

2024 MEDIA PLANNER
hatcheryinternational.com

HATCHERY

INTERNATIONAL



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AUDIENCE

WHO READS HATCHERY INTERNATIONAL?

THE NUMBER 1 MAGAZINE FOR FISH HATCHERY PROFESSIONALS FOR OVER 25 YEARS

NOW IN ITS 25TH YEAR, Hatchery International continues to be the Number 1 industry media serving fish hatchery professionals worldwide. Our focused hatchery content keeps readers up-to-date with the latest news, technology, research, and practical information to help them raise healthy fish juveniles for grow-out or restocking purposes. Using a multi-media approach, industry content is delivered regularly to readers via 6 print & digital editions per year, plus our weekly eNewsletters. This is supported by our busy news website, hatchery webinar series, RAS events, special supplements, annual wall calendar, social media and more.

12,000
PRINT
READERSHIP

7,639
AVERAGE MONTHLY
WEB VISITORS

5,508
ENEWS
SUBSCRIBERS

50%
AVERAGE OPEN
RATE

14,059
AVERAGE MONTHLY
PAGEVIEWS

5740
SOCIAL MEDIA
FOLLOWERS

OUR READERS:

SALMON HATCHERIES

Norway, Scotland, USA, Canada, Chile, Australia, New Zealand, Faroe Islands

TROUT HATCHERIES

Denmark, Germany, England, USA, Canada, Japan, Norway

SEA BASS & SEA BREAM HATCHERIES

Italy, Greece, Turkey, Spain

BARRAMUNDI HATCHERIES

Australia, UK, USA

TURBOT HATCHERIES

Spain, Portugal, France

COD & HALIBUT HATCHERIES

Iceland, Norway, Scotland, Canada, USA

US STATE & FEDERAL HATCHERIES

And many more hatcheries worldwide



Photo: Jean Ko Din/Hatchery International

Reaching fish hatchery professionals globally raising fish for consumption and restocking

hatcheryinternational.com

2024

EDITORIAL LINEUP

**BOOK
6 ADS
FOR BEST
RATE**

Issue	Content Focus	Feature Item	Bonus Show Distribution	Ad Close Deadline	Ad Copy Deadline	Target Mail Date
HI 2024 Wall Calendar			Delivered with Jan/Feb 2024 Issue	Oct 13, 2023 or when sold out	Oct 20, 2023	December
Jan/Feb 2024	Industry Outlook 2024	Supply chains, production management	<ul style="list-style-type: none"> Mid-Continent Warm Water Fish Culture Workshop 	Nov 3, 2023	Nov 10, 2023	December
Mar/Apr 2024	Genetics & Broodstock	Genetics research & development	<ul style="list-style-type: none"> Aquaculture America 2024, San Antonio, USA 	Jan 12, 2024	Jan 16, 2024	February
May/June 2024	Fish Health & Welfare	Feeding, nutrition, bio-security research	<ul style="list-style-type: none"> Aquaculture Canada 2024, Charlottetown, PEI, Canada Aquaculture UK 2024, Aviemore, UK RASTECH 2024, Charlotte, NC, USA 	Mar 1, 2024	Mar 8, 2024	April
Jul/Aug 2024	Fish Handling	Grading & counting	<ul style="list-style-type: none"> US Trout Farmers conference, USA 	May 3, 2024	May 10, 2024	June
Sep/Oct 2024	Sustainability & climate change	Marine research, environmental studies	<ul style="list-style-type: none"> AQUA 2024, Copenhagen, Denmark LACQUA 2024, Medellin, Colombia 	Jul 5, 2024	Jul 12, 2024	August
Nov/Dec 2024	Innovations & Technology	Top 10 Under 40	<ul style="list-style-type: none"> Northwest Fish Culture Concepts, Pacific Northwest, USA 	Sep 13, 2024	Sep 20, 2024	October
HI 2025 Wall Calendar			<ul style="list-style-type: none"> Delivery with Jan/Feb 2024 Issue 	Oct 11, 2024 or when sold out	Oct 18, 2024	November

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

Regular issue content includes Hatchery Fish Health, hatchery feeds and feeding, Recirc in Action, updates on species such as juvenile salmon, trout, shrimp, marine species and more.

