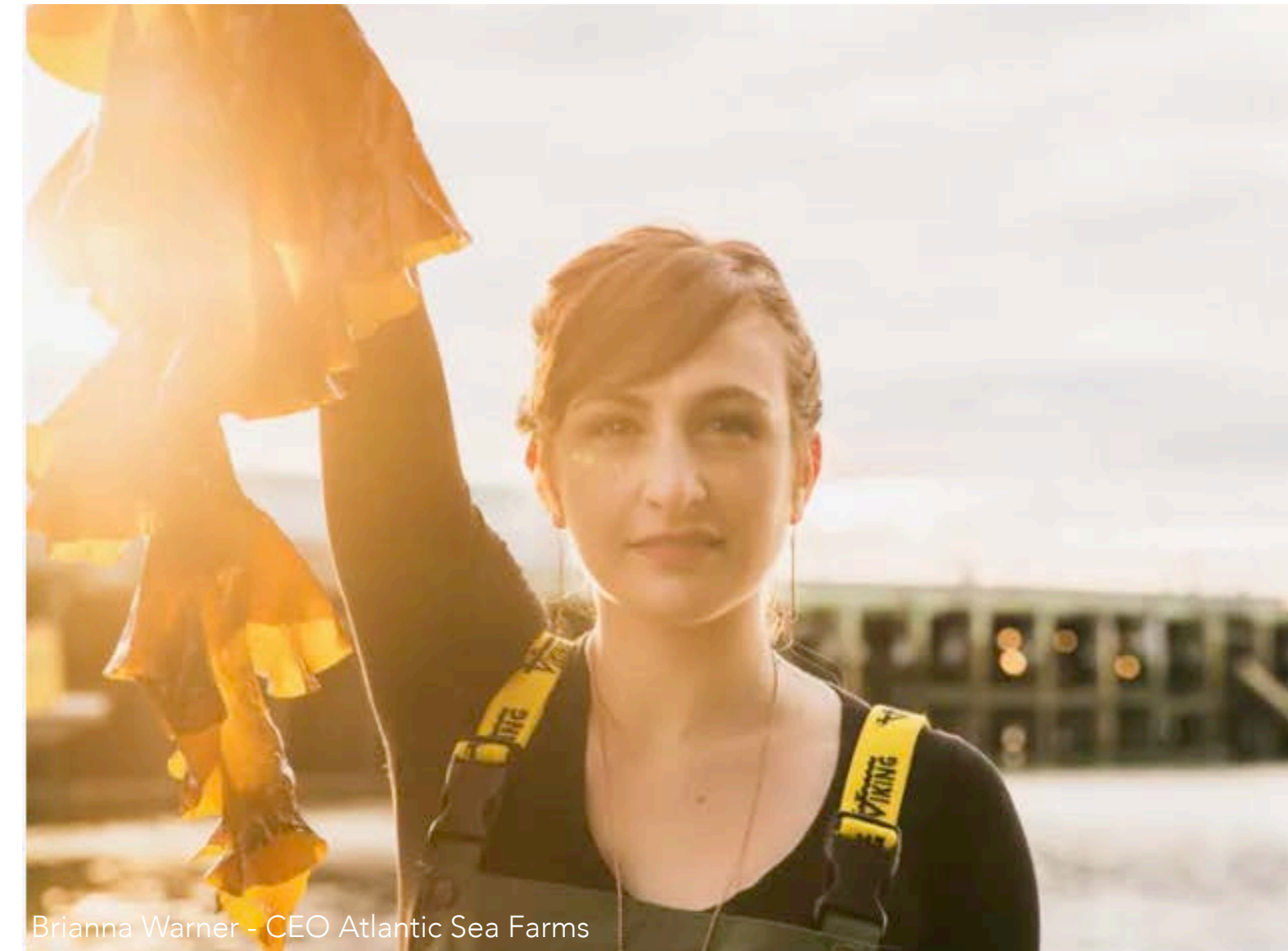


Yit Tung - CEO RAS Aquaculture

## 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.

