

**2025 MEDIA PLANNER**  
**hatcheryinternational.com**

# **HATCHERY** **INTERNATIONAL**



**GREAT CONTENT  
BETTER PEOPLE**

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## AUDIENCE

# WHO READS HATCHERY INTERNATIONAL?

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

**HATCHERY INTERNATIONAL** reaches an audience of

- 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

Hatchery professionals from around the world have trusted HI for over 25 years. Our focused hatchery content keeps reader up-to-date with the latest news, technology, research, and practical information to help them raise healthy juveniles for grow-out and restocking purposes. 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
- World Trout Culture Summit
- 365 days of industry news at our popular website
- Regular social media news posts and updates
- Various Theme Weeks, programs and more



12,000

Print  
Readership



7,500

Social Media  
Followers



4,994

Enews  
Subscribers



7,963

Average monthly  
web visitors

14,302

Average monthly  
pageviews

48%

Average Open Rate

## REGULAR CONTENT

- Hatchery Fish Health
- Hatchery feeds and feeding
- Recirc in Action
- Updates on species such as juvenile salmon, trout, shrimp, marine species and more



Click to see  
past issues

2025

# 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 2025 Wall Calendar			Delivered with Jan/Feb 2025 Issue	Oct 13, 2024 or when sold out	Oct 22, 2024	December
Jan/Feb 2025	Industry Outlook 2025	Water Quality management	<ul style="list-style-type: none"> <li>Mid-Continent Warm Water Fish Culture Workshop</li> </ul>	Nov 6, 2024	Nov 8, 2024	December
Mar/Apr 2025	Fish Health & Disease Management	Bio-security	<ul style="list-style-type: none"> <li>Aquaculture 2025, New Orleans</li> </ul>	Jan 10, 2025	Jan 15, 2025	February
May/Jun 2025	Genetics & Broodstock	Hatchery Lab technology	<ul style="list-style-type: none"> <li>Aquaculture Canada 2025, Fredericton, NB, Canada</li> </ul>	Mar 7, 2025	Mar 12, 2025	April
Jul/Aug 2025	Fish handling & transport	Grading & counting	<ul style="list-style-type: none"> <li>RASTECH 2025, San Diego, CA, USA</li> <li>AQUA NOR 2025, Trondheim, Norway</li> </ul>	May 9, 2025	May 14, 2025	June
Sep/Oct 2025	Sustainability & climate change	Feeds & feeding	<ul style="list-style-type: none"> <li>Aquaculture Europe 2025, Valencia, Spain</li> <li>LACQUA 2025, Puerto Varas, Chile</li> </ul>	Jul 4, 2025	Jul 9, 2025	August
Nov/Dec 2025	Top 10 Under 40	Innovations & Technology	<ul style="list-style-type: none"> <li>Northwest Fish Culture Concepts, Pacific Northwest, USA</li> </ul>	Sep 12, 2025	Sep 17, 2025	October
HI 2026 Wall Calendar			<ul style="list-style-type: none"> <li>Delivered with Jan/Feb 2026 Issue</li> </ul>	Oct 15, 2025 or when sold out	Oct 17, 2025	December

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	\$2,940	\$2,700	\$2,440
2/3 Page	\$2,410	\$2,260	\$2,110
1/2 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	1X	3X	6X
2-page spread	\$5,510	\$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	\$2,570
Page 4 (opposite Editor's welcome)	\$3,150	\$2,890	\$2,610
Page 3 (Contents page) Vertical Half Page ad only	\$2,270	\$2,140	\$1,970

## Annual Wall Calendar rates

Single ad	\$845
Double ad	\$1,690
Corner ad	\$1,020

**CLICK TO VIEW  
PRINT AD  
SPECIFICATIONS.**



**hatcheryinternational.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, 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.**



