

2025 MEDIA PLANNER  
aquaculturenorthamerica.com

# AQUACULTURE NORTH AMERICA



**GREAT CONTENT  
BETTER PEOPLE**

Photo: AquaBounty

ASSOCIATE PUBLISHER

**Jeremy Thain**

T: +1-250-474-3982

[jthain@annexbusinessmedia.com](mailto:jthain@annexbusinessmedia.com)

ACCOUNT MANAGER

**Morgen Balch**

T: +1-416-606-6964

[mbalch@annexbusinessmedia.com](mailto:mbalch@annexbusinessmedia.com)

EDITOR

**Jean Ko Din**

T: 437-990-1107

[JKoDin@annexbusinessmedia.com](mailto:JKoDin@annexbusinessmedia.com)

ASSOCIATE EDITOR

**Seyitan Moritiwon**

T: 519-429-5204

[smoritiwon@annexbusinessmedia.com](mailto:smoritiwon@annexbusinessmedia.com)

GROUP PUBLISHER

**Anne Beswick**

T: +1-416-277-8428

[abeswick@annexbusinessmedia.com](mailto:abeswick@annexbusinessmedia.com)

## AUDIENCE

# WHO READS AQUACULTURE NORTH AMERICA?

THE VOICE OF NORTH AMERICA'S AQUACULTURE INDUSTRY FOR OVER 35 YEARS

**AQUACULTURE NORTH AMERICA** reaches an audience of

- salmon farmers
- trout farmers
- catfish farmers
- marine species farmers
- shellfish farmers
- bass, sturgeon, paddlefish, bait farmers
- tilapia farmers & commercial aquaponics operators
- state & federal fish hatcheries
- scientists, researchers & students
- fish vets
- RAS operators
- government agencies and policymakers
- aquaculture associations
- industry suppliers, and more.

Professionals in North America's aquaculture industry have trusted ANA for over 35 years as their regular go-to news source. Using a multi-media approach, we deliver to our loyal readers:

- 6 x print and digital editions per year
- 1 x annual Wall Calendar poster
- 52 weekly e-newsletters
- 1 x annual Aqua Technology Webinar week
- Women In North American Aquaculture Event (WINAA)
- 365 days of industry news at our popular website
- Regular social media news posts and updates
- Various Theme Weeks, programs and more.



14,380

Print  
Readership



8,400

Social Media  
Followers



4,622

Enews  
Subscribers



9,352

Average monthly  
web visitors

15,169

Average monthly  
pageviews

56%

Average Open Rate

## REGULAR CONTENT

- Fish Farm profiles
- Fish Health
- Offshore Fish Farming
- New Products and Technology
- Feeds & Feeding
- Policy & Regulations
- New Species
- Cage Culture
- Research
- Recirculating Aquaculture Systems

Click to see  
past issues



2025

# EDITORIAL LINEUP

Issue	Content Focus	Feature Item	Bonus Show Distribution	Ad Close Deadline	Ad Copy Deadline	Target Mail Date
ANA 2025 Wall Calendar			Delivered with Jan/Feb 2025 Issue	Nov 1, 2024 or when sold out	Nov 8, 2024	January
Jan/Feb 2025	AQUACULTURE 2025 SHOW ISSUE	Shellfish Spotlight	Aquaculture 2025, New Orleans, LA	Nov 22, 2024	Nov 27, 2024	January
Mar/Apr 2025	Shrimp & crustaceans farming	Aqua Feed ingredients	- North Carolina Aquaculture Development Conf. New Bern, NC - Ontario Aquaculture Assoc. ON, Canada	Jan 24, 2025	Jan 29, 2025	March
May/Jun 2025	Seaweed & kelp culture	Training, Education & Careers	- International Seaweed Symposium 2025, Victoria, BC - Aquaculture Canada 2025, Fredericton, NB - RASTECH 2025, San Diego, CA	Mar 19, 2025	Mar 21, 2025	May
Jul/Aug 2025	Sustainability & climate change	Fish Farming Technology	- AQUA NOR 2025, Trondheim, Norway	Jun 13, 2025	Jun 17, 2025	July
Sep/Oct 2025	Women in North American Aquaculture	Trout	- US Trout Farmers Fall Conference	Jul 23, 2025	Jul 25, 2025	September
Nov/Dec 2025	Salmon Farming Year in Review	Wellboats, Barges, Service vessels	- Northwest Fish Culture Concepts, Pacific Northwest, USA	Sep 24, 2025	Sep 26, 2025	November
ANA 2026 Wall Calendar			Delivered with Jan/Feb 2026 Issue	Nov 4, 2025 or when sold out	Nov 7, 2025	January

**CLICK TO VIEW  
PRINT AD  
SPECIFICATIONS.**



Planned content and show distribution subject to change at Editor's/Publisher's discretion.

Regular topics covered include feeds and feeding, alternative proteins, fish health & welfare, research, govt policy, technologies for offshore, inshore and land-based fish farming systems, plus updates on species such as salmon, trout, catfish, shrimp, and various cultured freshwater, marine, and finfish and shellfish species.