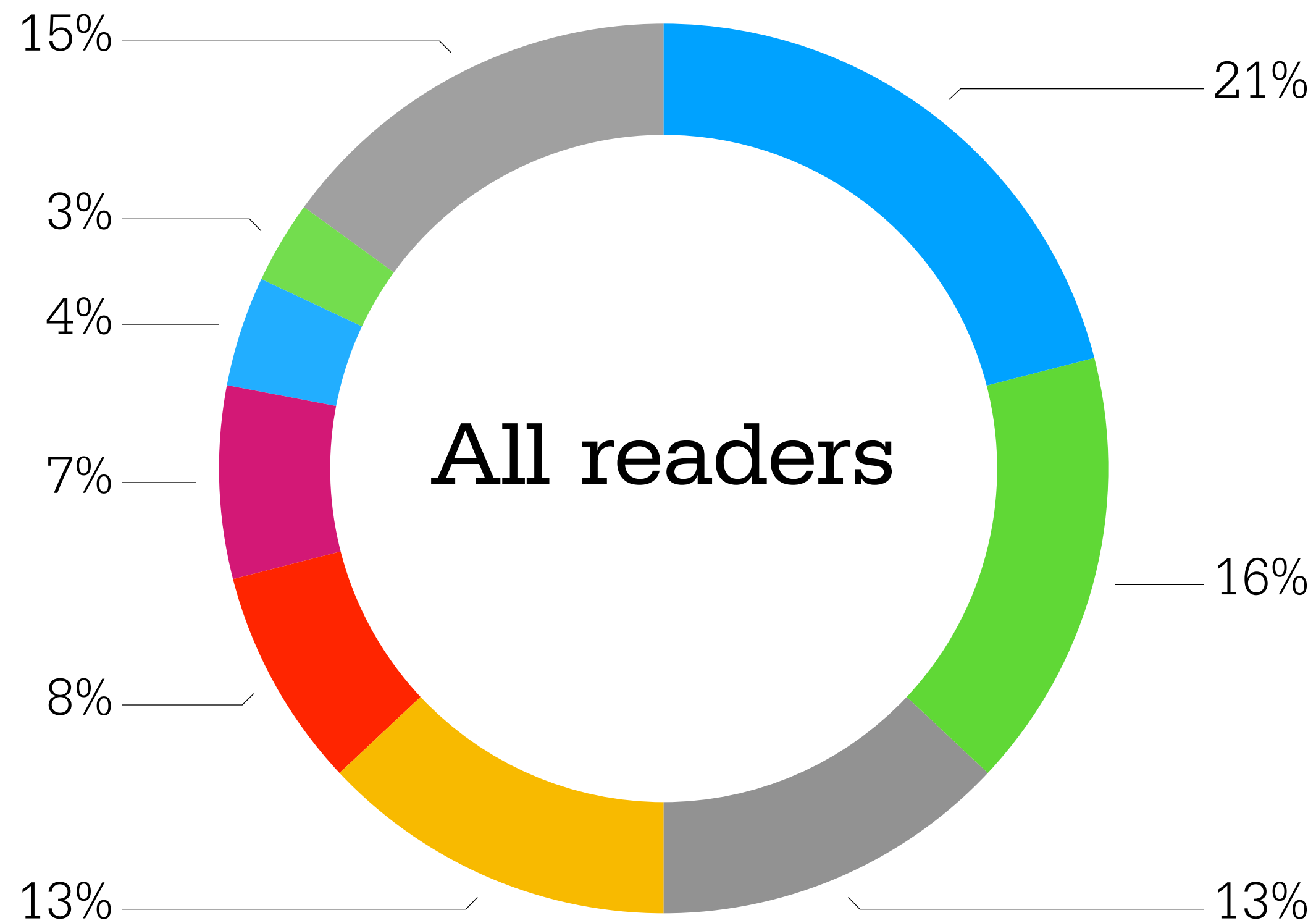
Questions?

Get in touch



# 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

Questions?

