

AQUA CULTURE

A s i a P a c i f i c



AQUA CULTURE Asia Pacific is a bimonthly trade magazine exclusively for the commercial aquaculture industry in the Asia Pacific region.

OUR MISSION

- We strive to be the beacon for the regional aquaculture industry.
- We will be the window to the world for Asia-Pacific aquaculture producers and doorway to the market for international suppliers.
- We strive to be the forum for the development of self-regulation in the Industry

INDUSTRY IN ASIA PACIFIC IN 2012

The aquaculture industry in Asia Pacific will be stretched according to species. The shrimp sector will be challenged by production and disease management resulting in demand exceeding supply. The freshwater fish sector is affected by traceability issues, from farm to fork and sustainability while the marine fish sector will move to market led production and improve supply chain management in the distribution of its products. There are common threads for all species including harmonization of product standards for market access and developing genetically improved breeds. The latter is followed by matching the nutritional requirements of these breeds and searching for lower costs but sustainable alternatives to marine meals in particular.

The role of AQUA CULTURE Asia Pacific magazine is to integrate the interest of the industry, from hatchery operators, farmers, integrators, aqua feed manufacturers, feed ingredient and additives suppliers, aquaculture service and equipment suppliers to academia and consultants. To meet the varied needs in the different segments of the industry in Asia Pacific, AQUA CULTURE Asia Pacific provides technical and business information for all stakeholders to take the industry forward.



"We have yet to see the quantum leap into the next phase of growth of commercial aquaculture in Asia, although recent developments indicate the industry is adapting to the changing demands of markets and consumers. In this eighth year of publication, we at AQUA CULTURE Asia Pacific magazine will continue to be the catalyst for change. We introduced The Aquaculture Roundtable Series (TARS) in 2011. This annual event will serve as the vehicle to bring the public and private sectors, academia and NGOs to the table to create synergies that will effectively benefit the industry as a whole."

Zuridah Merican, PhD., Editor

EDITORIAL CALENDAR IN 2012

In each issue, **AQUA CULTURE Asia Pacific** covers current issues, trends, latest technology and developments. Topics are selected from all facets of industry in the Asia Pacific region.

Issue focus

Highlights of a particular industry segment/issue of current interest, significantly important for the next phase of growth.

Industry reviews

Strengths, weaknesses, opportunities and threats facing a particular industry segment together with trends and forecasts.

Aqua Business

Featuring success stories, advances and innovations for industry benchmarking.

Feeds and Processing Technology

Taking a holistic approach it covers the interactions between nutrition and feed formulation, feed ingredients specification and quality and processing technology.

Production Technology

Technical contributions, upstream and downstream along the value chain affecting the final output.

Marketing

Reports on opportunities, market trends, regulations and certifications, branding and product development to help producers tap the potential of markets.

Volume 8 2012

Number	1 – January/ February	2 – March/April	3 – May/June	4 – July/August	5 – September/ October	6 – November/ December
Issue focus <i>Recent developments and challenges for the next step</i>	Aqua feed Production	Health Management	Sustainable & Responsible Aquaculture	Food Safety & Traceability	Culture models	Hatchery & Breeding Technology
Industry Review <i>Trends and outlook, demand & supply</i>	Marine Shrimp	Groupers	Catfish	Marine fish (Cobia/ Sea bass)	Tilapia	Freshwater Fish/ Prawn
Feeds & Processing Technology <i>Technical contributions influencing the final value of aqua feeds</i>	Feed additives Processing technology	Micro-nutrients Extrusion	Product quality Feed management	Feed enzymes Good manufacturing practices	Feed probiotics Post pellet additions	Novel feed ingredients Formulation
Production Technology <i>Technical information and ideas</i>	Pond Management & Biosecurity	Biofloc/Aeration technology	Genetic Improvement	Recirculation Aquaculture Systems	Certification and Regulations	Hygiene & Food Safety
Aqua business <i>Feature articles</i>	Experiences from industry, including role models, benchmarking and opinion articles in shrimp/fish culture					
Markets	Market trends, product development and promotions at local and regional trade shows					
Deadlines for articles	November 14, 2011	February 1, 2012	April 2, 2012	June 1, 2012	August 1, 2012	October 1, 2012
Show Issue Distribution <i>at these events as well as local and regional meetings</i>	FIAAP Asia, VICTAM Asia & GRAPAS Asia 2012, February 15-17, Bangkok Thailand*	Skretting Australasian Aquaculture 2012 (AA12), May 1-4, Melbourne*	Vietfish 2012, 26-28 June, Ho Chi Minh City, Vietnam	The Aquaculture Roundtable Series (TARS 2012), August 15-16, Phuket, Thailand	17th China Seafood & Fisheries Exposition 2012, November 2012, China	
<i>*Show preview in prior issues</i>	Aquaculture America 2012, February 29 - March 2, Las Vegas	8th Philippines Shrimp Congress, May 9-11		AQUA 2012, September 1-5, Prague, Czech Republic		
Advert booking deadlines	December 3, 2011	February 6, 2012	April 9, 2012	June 8, 2012	August 6, 2012	October 8, 2012

AD RATES 2012

AQUA CULTURE Asia Pacific is a regional trade publication exclusively for the commercial aquaculture industry. Circulated to industry stakeholders in Asia Pacific, it provides relevant information – technical and general, research updates, product news and industry profiles help develop business and markets.