RATES	1X	3X	6X
Full Page	\$2885	\$2650	\$2395
2/3 Page	\$2360	\$2215	\$2065
1/2 page	\$2030	\$1905	\$1760
1/3 page	\$1655	\$1545	\$1430
1/4 page	\$1115	\$1040	\$940
1/6 page	\$555	\$510	\$465
SPECIAL POSITIONS	1X	3X	6X
2-page spread	\$5400	\$5025	\$4540
Outside Back Cover	\$3240	\$3025	\$2700
Inside Front Cover	\$2965	\$2790	\$2595
Inside Back Cover	\$2760	\$2630	\$2515
Page 4 (opposite Editor's welcome)	\$3085	\$2835	\$2560
Page 3 (Contents page) Vertical Half Page ad only	\$2230	\$2095	\$1935

Annual Wall Calendar rates	
Single ad	\$835
Double ad	\$1660
Corner ad	\$1000

AD SPECIFICATIONS

PRINT DISPLAY ADS

REGULAR EXPOSURE TO FISH HATCHERIES WORLDWIDE

AD SPECIFICATIONS

FULL PAGE



LIVE AREA/NO BLEED
7.875 (w) x 10.625 (h)

TRIM SIZE
8.875 x 11.625

BLEED SIZE
9.125 x 11.875

DOUBLE PAGE SPREAD



LIVE AREA/NO BLEED
16.75 (w) x 10.625 (h)

TRIM SIZE
17.75 x 11.625

BLEED SIZE
18 x 11.875

2/3 VERTICAL



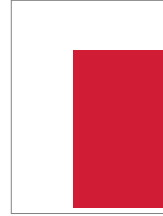
LIVE AREA/NO BLEED
5.1875 (w) x 10.625 (h)

1/2 VERTICAL



LIVE AREA/NO BLEED
3.875 (w) x 10.625 (h)

1/2 ISLAND



LIVE AREA/NO BLEED
5.1875 (w) x 8 (h)

1/2 HORIZONTAL



LIVE AREA/NO BLEED
7.875 (w) x 5.25 (h)

1/3 VERTICAL



LIVE AREA/NO BLEED
2.5 (w) x 10.625 (h)

1/3 HORIZONTAL



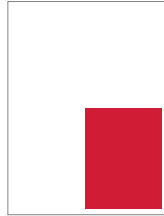
LIVE AREA/NO BLEED
7.875 (w) x 3.525 (h)

1/3 SQUARE



LIVE AREA/NO BLEED
5.1875 (w) x 5.25 (h)

1/4 VERTICAL



LIVE AREA/NO BLEED
3.875 (w) x 5.25 (h)

1/4 HORIZONTAL



LIVE AREA/NO BLEED
7.875 (w) x 2.625 (h)

1/6 VERTICAL



LIVE AREA/NO BLEED
2.5 (w) x 5.25 (h)

1/6 HORIZONTAL



LIVE AREA/NO BLEED
5.1875 (w) x 2.5 (h)

WALL CALENDAR ADS:

Single: 73mm x 73mm

Corner: 73mm x 73mm

Double Vertical: 73mm x 157mm

Double Horiz: 157mm x 73mm

Photo: Jean Ko Din/Hatchery International

FILE TRANSFER OPTIONS

1: www.Annexprod.loadingdock.ca

2: wetransfer.com – Send to production@annexbusinessmedia.com

FILE FORMAT

CMYK, 300 dpi, PDF

hatcheryinternational.com

TAKE YOUR BRAND TO THE NEXT LEVEL

HIGH-IMPACT PRINT ADVERTISING

SEE THE WONDER THAT IS SPECIALTY PRINT ADVERTISING

USING OUR IN-HOUSE PRINTING FACILITY, we can work with your team to produce innovative print ideas – belly bands, cover wraps, French door covers, gatefolds – 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.