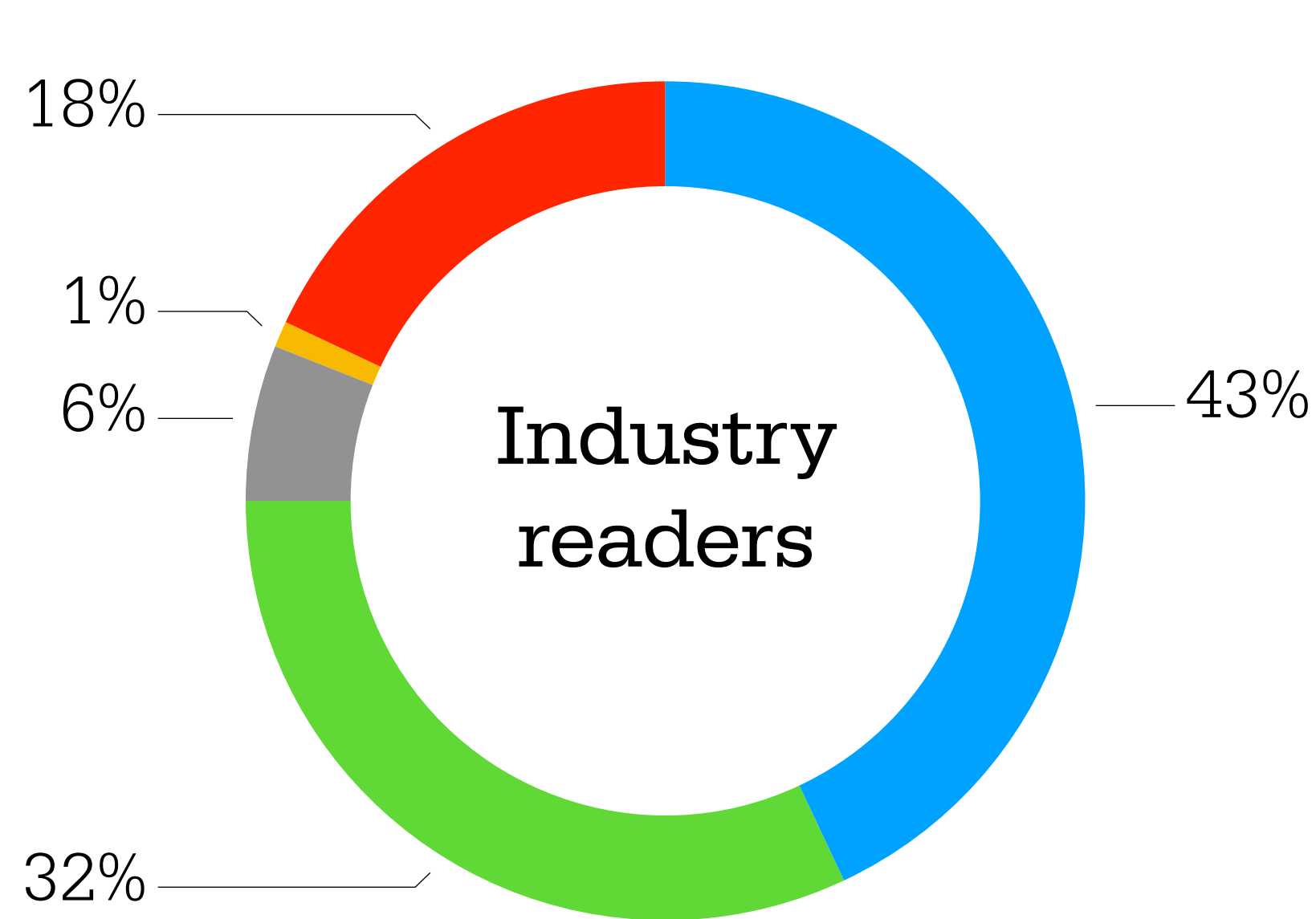
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