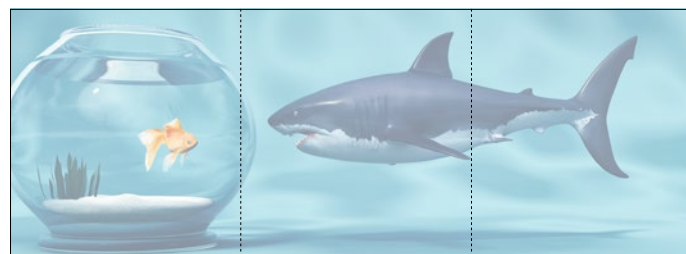
## BELLY BAND

The first item readers see when they pick up our magazine

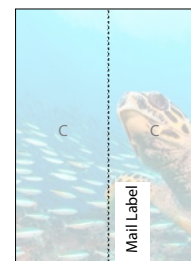


## BELLY BURST

Great opportunity to communicate bold ad messages



Fold (Spine of magazine)



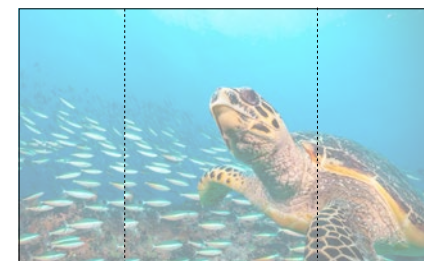
Fold (Spine of magazine)

## COVER WRAP

Highly visible ad unit offering great design potential

Mail Label Size: 3.5 x 1.5"

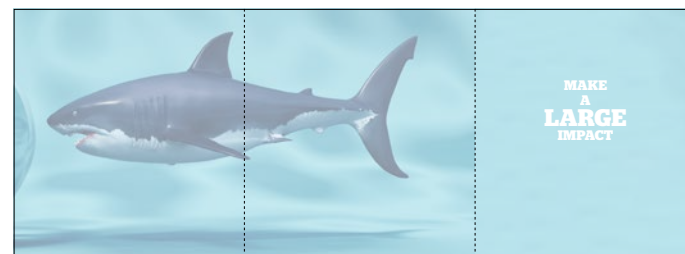
Position: 0.375" from bottom trim and spine



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

Photo: Mainstream Aquaculture

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

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

AVERAGING OVER 14,300 PAGEVIEWS PER MONTH

# WEB DISPLAY

DRIVE ENGAGEMENT AND BRAND RECOGNITION WHERE AND WHEN NEEDED

**VIEW  
DIGITAL  
SPECS  
AND  
GUIDELINES  
HERE**



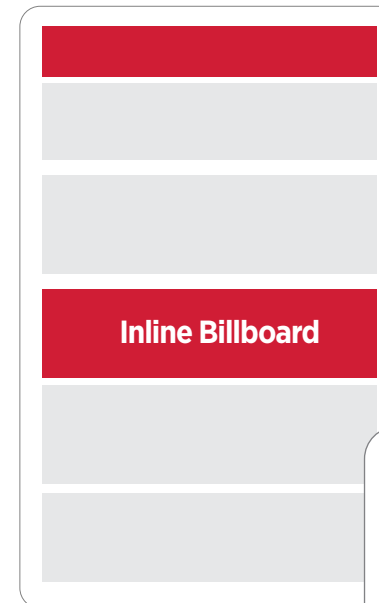
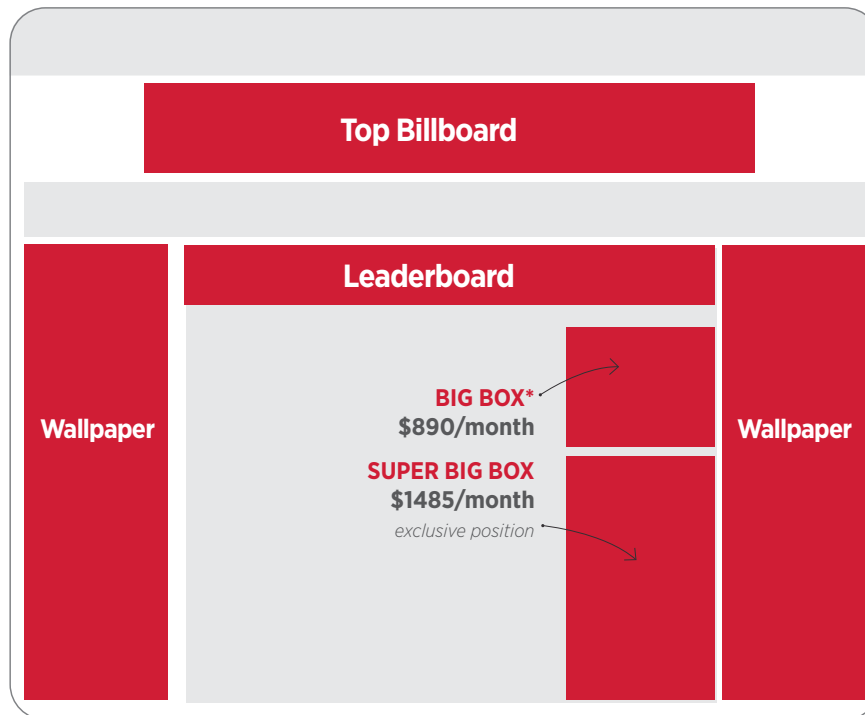
**VIEW  
SAMPLES  
OF ALL OUR  
WEB DISPLAY  
ADS NATIVELY  
IN-BROWSER**