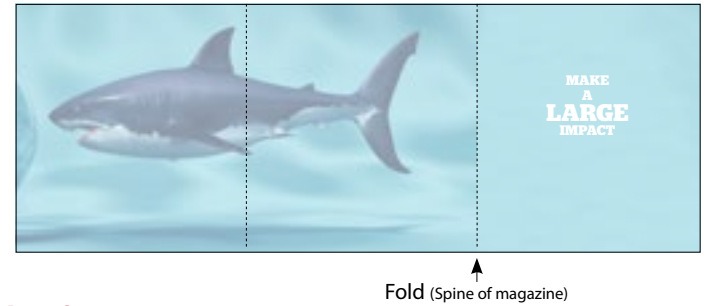
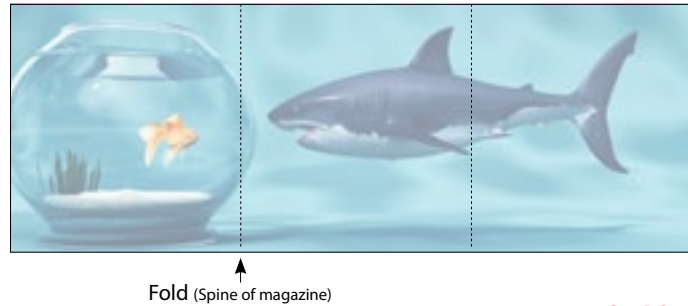
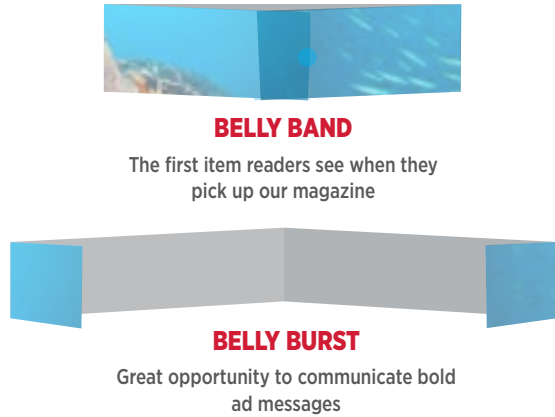


Photo: Mainstream Aquaculture

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

AVERAGING OVER 14,000 WEB PAGE VIEWS PER MONTH

WEB DISPLAY

DRIVE ENGAGEMENT AND NAME RECOGNITION WHERE AND WHEN NEEDED

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



TOP BILLBOARD

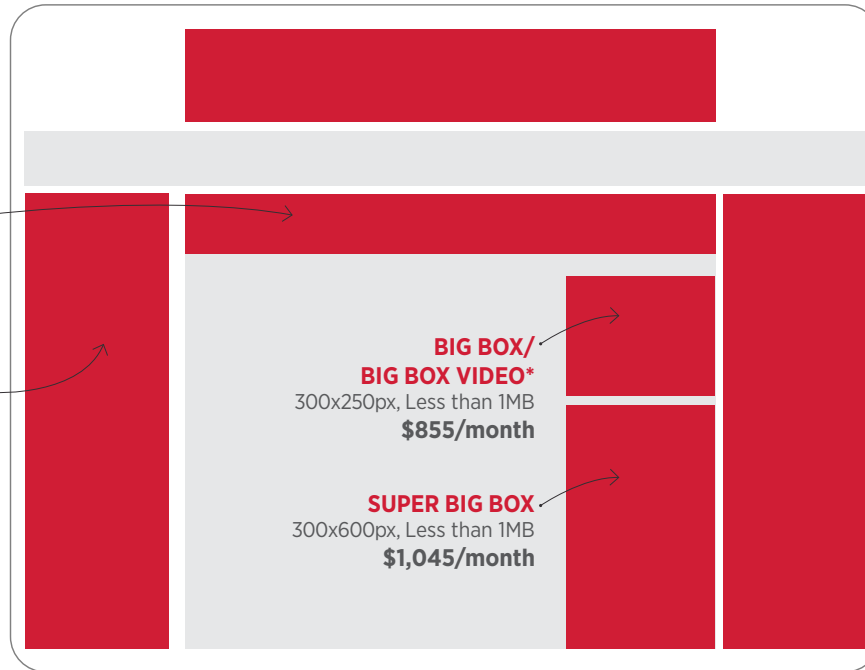
100% visibility
970x250px, Less than 1MB
320x50px, Less than 1MB
\$1,710/month