**BOOK 6 ADS  
FOR BEST RATE**

RATES	1X	3X	6X
Full Page	\$2,940	\$2,700	\$2,440
2/3 page	\$2,410	\$2,260	\$2,110
Half Page	\$2,070	\$1,940	\$1,800
1/3 page	\$1,690	\$1,580	\$1,460
1/4 page	\$1,140	\$1,060	\$960
1/6 page	\$695	\$655	\$625

## SPECIAL POSITIONS

2-page spread	\$5,500	\$5,130	\$4,630
Outside Back Cover	\$3,300	\$3,090	\$2,750
Inside Front Cover	\$3,020	\$2,850	\$2,650
Inside Back Cover	\$2,820	\$2,680	\$2,610
Page 4 (FP ad opp Editor welcome)	\$3,150	\$2,890	\$2,610
Page 3 (Contents page) Vertical Half Page ad only	\$2,270	\$2,140	\$1,970

## ANNUAL WALL CALENDARS

Inquire for more information

- Single ad - \$845
- Double ad - \$1670
- Corner ad - \$1020

Photo: Newfoundland Aquaculture Industry Association

Our editors have the ear of the  
North American aquaculture  
community. Join the conversation.

[aquaculturenorthamerica.com](http://aquaculturenorthamerica.com)

TAKE YOUR BRAND TO THE NEXT LEVEL

# HIGH-IMPACT PRINT ADVERTISING

SEE THE WONDER THAT IS SPECIALTY PRINT ADVERTISING

**USING OUR PARTNER PRINTING FACILITY,** we can work with your team to produce innovative print ideas – belly bands, cover wraps, French door covers, gate folds – that will take your marketing efforts to the next level and will raise your brand above the crowd. Call us today to learn more about how our high-impact print tactics can elevate your brand to our targeted and qualified magazine subscribers.

**CLICK HERE TO  
VIEW SPECS AND  
VIDEO EXAMPLES.**



## BELLY BAND

The first item readers see when they pick up our magazine



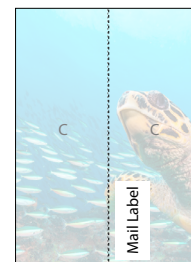
## BELLY BURST

Great opportunity to communicate bold ad messages

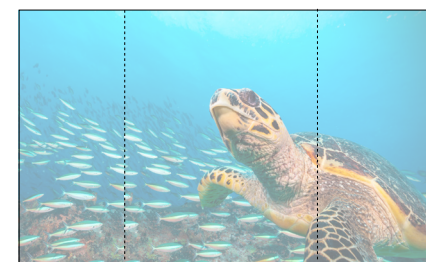


## COVER WRAP

Highly visible ad unit offering great design potential



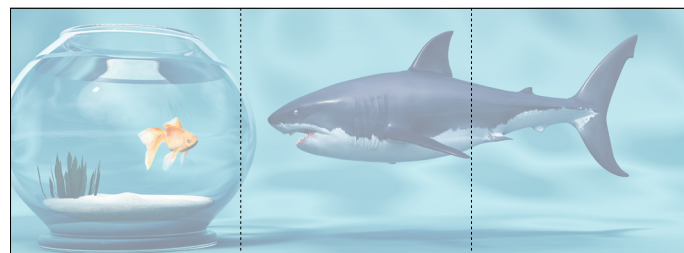
Fold (Spine of magazine)



Fold (Spine of magazine)

## FRENCH DOOR COVER

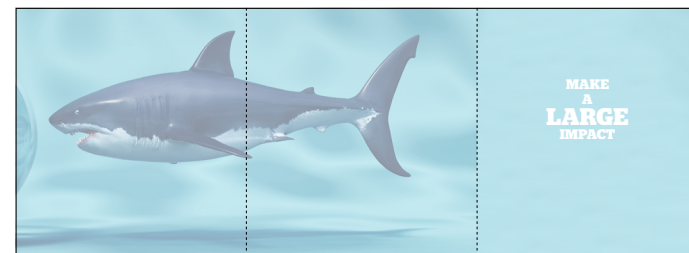
High-impact advertising unit with maximum visibility



Fold (Spine of magazine)

## 6 PAGE GATEFOLD

Oversized page that is perfect for promoting important brand information



Fold (Spine of magazine)

Photo: Mowi Canada West



Drive brand awareness to new heights with these high-impact options which will set you apart.

[aquaculturenorthamerica.com](http://aquaculturenorthamerica.com)