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

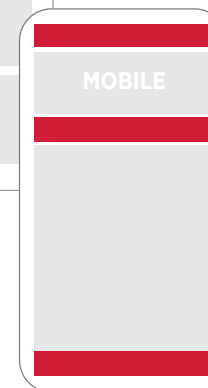
**LEADERBOARD\***  
\$890/month

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



**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.

**hatcheryinternational.com**

# KEEPING OUR AUDIENCE INFORMED

# eNEWSLETTERS

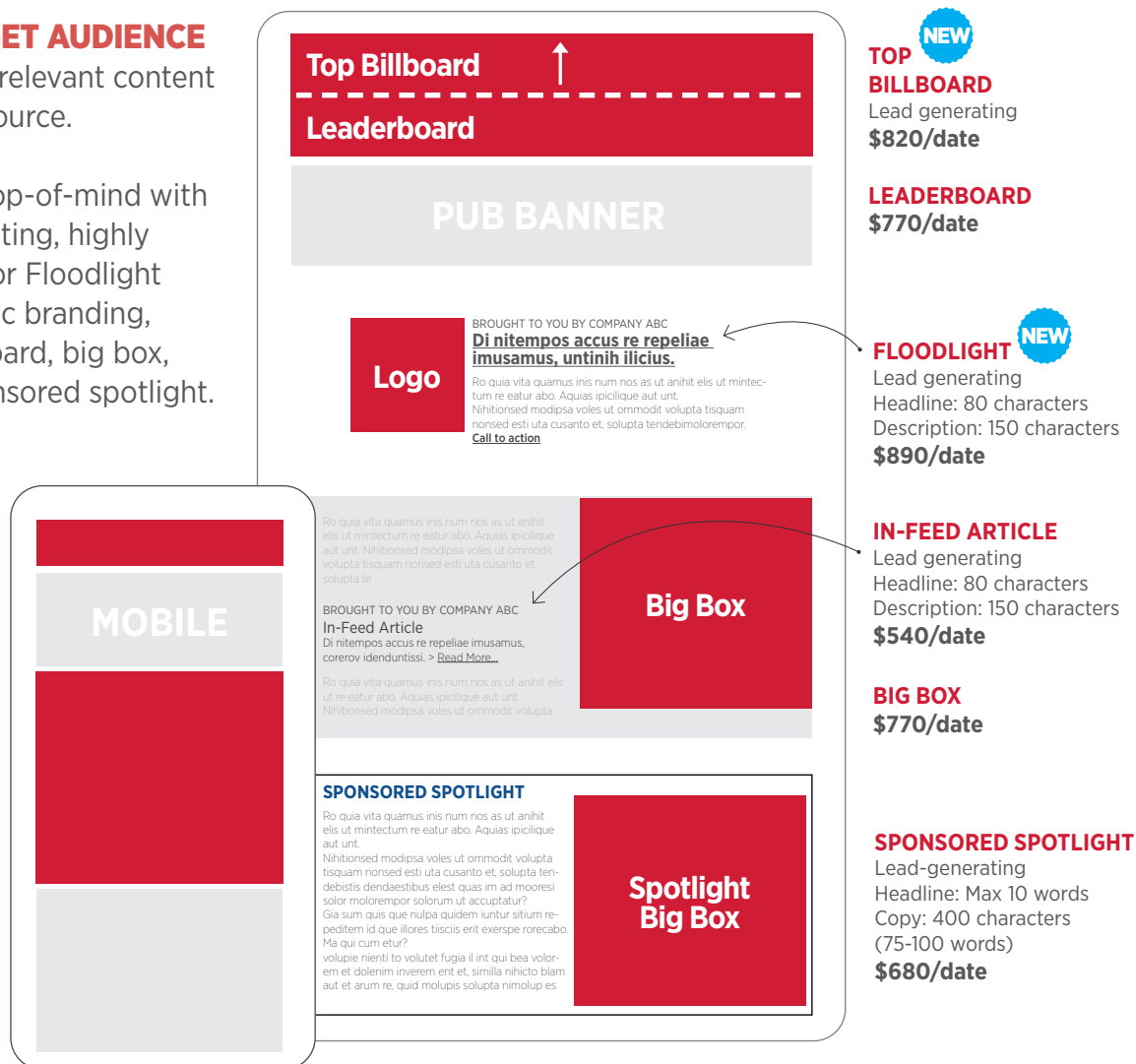
COST-EFFECTIVE, CASL-COMPLIANT\*, BRAND-SAFE EMARKETING

## 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.

**5190**  
subscribers

**48%**  
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.

**hatcheryinternational.com**

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**  
**5,198**  
SUBSCRIBERS

**47%**  
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**



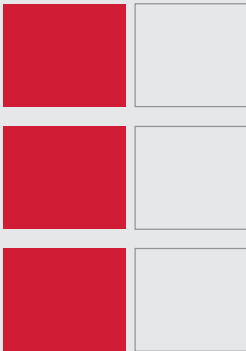
Solibest alarius, sulocas traristam  
ilius ad di ius; C. Ad cultorunclem  
cur halibus itOmnerit. Estodit,  
condacerum mei finteri deesimil  
huii endam enena teAnum que  
nos inpris facerem Paleraedio,  
cavere verficere, muropon tem

**vBLAST**



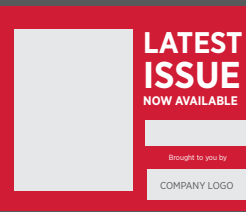
Gerum esterfica; Catqui sed cae  
re vere con praed Cati, nimmo  
iampris adhuidepon senam  
tra opoerit perem isquam iam  
fatus ad conscer ituus, fachus  
Catquam sus M. Hui etorit. Et vis  
nos viciam omnoste

**eCONNECT**



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

**Digital Advantage**



Solibest alarius, sulocas traristam  
ilius ad di ius; C. Ad cultorunclem  
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: 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

**Listen  
Now**  
CONTENT  
MARKETING'S  
ROLE IN SEO  
STRATEGY



**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 Hatchery International	✓	✓	<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 hatcheryinternational.com</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 Hatchery International*	✓	✓	
Marketing campaign that runs for up to six weeks across our platforms	✓	✓	
Logistics, set-up and technical support provided by Hatchery International	✓	✓	
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 hatcheryinternational.com	✓	✓	

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

**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.

**hatcheryinternational.com**

# 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).

**\$16,255 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  
**7,500**  
SOCIAL  
FOLLOWERS

[hatcheryinternational.com](http://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](http://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

**\$845**

(73mm x 73mm)

### CORNER AD SPACE

**\$1,020**

(73mm x 73mm)

### DOUBLE AD

**\$1,690**

(Vertical 73mm x 157mm or  
Horizontal 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: OCTOBER 16, 2024

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.



# 2025 THEME WEEKS

Hatchery International 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 RAS 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.