LEADERBOARD*

728x90px, Less than 1 MB
320x50px, Less than 1 MB
\$855/month

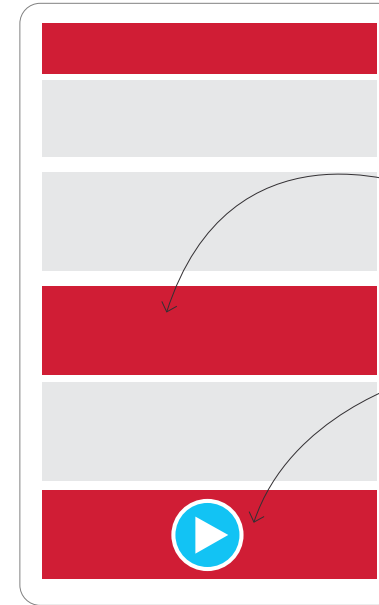
WALLPAPER

Fixed and exclusive position
Includes mobile sticky banner
Specs provided at time of purchase
\$1,655/month



**BIG BOX/
BIG BOX VIDEO***
300x250px, Less than 1MB
\$855/month

SUPER BIG BOX
300x600px, Less than 1MB
\$1,045/month



INLINE BILLBOARD

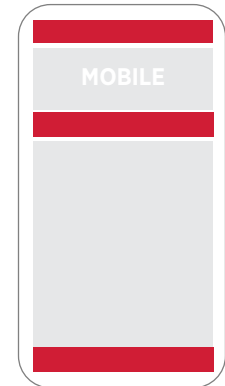
Appears within article pages
970x250px & 300x250px
(desktop/mobile)
Less than 1 MB
\$955/month

INLINE VAST

Appears within article pages
Mobile responsive
3rd party VAST tags required
\$1,575/month

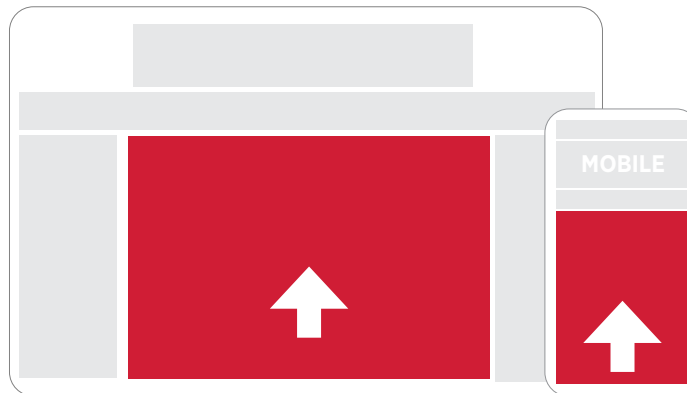
MOBILE BANNERS

320x50px, Less than 1MB
Included for Leaderboard,
Wallpaper and Top Billboard



INTERSCROLLER AD

1200x1000px,
Less than 1 MB
Safe Area:
800x600px
\$2,100/month



MOBILE INTERSCROLLER

850x1000px,
Less than 1 MB
Safe Area:
360x500px

CLICK TO LEARN MORE
ABOUT THIS AD PLACEMENT



* 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.