AVERAGING OVER 15,000 PAGEVIEWS PER MONTH

# WEB DISPLAY

DRIVE ENGAGEMENT AND BRAND RECOGNITION WHERE AND WHEN NEEDED

**VIEW  
DIGITAL  
SPECS  
AND  
GUIDELINES  
HERE**



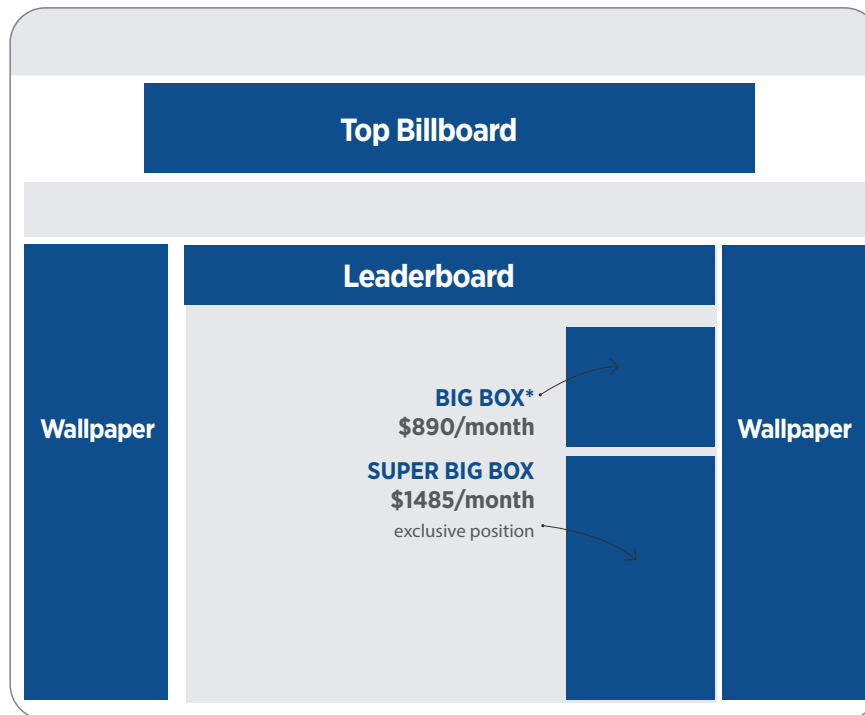
**VIEW  
SAMPLES  
OF ALL OUR  
WEB DISPLAY  
ADS NATIVELY  
IN-BROWSER**



**TOP BILLBOARD**  
\$1,770/month

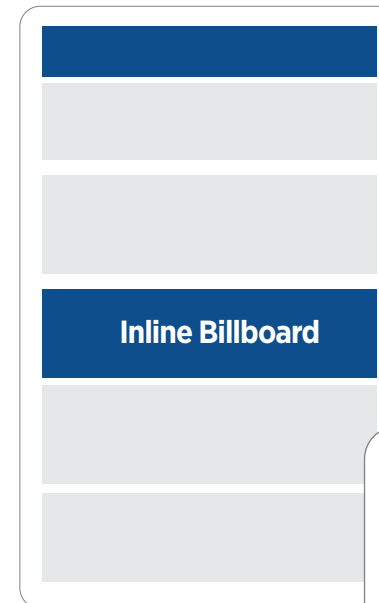
**LEADERBOARD\***  
\$890/month

**WALLPAPER**  
Fixed & exclusive position  
Includes mobile sticky banner  
\$1,710/month



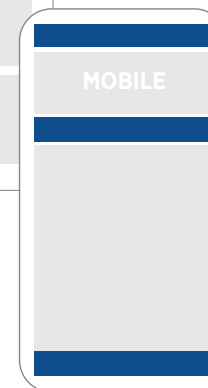
**BIG BOX\***  
\$890/month

**SUPER BIG BOX**  
\$1485/month  
exclusive position

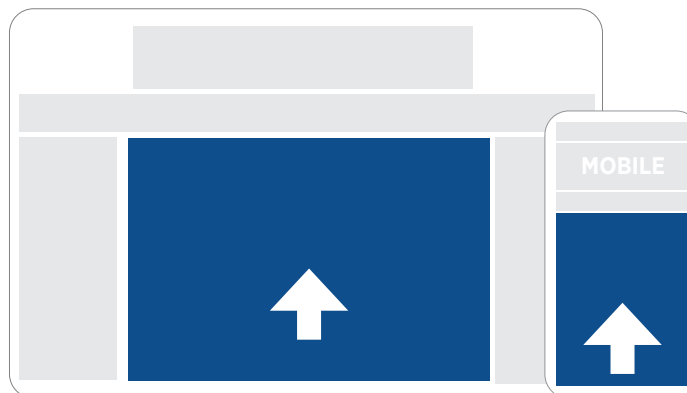


**INLINE BILLBOARD**  
Appears within article pages  
\$1,030/month

**MOBILE BANNERS**  
Required for Leaderboard,  
Wallpaper and Top Billboard



**INTERSCROLLER**  
\$2,100/month



**MOBILE  
INTERSCROLLER**

**CLICK TO LEARN ABOUT  
THE INTERSCROLLER**



\* Three advertiser rotation. Creative due three business days before start date.  
10% additional charge will be added to any web display campaign with rotating/multiple creatives.  
10% additional charge will be added to any web display campaign requesting postal code geotargeting.

Ad material is due 5 business  
days prior to start date.