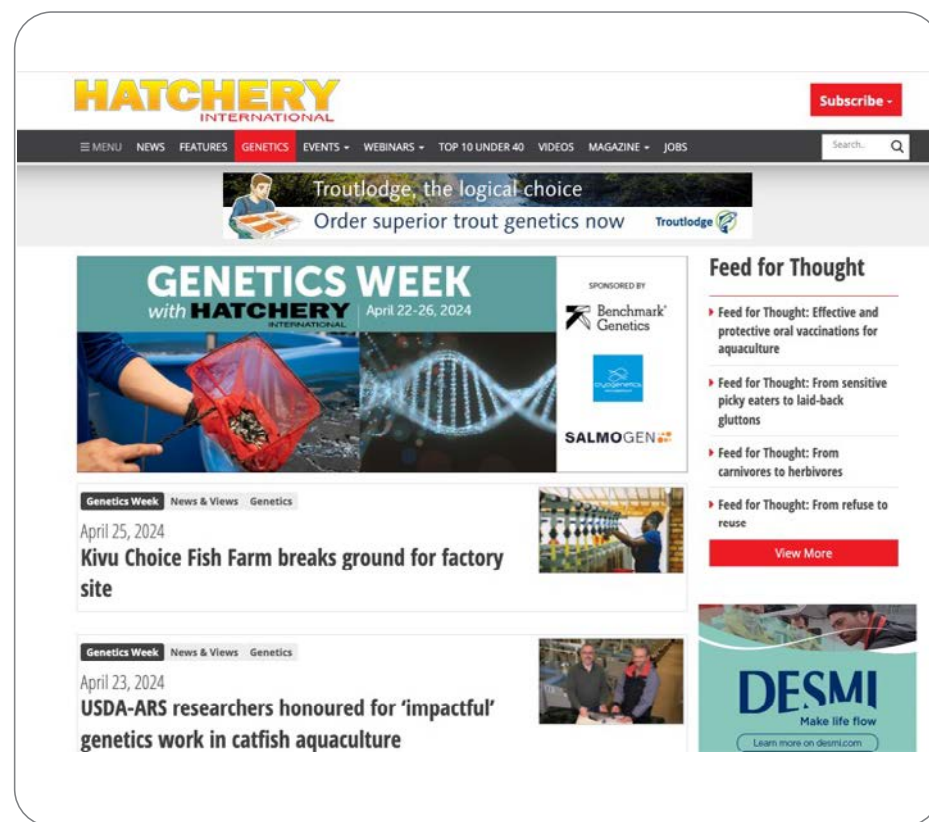
## Sponsorships, include:

- 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!

**April 20-24, 2025 - Genetics Week**

**July 13-17, 2025 - Shrimp Week**



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

2025

# WORLD TROUT CULTURE SUMMIT

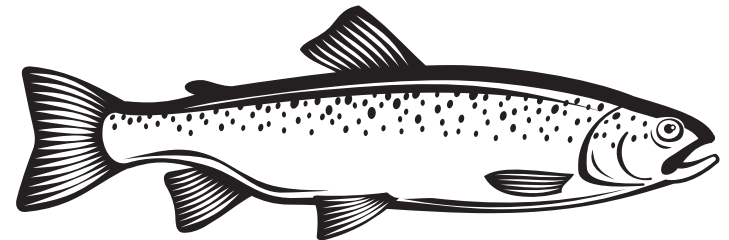
THURSDAY, OCTOBER 16, 2025 (ONLINE)

**IN OCTOBER 2025** we'll be hosting the bi-annual World Trout Culture Summit bringing together trout culturists from around the globe. This includes trout farmers, trout enhancement/restocking professionals, trout feed specialists, trout health experts, industry suppliers, seafood investors, researchers and more.

The event day will include various discussions around trout nutrition, feeding, genetics, best husbandry practices, fish health & welfare, biosecurity and more. For more information on how to participate in or support this event with your sponsorship, please contact one of our reps.

**SPONSORSHIP OPPORTUNITIES:**

Please contact our team for details of how to capture one of the limited sponsorships for this exciting new event for trout culturists.



# WORLD TROUT CULTURE SUMMIT

OCTOBER 16, 2025



INTRODUCING THE 2025

# INTERNATIONAL AQUACULTURE TECHNOLOGY EBOOK

MAY 2025

Presented by Aquaculture North America, Hatchery international and RASTECH Magazine

Dive into the future of aquaculture with our comprehensive International Aquaculture Technology eBook. This essential resource is your gateway to the latest innovations and groundbreaking technologies shaping the industry. Featuring products from around the globe, this digital handbook offers an exclusive look at the most advanced solutions and emerging trends in aquaculture and will serve as your go-to guide for discovering the tools and technologies that will drive the next wave of aquaculture excellence.

## **SPONSORSHIP OPPORTUNITIES:**

Please contact our team for details of how to capture one of the limited sponsorships for this exciting new digital eBook.