KEEPING OUR AUDIENCE INFORMED

eNEWSLETTERS

COST-EFFECTIVE, CASL-COMPLIANT*, BRAND-SAFE EMARKETING

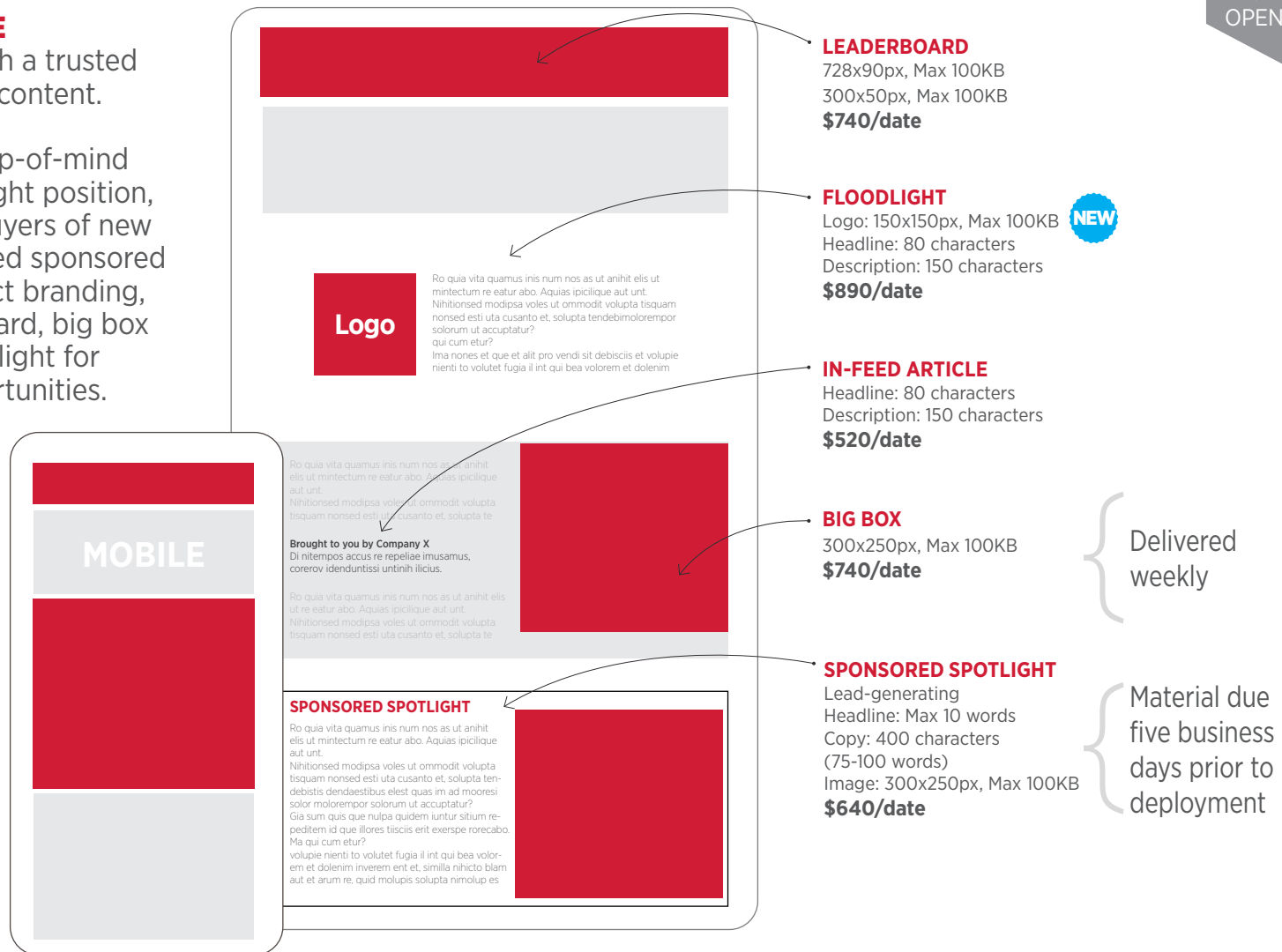
5,508
SUBSCRIBERS

50%
AVERAGE
OPEN RATE

REACH A PRECISELY TARGETED AUDIENCE

while they engage with a trusted source sharing timely content.

Keep your business top-of-mind with our **NEW** Floodlight position, or update potential buyers of new insights with an In-Feed sponsored article. For high-impact branding, consider the leaderboard, big box or the sponsored spotlight for lead-generating opportunities.