**aquaculturenorthamerica.com**

# KEEPING OUR AUDIENCE INFORMED

# eNEWSLETTERS

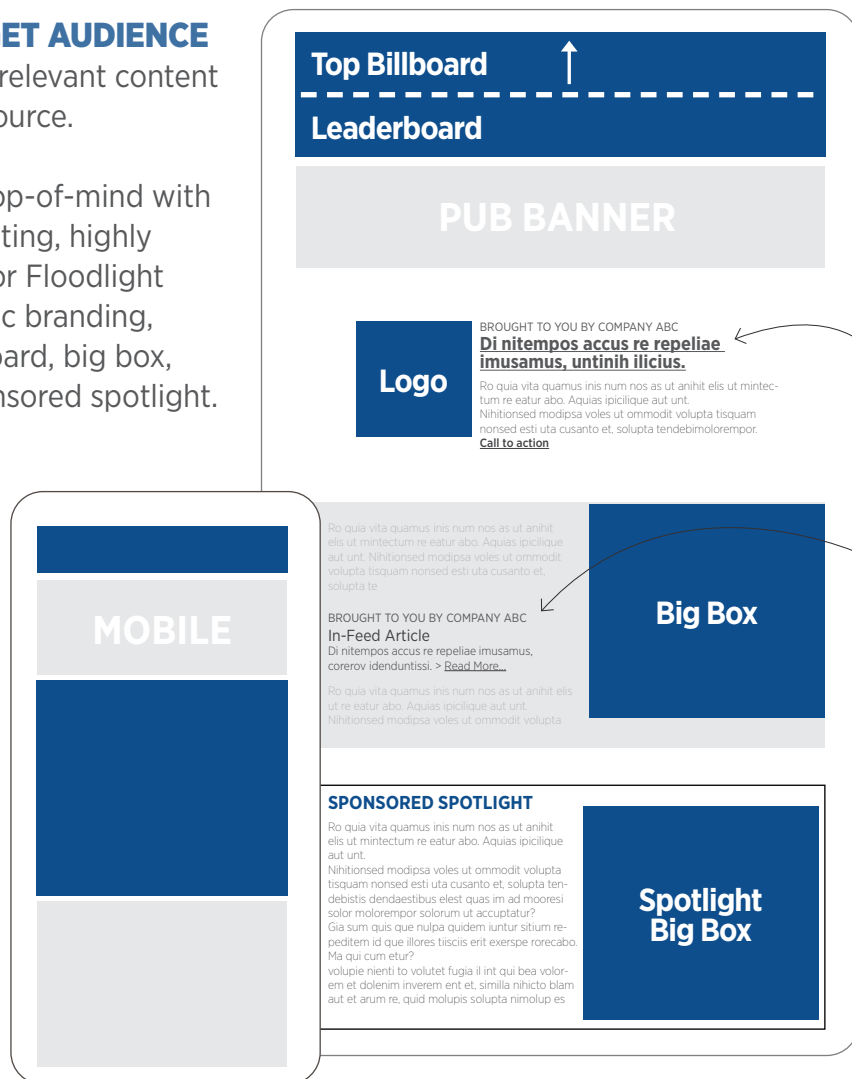
COST-EFFECTIVE, CASL-COMPLIANT\*, BRAND-SAFE E-MARKETING

## REACH YOUR TARGET AUDIENCE

alongside timely and relevant content shared by a trusted source.

Keep your business top-of-mind with the **NEW** lead-generating, highly visible Top Billboard or Floodlight positions. For strategic branding, consider the leaderboard, big box, in-feed article or sponsored spotlight.

Optimized for  
desktop and  
mobile viewing



**NEW**  
**TOP BILLBOARD**  
Lead generating  
**\$820/date**

**LEADERBOARD**  
**\$770/date**

**NEW**  
**FLOODLIGHT**  
Lead generating  
Headline: 80 characters  
Description: 150 characters  
**\$890/date**

**IN-FEED ARTICLE**  
Lead generating  
Headline: 80 characters  
Description: 150 characters  
**\$540/date**

**BIG BOX**  
**\$770/date**

**SPONSORED SPOTLIGHT**  
Lead-generating  
Headline: Max 10 words  
Copy: 400 characters  
(75-100 words)  
**\$680/date**

**VIEW  
Enewsletter  
SAMPLE  
AND GUIDELINES  
HERE**



**VIEW  
DIGITAL  
SPECS  
AND  
GUIDELINES  
HERE**



**DELIVERED WEEKLY**  
eNewsletters deploy every Wednesday.

**4,622**  
subscribers

**56%**  
Average open rate

\* We're more than compliant... We're CASL Certified!

Annex Business Media and its properties are the first (and so far the only) media company to undergo a third-party Canadian Anti-Spam Law (CASL) audit for certification. Find out more at [annexbusinessmedia.com/CASL](http://annexbusinessmedia.com/CASL)

Ad material is due 5 business days prior to start date.

**aquaculturenorthamerica.com**

# TARGETED SOLUTIONS

# ePRODUCTS

YOUR STORY, DIRECT TO OUR AUDIENCE

**SEND YOUR EXCLUSIVE MARKETING MESSAGE** to our target list of CASL-compliant subscribers, consisting of aquaculture professionals throughout North America. Target our audience with an eye-catching product promotion, a shareable video or pdf. Lots of options and we can provide useful metrics. Create. Deliver. Engage.

eBLAST  
**4547**  
SUBSCRIBERS

**55%**  
AVERAGE  
OPEN RATE

**Listen  
Now**  
THE  
WORKHORSE  
OF B2B  
MARKETING



**EBLAST/VBLAST**  
Exclusive & Lead generating  
**\$1710 net each**

**CLICK TO VIEW  
DIGITAL AD  
SPECIFICATIONS.**




Ad material is due 5 business  
days prior to start date.

**eBLAST**



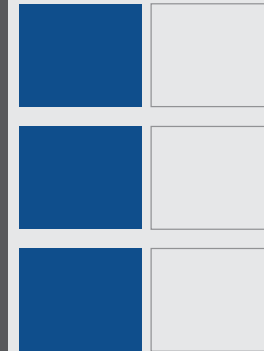
Solibest alarius, sulocas traristam  
ilium ad di ius; C. Ad cultorum  
cur halibus itOmnerit. Estodit,  
condacerum mei finteri deesimil  
huii endam enena teAnum que  
nos inpris facerem Paleraedio,  
cavere verficere, muropon tem

**vBLAST**

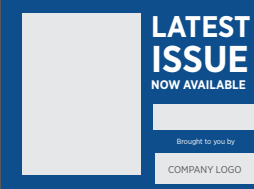


Gerum esterfica; Catqui sed cae  
re vere con praed Cati, nimmo  
iampris adhuidepon senam  
tra opoerit perem isquam iam  
fatus ad conscer ituus, fachus  
Catquam sus M. Hui etorit. Et vis  
nos viciam omnoste