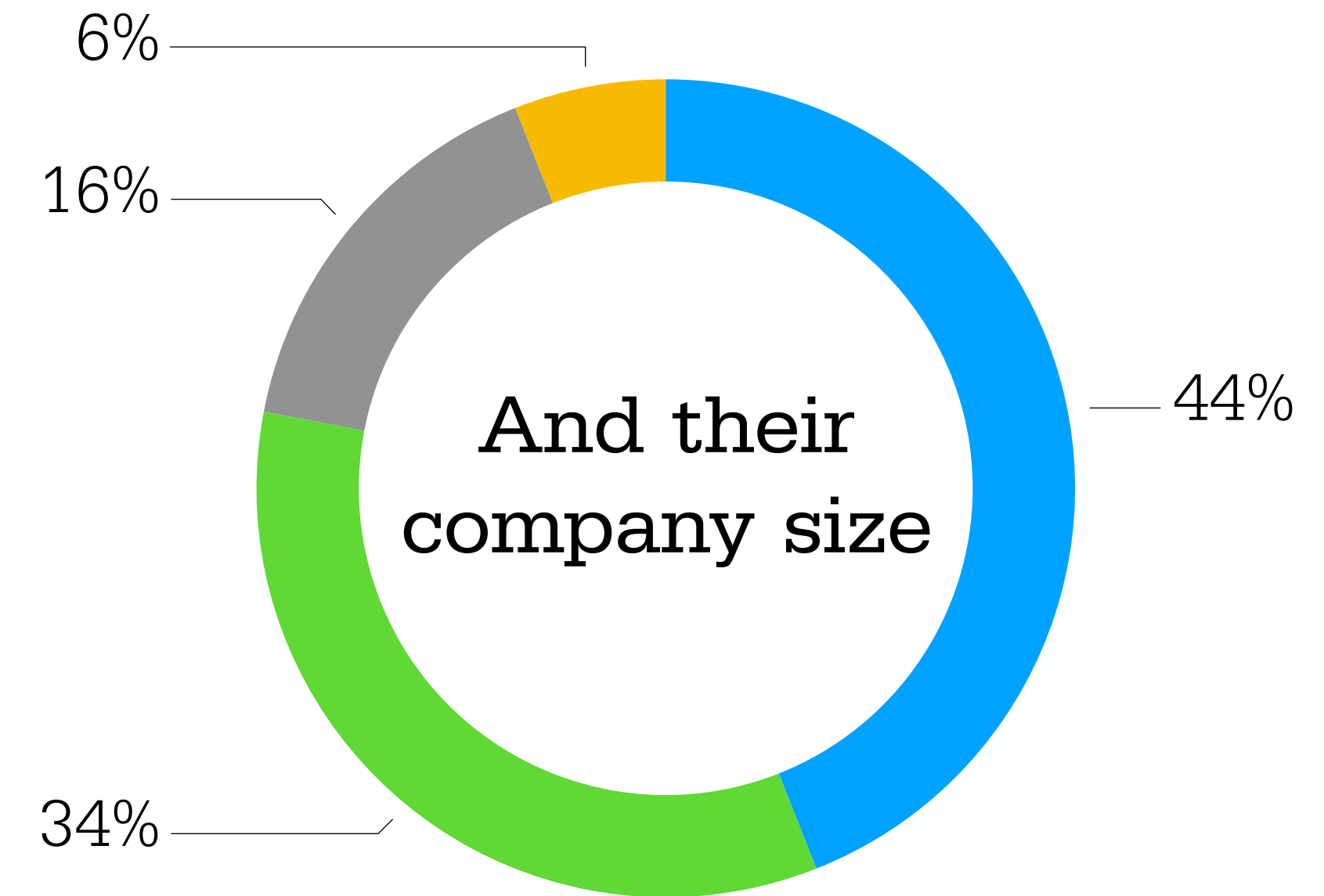