* 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

TARGETED SOLUTIONS

ePRODUCTS/vBLAST

YOUR MESSAGE DIRECT TO FISH HATCHERY PROFESSIONAL INBOXES

SEND YOUR EXCLUSIVE MARKETING MESSAGE to our target list of CASL-compliant subscribers, consisting of fish hatchery professionals around the globe. Target our audience with a fish hatchery specific promo, deliver your hatchery product videos or share a relevant case study. Create, deliver and engage our fish hatchery audience with an eblast or vBlast!

eBLAST
5,561
SUBSCRIBERS

47%
OPEN RATE

Listen Now
THE
WORKHORSE
OF B2B
MARKETING



EBLAST/VBLAST

Subject line: 50 characters max

Headline: 8-12 words

Content: 200 words max

eBlast Poster Image: 558px x variable height

Accepted formats: .GIF, .JPG, .PNG

vBlast Poster Image: 558x350

Video play button required on image

\$1,655 net each

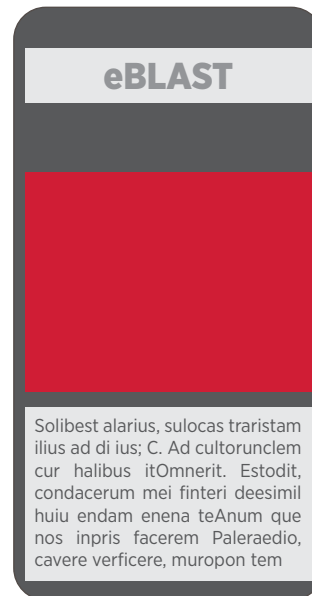


Photo: Hudson Valley Fish Farms



Exclusive targeting of our niche fish hatchery audience

hatcheryinternational.com

ARTICLE, VIDEO, ROUNDTABLE, SUPPLEMENT, ETC.

SPONSORED CONTENT

SHARE YOUR COMPANY'S THOUGHT LEADERSHIP AND MARKET KNOWLEDGE

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.

DIGITAL SPONSORED CONTENT

PREMIER PACKAGE – CREATED BY AMPLIFY

Our in-house storytelling experts will create a custom article featuring third-party sources for a trustworthy content experience. A multi-channel digital marketing program will promote and drive traffic to your article.

\$5,000

Includes:

- Custom article written by Amplify (1,000-1,200 words)
- Article hosted on hatcheryinternational.com
- Article pinned on homepage for 2 weeks with brand recognition
- 1x Content eBlast promoting article
- 1x eNewsletter Floodlight promoting article
- 1x social media post per platform promoting article on hatcheryinternational.com

ELITE PACKAGE - CLIENT-SUPPLIED

Supply your own branded article and *Hatchery International* will help promote to key decision makers.

\$3,500

Includes:

- Client-supplied article (Up to 1,000 words)
- Article hosted on hatcheryinternational.com
- Article pinned on homepage for 2 weeks with brand recognition
- 1x Content eBlast promoting article
- 1x eNewsletter In-Feed Sponsored Article
- 1x social media post per platform promoting article on hatcheryinternational.com

amplify
by ANNEX

LEARN ABOUT
OUR IN-HOUSE CUSTOM
CONTENT SERVICES



**Listen
Now**

CONTENT
MARKETING'S
ROLE IN SEO
STRATEGY



INTEGRATED SPONSORED CONTENT

Ask about our Integrated Sponsored Content program to include your custom article in a print issue of *Hatchery International* magazine.

A-LA-CARTE SPONSORED CONTENT

1. **eNewsletter Floodlight:** The most exclusive content marketing position available within our leading eNewsletter. This unit is designed to capture the attention of readers with its strategic placement at the top of the eNewsletter.
2. **eNewsletter In-Feed Sponsored Article:** A true native content opportunity positioning your branded content in line with our top news stories with brand recognition.
3. **eNewsletter Sponsored Spotlight:** A proven lead-generating position that allows for middle ground between branding and content marketing.
4. **Custom content:** Create a unique content experience with Amplify by Annex, our in-house content studio. Work with our team to determine the best form your content should take – an article, blog, social media campaign, video, podcast, eBook or infographic? The possibilities are endless.
5. **Custom stand-alone print issue or direct-mail piece:** Become a thought leader on a topic that your target audience cares most about.