**eCONNECT**



**Digital Advantage**



Solibest alarius, sulocas traristam  
ilium ad di ius; C. Ad cultorum  
cur halibus itOmnerit. Estodit,  
condacerum mei finteri deesimil  
huii endam enena teAnum que  
nos inpris facerem Paleraedio,  
cavere verficere, muropon tem

**ECONNECT**  
Lead-generating  
**\$650 per company/product**  
(Minimum 3 companies or 3 products)

**DIGITAL ADVANTAGE**  
Sent to our digital edition subscribers highlighting the latest issue, the digital advantage includes logo recognition in the main image next to the cover, sponsor mention and link to your website in the main text, and a full-page ad placement to the left of the cover on the digital edition. Full page can include links, video and other rich media.  
**\$2500/Issue**  
**\$9000/year (6 issues) exclusive**

Photo ©  Adobe Stock

Exclusive targeting of the North  
American aquaculture community

[aquaculturenorthamerica.com](http://aquaculturenorthamerica.com)

ARTICLE, VIDEO, ROUNDTABLE, SUPPLEMENT, ETC.

# SPONSORED CONTENT

INCREASE TRUST AND AUTHORITY WITH YOUR MARKET KNOWLEDGE

**Listen  
Now**  
PODCAST:  
CUSTOM  
CONTENT  
MARKETING



**TODAY'S MARKETING HAS TO BE MORE STRATEGIC**, which is why good content marketing works. The form it takes – and the audience it's placed in front of – makes it even more effective. Position your company as an industry expert and provide producers with information they need to make well-informed buying decisions. Content has a long shelf life and increases brand awareness, while building trust and loyalty. Work with **Amplify**, our content studio, to create brand stories that prioritize your customers' needs and drive growth through credible content.

	PREMIER	ELITE
Article creation	Our in-house writers create a custom article featuring third-party sources for a trustworthy content experience. Drive engagement with a multi-channel digital campaign.	Supply your own branded article and we will help promote it to key decision makers through a multi-channel digital campaign.
Article word count	1,000 - 1,200	800 - 1,000
Article hosted on website	✓	✓
Pinned to homepage with brand recognition for two weeks	✓	✓
Content eBlast promoting article (lead-generating)	✓	✓
eNewsletter advertisement (lead-generating)	1x - Floodlight	1x - In-Feed Article
Social media post promoting article	1x post per platform	1x post per platform
	\$5000	\$3500



LEARN ABOUT OUR  
IN-HOUSE CUSTOM  
CONTENT SERVICES



**EVERY BUSINESS HAS A STORY.  
LET US HELP YOU TELL YOURS.**

Amplify is our full-service content studio helping brands deliver high-quality content with a journalistic approach. Our in-house experts use high-quality content to bridge your brand's solutions with your customer's challenges.

Businesses looking to build engagement, brand awareness, trust and connection with potential buyers lean on Amplify to help them create content in many forms, such as articles, blogs, case studies, sales collateral, videos, interactive content, data-driven content marketing, social media copy, research summaries, webinars and event marketing collateral.

## AMPLIFY PLUS

For marketers looking to bolster their team with flexible content services, consider our retainer program, Amplify Plus. This program provides a scalable and customized approach offering a wide-ranging portfolio of content formats, each worth a certain credit value. Included is an experienced project manager to help ideate, create and execute.

Learn more at **AmplifyByAnnex.com** and discuss with your sales representative.

# TURNKEY SOLUTION WEBINARS

COMPELLING INSIGHTS DIRECT TO DECISION-MAKERS

**ANNEX WEBINARS ALLOW YOU TO PROVIDE RELEVANT AND TIMELY INFORMATION** to your target audience with convenience and affordability for all. They enable real-time interaction with clients and create lasting value by offering on-demand access post-broadcast. We handle hosting, promotion and execution, allowing you to focus on being the thought leader.

We choose the topic and speaker, your brand benefits from alignment with relevant content shared with an engaged audience

## EDITORIAL-LED WEBINAR

\$6000

Sponsor determines the speaker and topic and executes the presentation with marketing and technical support from us

## SPONSOR-LED WEBINAR

\$5000

Repurpose your webinar into a summary article with added promotion, creating longer shelf-life for your webinar and thought leadership

## AMPLIFIED WEBINAR SUMMARY

+\$2000

	EDITORIAL-LED WEBINAR	SPONSOR-LED WEBINAR	AMPLIFIED WEBINAR SUMMARY
Hosted, promoted and moderated by Aquaculture North America	✓	✓	<b>Includes:</b> <ul style="list-style-type: none"> <li>a digital article highlighting the webinar's key points written by Amplify and hosted on <a href="http://aquaculturenorthamerica.com">aquaculturenorthamerica.com</a></li> <li>article includes link to the on-demand webinar</li> <li>pinned to homepage for 1 week</li> <li>promoted via 1x eNewsletter In-Feed Article</li> <li>promoted on brand's social feeds</li> </ul>
Advertising created by Aquaculture North America*	✓	✓	
Marketing campaign that runs for up to six weeks across our platforms	✓	✓	
Logistics, set-up and technical support provided by Aquaculture North America	✓	✓	
Use interactive options such as polls, chat, Q&A, surveys and video	✓	✓	
Performance report provided to sponsor	✓	✓	
Basic lead-generation	✓	✓	
Opt-in for attendees to choose if they share email address with sponsor	✓	\$750 additional fee	
Disclaimer included on registration page, all emails shared with sponsor		\$1,500 additional fee	
On-demand webinar shared with all registrants following live broadcast	✓	✓	
On-demand version of webinar hosted on <a href="http://aquaculturenorthamerica.com">aquaculturenorthamerica.com</a>	✓	✓	

\*Sponsor-led webinars do not include media brand's logo on advertising

**View  
Now**  
ON DEMAND  
WEBINARS



**Listen  
Now**  
WEBINARS:  
WHY THEY  
WORK  
FOR B2B  
MARKETERS



Image © free\_illustration10/Adobe Stock

During a live webinar, experts can further engage the audience through the use of video and interactive options, such as Q&A sessions and audience polls.