# The Fish Site Audience - Industry

Breakdown of industry cohort



- Executive or managerial
- R&D
- Communications
- Legal
- Other



- 5 or fewer people
- More than 30 people
- 5 to 15 people
- 15 to 30 people

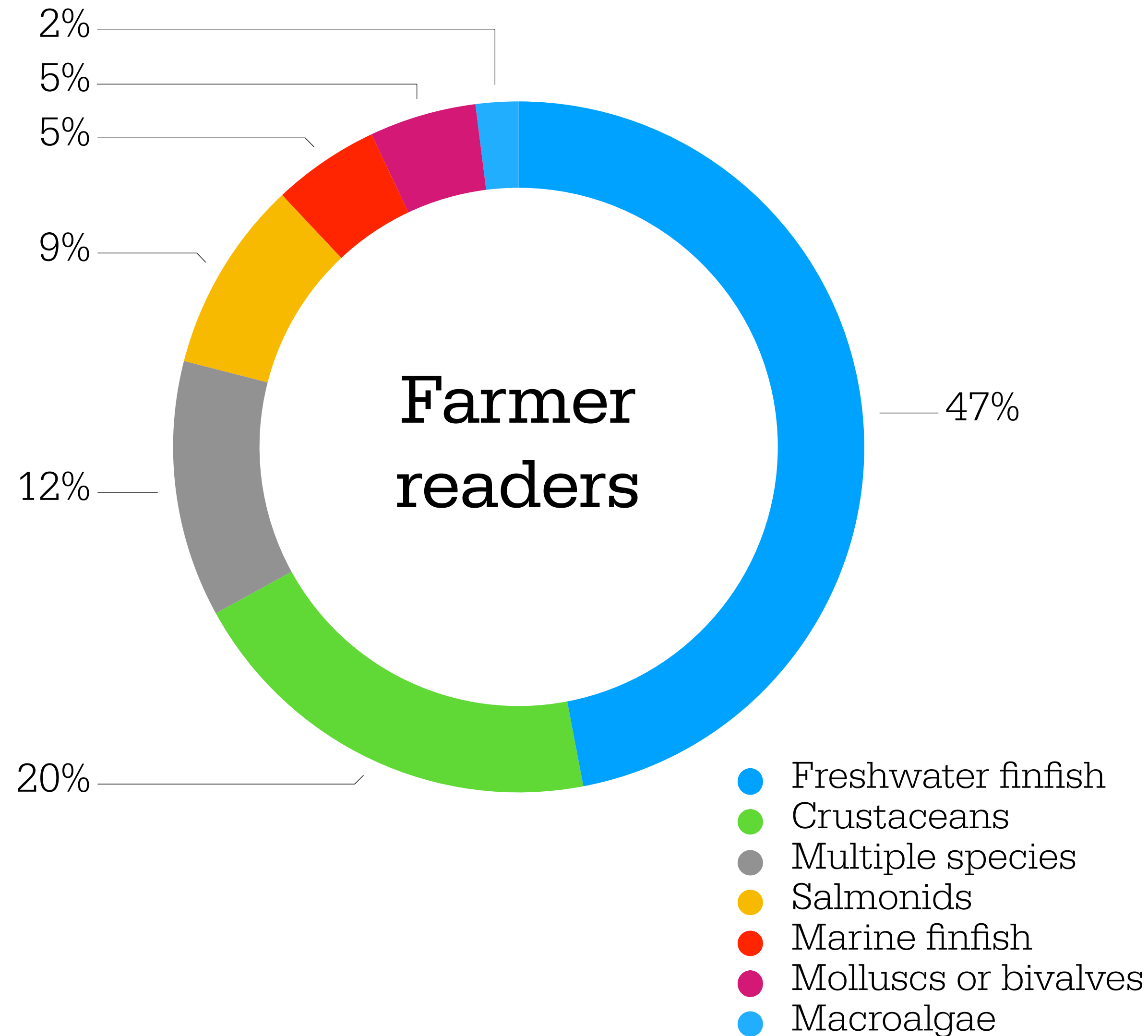
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# The Fish Site Audience - Farmers