TURNKEY SOLUTION

WEBINARS

DEMONSTRATE YOUR THOUGHT LEADERSHIP TO OUR FISH HATCHERY COMMUNITY

Listen
Now

WEBINARS:
WHY THEY
WORK
FOR B2B
MARKETERS



WEBINARS BY ANNEX ARE POSITIONED TO DELIVER RELEVANT AND TIMELY INFORMATION

to the audience with convenience and affordability for all. Webinars give your company the opportunity to encourage real-time conversation with current and potential clients. Webinars also allow the conversation to continue, reaching registrants, attendees and potential customers long after the live broadcast is over by creating an on-demand version accessible to your targeted audience. We'll help host, promote and execute – leaving you to be the thought leader.

- Align your brand with one of our topical, educational sessions or create a branded webinar by providing the topic, speaker and presentation
- Hatchery International hosts, promotes and moderates
- Hatchery International provides all promotion, logistics and technical support to run the webinar, including setting up the registration page and developing a marketing campaign that will run for up to six weeks across our advertising channels
- Lead-generation and performance report provided to sponsor following the webinar
- Archived version of the webinar hosted on hatcheryinternational.com and shared with all registrants by email



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

PACKAGES START AT \$5,245

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.

Secure your company's annual sponsorship of our popular RAS TALK series which continues to offer listeners engaging discussions about recirculating aquaculture systems. Listen to previous episodes at <https://www.rastechmagazine.com/podcast/> and contact our team to find out full details of this exclusive sponsorship.



PRESENTING SPONSOR

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

\$15,750 total / year

MID-ROLL ADVERTISER

a 15-30 second advertising script included during an episode of RAS TALK

\$1,575 / 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

Hatchery International'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.

Hatchery International 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.

\$525/POST/CHANNEL

Sponsored posts are limited to a maximum of two per week.



@HatcheryInternational



@hatchery_int



Hatchery International

MORE THAN
5,700
SOCIAL
FOLLOWERS

hatcheryinternational.com

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. Hatchery International 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: Aqualife Services



Our editors have the ear of our fish hatchery community around the world. Join the conversation.

hatcheryinternational.com

365 DAYS OF EXPOSURE TO YOUR CUSTOMERS

ANNUAL WALL CALENDAR

INSERT YOUR COMPANY LITERATURE WITH OUR MAGAZINE DISTRIBUTION

Displayed on the walls and doors of fish hatcheries worldwide, Hatchery International'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 the price of your Wall Calendar ad when you schedule 6 ads in Hatchery International magazine.

REGULAR AD SPACE

\$835

(73mm x 73mm)

CORNER AD SPACE

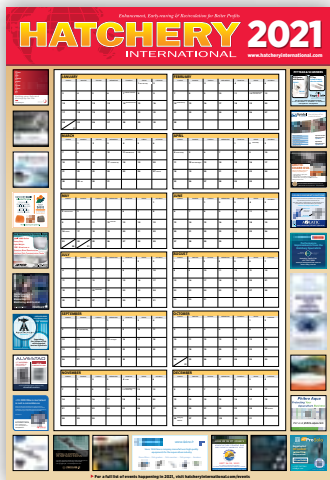
\$1,000

(73mm x 73mm)

DOUBLE AD

\$1,660

(Vertical 73mm x 157mm or
Horizontal 157mm x 73mm)



2024 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: OCTOBER 13, 2023

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

EXCLUSIVE SPONSORSHIP OPPORTUNITY

TOP 10 UNDER 40

AN ANNUAL PROGRAM RECOGNIZING LEADERSHIP AND INNOVATION IN YOUNG FISH HATCHERY PROFESSIONALS

OUR ANNUAL “TOP 10 UNDER 40” is a program designed to recognize leadership and innovation of fish and shellfish hatchery professionals under the age of 40.

The program shines a deserving spotlight on talented young fish hatchery professionals leading by example and making a big impact at their operation. Nominations start in May and are submitted from all corners of the globe. The 10 winners are then announced in October and profiled across Hatchery International’s digital, social and printed media.

The program includes an exclusive and comprehensive sponsorship package for one industry supplier.

**SPONSORSHIP
OPPORTUNITIES**

Please contact our team to find out more about sponsorship of this unique program.

1040
TOP UNDER