# WE TAKE CARE OF IT ALL PODCASTS

LISTEN TO INDUSTRY INSIDERS DISCUSS TOPICAL TRENDS

## EFFECTIVE PODCASTS BEGIN WITH ENGAGING AND TRUSTED CONTENT.

Aligning your brand with thoughtful, insightful and actionable content can help you stand out from the competition and encourage listeners to build a relationship with your brand.

Now in it's 3rd year, our Salmon Farming Inside & Out monthly podcast continues to engage industry audiences throughout North America and across the globe. Listen to previous episodes at [www.aquaculturenorthamerica.com/topic/sfio-podcast/](http://www.aquaculturenorthamerica.com/topic/sfio-podcast/) and consider using a mid-roll audio ad in episodes to highlight your product when listener engagement is highest.



### PRESENTING SPONSOR SOLD

Includes a pre- and post-roll sponsor script read by the host, and logo recognition among podcast promotions (eBlasts, eNewsletters, social media and website).

**\$16,220 total/year**

### MID-ROLL ADVERTISER

a 15-30 second advertising script included during an episode of Salmon Farming Inside & Out

**\$1575 / episode**

### CUSTOM SEGMENTS

Sponsor what your customers want to hear about. Work with us to be part of a special episode or series interviewing multiple guests about a topic of importance to the industry.

### AUDIO FROM A TRUSTED SOURCE

Industry influencers known for their knowledge and insight.

Connect with engaged listeners in a brand-safe, low ad-clutter environment. With limited ad spots available, your message will stand out and drive brand recall – no matter the location of the listener.

INFORM. ENGAGE. ACQUIRE.

# TARGETED AUDIENCE

DELIVERING YOU A TARGETED AND RELEVANT AUDIENCE

## OMNICHANNEL

*Looking to motivate and measure in-market audiences as they look to buy your products and services?*

Our Omnichannel platform uses proven digital marketing tactics to ensure your ad is delivered to the right person at the right time as they surf the internet. We will help your company reach customers already searching online for businesses like yours. It is simple: you tell us about your business and who you want to reach with your online ads, and we do the rest. Omnichannel guarantees a minimum number of impressions, with audiences developed through our exclusive first-party data, programmatic and social media advertising, and site and search engine retargeting.

In-depth reports provide key metrics and insights into your campaign's performance and success. We take the lead and walk you through everything that needs to happen to make sure your Omnichannel campaign is as successful as possible.

## OMNICHANNEL+

With Omnichannel+, you receive all the benefits of our Omnichannel marketing solution PLUS the additional benefits of a personalized landing page, with gated access, which provides your sales staff with scored leads to follow up on during and after the campaign.



CLICK TO LEARN MORE



## LEAD DRIVER

*Lead Driver is your way to inform, engage and acquire our trusted and loyal audience through compelling content.*

Using an automated multi-channel marketing approach, we share your content, marketing message and brand with our audience. From case studies to whitepapers to special product launches and webinars, we take our audience of industry decision-makers through a content journey that, at the end of your campaign, will provide you with a list of scored leads that are prioritized by who was most engaged with your content and digital ads.

## LEAD DRIVER+

With Lead Driver+, you receive all the benefits of our Lead Driver marketing solution PLUS the additional benefits of our Omnichannel marketing solution, which amplifies your message to a target audience built from our exclusive first-party data, programmatic and engaged audiences. This combined solution extends your time-in-market, increases the reach of your content and delivers you more qualified leads at the end of your campaign.

CLICK TO LEARN MORE



## SOCIAL MEDIA

*Aquaculture North America's strong social media presence can help your company promote its brand, upcoming events, products and services, and even specific content like videos and blogs, to our brands' loyal followers.*

Aquaculture North America uses social media to stay connected with industry members and partners, to regularly share our own original content with members of our online community, and to develop new partnerships with key industry stakeholders, associations and thought leaders.

MORE THAN  
**8400**  
SOCIAL  
FOLLOWERS

**\$525/POST/CHANNEL**  
Sponsored posts are limited to a maximum of two per week.



@AquacultureNorthAmerica



@aquaculture\_na



Aquaculture North America

[aquaculturenorthamerica.com](http://aquaculturenorthamerica.com)

2025

# AQUACULTURE TECHNOLOGY WEBINAR WEEK

MAY 20-23, 2025

**PRESENT YOUR PRODUCTS AND TECHNOLOGY** to our digital audience in our special “Lunch ‘n Learn” theme week.

Your expert gets to explain the benefits of your products, offer tips around use and maintenance, and answer any questions - a great chance to connect with customers.

**LIMITED TO JUST 8 PRESENTING PARTNERS OVER 4 DAYS.** Reserve now to guarantee your company exclusivity to present on a certain technology in this week ahead of your competitors!

Plus enjoy a feast of recognition around the week in addition to receiving engagement metrics, sales lead reports and more info as to who is watching your presentation.