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

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# A truly global platform

## +4,7M

annual page views

## +2,3M

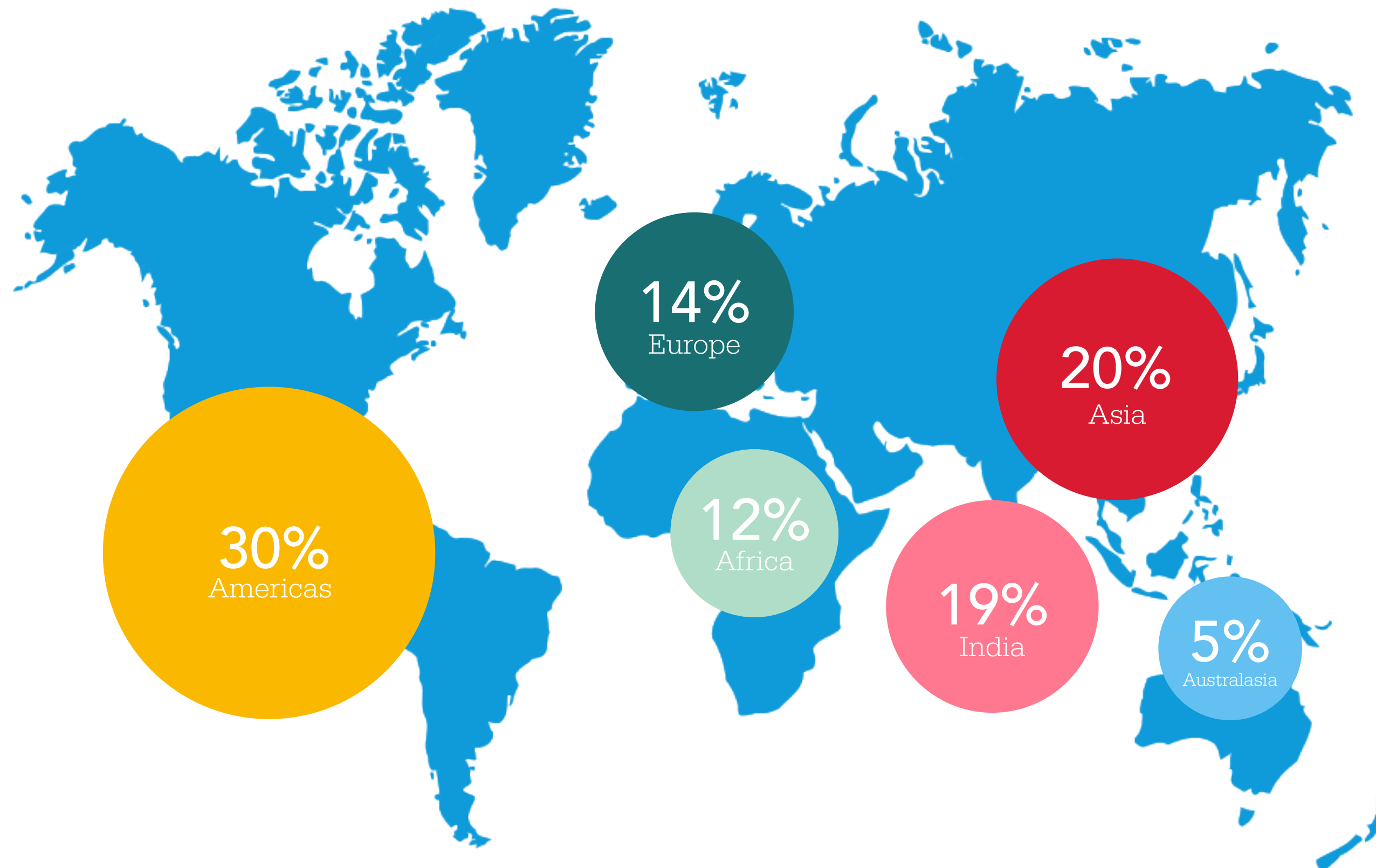
unique users

## +3:30min

Average reading time

## 50%

of readership under 35



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

## On social media



### +9,000

followers



### +11,000

followers



### +11,000

followers



### +200 (new)

followers

Media Kit  
2023

Our audience

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



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





# Any questions? Just reach out



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