There's strength in numbers when you're part of this special week, since you'll benefit from the collective marketing power of a webinar week and capture a special presenter partner price. Contact your rep for details and before all presenter slots sell out for 2025!

OVER  
**460**  
REGISTRATIONS  
IN 2024

**PRESENT**  
YOUR  
TECHNOLOGY

**GET**  
SALES  
LEADS



Watch 2024 presentations here



ON LOCATION (YOURS AND OURS)

# VIDEO PRODUCTION/DISTRIBUTION

TELL YOUR STORY THROUGH VIDEO AND THEN BLAST IT TO YOUR TARGET AUDIENCE

**VIDEO IS THE HOTTEST TREND IN B2B MARKETING TODAY**, and is one of the best ways to improve user understanding of a product or service. Aquaculture North America can help share your already produced videos with our audience, but we can also help you create videos, too. Whether you want product demos, how-tos, or Q&A interviews with company thought leaders, our in-house video production team can produce compelling videos to tell your story. You can then use these videos to improve customer engagement through your marketing efforts, including vBlasts, social media and posting to our popular industry website.

## TRADE SHOW BOOTH VIDEO

Trade shows and conferences are a great place to show your product with our Booth Video package. Having your influential people on site with your product on display is the perfect opportunity to produce a 1-2 minute video.

- On-site interview with company reps
- ▶ On-site product B-roll
- ▶ On-site conference or expo B-roll
- ▶ Use of supplied product photos

## VIDEO INTERVIEW

Produced in our state-of-the-art green screen studio within easy driving distance within the GTA, or as a virtual interview on Zoom, our professional-quality interviews or product showcases will tell your story the way it needs to be told for your audience.

- ▶ Up to 2 interviews with company reps
- ▶ Filmed in our green screen studio or virtually
- ▶ Use of supplied product photos
- ▶ Use of supplied B-roll

## CORPORATE VIDEO

Filmed on location at your office or facility, our corporate video package tells the story of your business in a compelling and dynamic way. Video allows your viewer, or customer, to be informed easier than ever before.

- ▶ Interview with up to 3 company reps
- ▶ Product and facility B-roll
- ▶ Use of supplied product photos
- ▶ One location 4 hours on-site

\* Quotes will be supplied on a case-by-case request as location is a determining factor.

GET YOUR MESSAGE IN READERS' HANDS

# FLYER INSERTS

## INSERT YOUR COMPANY LITERATURE WITH OUR MAGAZINE DISTRIBUTION

Our print readers are always excited to receive their magazines. Why not provide us with your printed flyers and let us distribute your company message as well? Contact your rep with weight and dimensions of your insert pieces for a quote.

## DESIGN & PRINT SERVICE

Need a postcard or flyer designed and printed up? We can take care of that too. Just let your rep know what you have in mind and we can have our production team work their magic. Why not get some new ads designed at the same time to run across our media? Talk to your rep about a consistent look across all your marketing.



**STAND OUT FROM  
THE CROWD**

WITH INSERTED FLYERS,  
POSTCARDS, RACK CARDS  
**Contact us for pricing**

Photo: © Parilov / Adobe Stock



[aquaculturenorthamerica.com](http://aquaculturenorthamerica.com)

365 DAYS OF EXPOSURE TO YOUR CUSTOMERS

# ANNUAL WALL CALENDAR

Displayed on the walls and doors of fish farms and aquaculture operations throughout the continent, Aquaculture North America's popular annual Wall Calendar is used by industry professionals to plan meetings, events and even staff birthdays!

By advertising on this poster sized publication, your brand and products remain top of mind with customers all year round, so no matter when their next big buying decision will be, you'll be on their radar.

Get 20% off your Wall Calendar ad if you schedule 6 ads or more in Aquaculture North America magazine.

## REGULAR AD SPACE

**\$845**  
(73mm x 73mm)

## CORNER AD SPACE

**\$1020**  
(73mm x 73mm)

## DOUBLE AD SPACE

**\$1670**  
(Vertical 73mm x 157mm,  
Horizontal style 157mm x 73mm)

## 2025 WALL CALENDAR

### Booking:

As the calendar's 26 ad spaces usually all sell out, to avoid disappointment, we recommend booking your calendar ad as soon as possible.

### Material Deadline: NOVEMBER 8, 2024

Wall Calendars are delivered to readers with their ANA Jan/Feb editions



CELEBRATING & RECOGNIZING

# WOMEN IN NORTH AMERICAN AQUACULTURE

PROGRAM AND VIRTUAL EVENT

Aquaculture North America continues its "Women In North American Aquaculture" (WINAA) program in 2025 shining a well deserved spotlight on more influential women who continue to inspire, lead and encourage new generations of women entering the industry.

## **PERSONAL STORIES:**

We'll be profiling more women and sharing their stories across ANA's media channels.

## **ANNUAL EVENT:**

Our annual online WINAA 2025 Summit includes live panel discussions and on-demand sessions exploring topics such as how to foster a diverse and inclusive workforce, actions companies can take to attract women to the industry, how to facilitate the advancement of female employees to leadership positions, and more.

## **SPONSORSHIP OPPORTUNITIES:**

Demonstrate your company's support for our industry's women.

### **12-month WINAA Program Sponsorship**

(Exclusive) \$13, 230

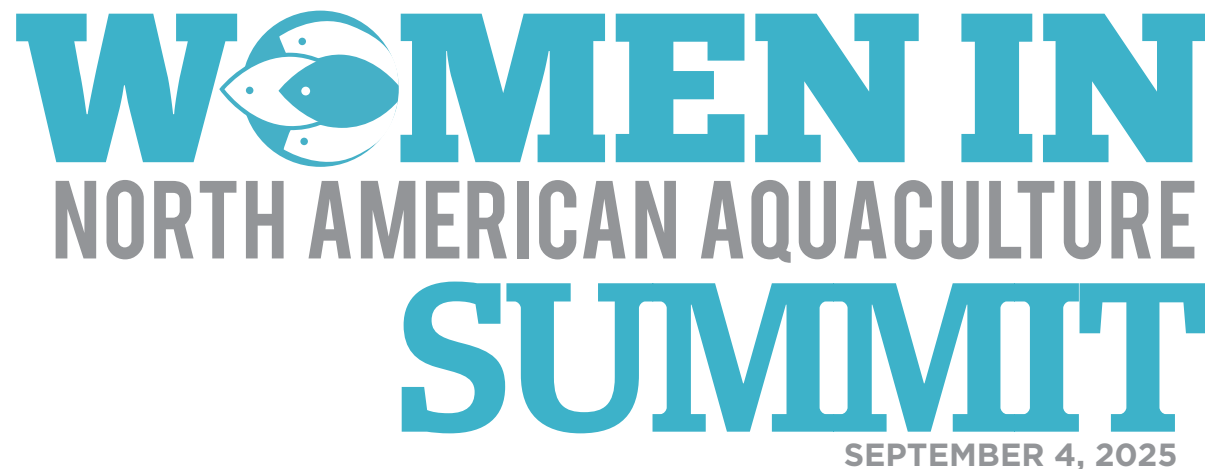
Ask for package details.

### **WINAA 2025 Summit, Sept 4, 2025:**

Premium Sponsor \$2625

Basic Sponsor \$1045

Ask for package details.



# 2025 THEME WEEKS

Aquaculture North America now delivers highly focussed content on specific industry topics using “theme weeks”. Each theme week highlights a specific topic or technology and, by using a combination of new and re-purposed content, our editors create a week bursting full of engaging and relevant content for our industry readers.

Theme week content is shared via a dedicated web page at our ANA website with themed eBlasts, eNewsletters and social media posts deployed during the week to signpost reader traffic to the content.

## Theme Week Sponsorships:

Theme weeks create an excellent platform for sponsors to align their brand with the week’s focussed content and advertise relevant products and services.

## Sponsorships, include:

- Digital recognition/branding on theme week web page, eBlast and social media post
- Digital advertising on 2 themed e-newsletters during the week
- Digital e-connect to spotlight a relevant product and generate sales leads.

Great value at just \$2055 per sponsor!

**March 17-21, 2025 - Fish Handling Week**

**August 11-15, 2025 - Shellfish Farming Week**

The screenshot shows the Aquaculture North America website interface. At the top, the logo "Aquaculture North America" is on the left, and a "Subscribe" button is on the right. Below the logo is a navigation menu with links: MENU, NEWS, WOMEN, WEBINARS, OYSTER FARMING WEEK (highlighted), EVENTS, PODCASTS, ENEWS, JOBS, and MAGAZINE. A search bar is also present. The main banner features a close-up of hands holding an oyster, with the text "OYSTER FARMING WEEK" in large white letters, "with Aquaculture North America" in smaller text, and "AUGUST 26-30" in teal. Below the banner, the section "2024 Oyster Farming Week" is titled. It includes a welcome message: "Welcome to our 2024 Oyster Farming Week with Aquaculture North America. Join us as we highlight the latest industry news and insights throughout the week." Below this is a "Thank you to our 2024 sponsors" section featuring logos for OYSTER SEED and Reed Mariculture. Two article teasers are visible: "B.C. research to reduce ocean acidification in oysters underway" and "PEI oyster farmers still waiting on Hurricane Fiona". On the right sidebar, the "Women" section lists three articles: "Amy Stone: Starting a woman-owned aquaculture business", "Women-owned kelp farm awarded USDA funds for skincare research", and "New Hampshire IMTA study shows oysters reduce nitrogen in shrimp farming". Below this is a "More Women Stories" button. At the bottom right is a large red advertisement for "AQUA ULTRAVIOLET" featuring a "MADE IN THE USA" seal, the website "AquaUV.com", email "info@aquauv.com", phone "(800) 454-2725", and social media icons for Facebook, Instagram, and YouTube.

**Do you have a good idea for a new theme week?  
Let us know.**

NEW WEBINAR SERIES IN 2025!

# TALKING SALMON FARMING

WHAT'S THE FUTURE OF SALMON FARMING IN CANADA?

**THIS NEW 3-PART WEBINAR SERIES** will feature various panelists to discuss the future of salmon farming in Canada. We'll be taking a deep dive into the challenges around the Federal Govt's current transition policy, the growing demand for salmon and Canada's role on the global stage, current farming practices on both east and west coasts, responsibilities of educating a mis-informed general public/myth-busting, role of indigenous leaders and supporting young professionals, considerations around climate change impacts, and more.

Webinars will be 1 to 1½ hrs and take place in Feb, April and July of 2025. Registration will be free for attendees.

## **Sponsorship opportunities:**

We have a limited number of sponsorship opportunities for industry suppliers, producers and others to demonstrate their support for this special webinar series in 2025. Sponsorship includes benefits such as:

- Recognition on select webinar marketing across our Aquaculture North America media, e.g. print, digital, social
- Attendee/registration list provided post webinars

Contact your rep today for details as to how your company can support this new webinar series.