Advertising rates

Gross rates for 4 colour advertisements, expressed in USD per insertion

Number of insertions booked for the year	1-2 insertion/year	3-4 insertion/year	5-6 insertion/year
Full page	2420	2300	2175
Half page (1/2)	1450	1380	1300
One third page (1/3)	1020	968	920
Quarter page (1/4)	825	780	750

Position loadings: Outside back cover +25%; Inside front cover + 20%; Inside back cover+20%; Other guaranteed positions including page 3,+10%



Distribution at Events in 2012

Issue	Event	Ad Deadlines
January/ February	FIAAP Asia, VICTAM Asia & GRAPAS Asia 2012, February 15-17, Bangkok Thailand Aquaculture America 2012, February 29 - March 2, Las Vegas	December 3, 2011
March/April	Skretting Australasian Aquaculture 2012 (AA12), May 1-4, Melbourne 8th Philippines Shrimp Congress, May 9-11	February 6, 2012
May/June	Vietfish 2012, June 2012, Ho Chi Minh City, Vietnam	April 9, 2012
July/August	TARS 2012 – 15-16 August 2012 AQUA 2012 September 1-5, Prague, Czech Republic	June 8, 2012
September/ October	17th China Seafood & Fisheries Exposition 2012 November 2012, China	August 6, 2012
November/ December		October 8, 2012

Fast facts

Frequency	Bimonthly, published in January, March, May, July, September and November
Circulation	Current 3,500 print copies/issue
Readership	10,500
Inaugural issue	November/December 2004

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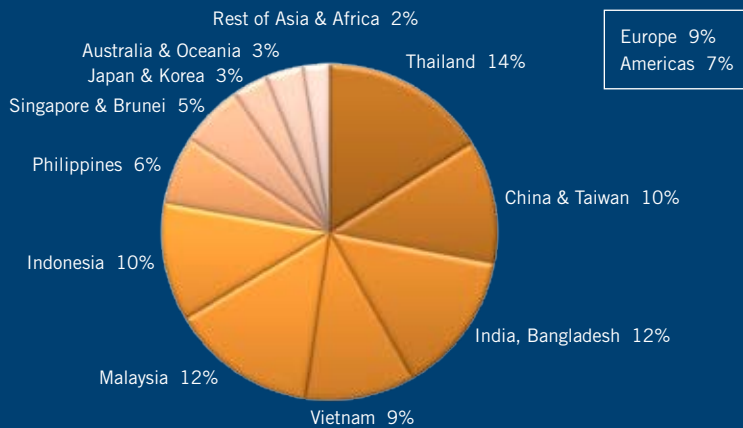
CIRCULATION

A strong presence in Asia Pacific

With each issue, we target all industry stakeholders, mainly in the Asia Pacific region. The magazine is delivered to subscribers, qualified individuals, producer associations, companies and a free readership group. We rotate the free readership based on their sector of interest.

Geographical distribution by country/region (up to July 2011)

Print copies: 3,500/issue. Readership: Based on industry standards, each issue reaches 10,500 readers.



A large presence in shows

From each print run, we disseminate 500 copies at international and regional meetings. In 2012, we will continue to support industry and participate in several international trade shows and conferences.

Distribution (%) by business activity

Our distribution model follows the supply chain from technicians to farm owners and investors in this fast moving industry. Profile of readers based on circulation in 2010- 2011 is as follows:

Farmers, integrators, hatchery/nursery operators, producer and industry associations	28.3%
Aquafeed and equipment manufacturers, ingredients and feed additives suppliers	25.1%
Aquaculture service providers including suppliers of equipment, chemicals, aeration equipment, cages, nets, probiotics, recirculation systems, water analysis and health diagnostics	24.5%
Support for industry including R&D, certification and standards, legislation, consultancy	11.8%
Seafood processing including importers and exporters	10.3%

How AQUA CULTURE Asia Pacific Works for you

- An insight into markets and industry in Asia Pacific for international suppliers
- Help regional companies go global
- Help international companies realise their local objectives

ADVERTISING

AQUA CULTURE Asia Pacific is published in Singapore in January, March, May, July, September and November

Printing

Sheet fed offset, cover 150g gloss, text 90g matt, stapled

Design

We can help if you require assistance in design of adverts. Contact us for a personalised quote:

Ms Irene Gomez

Corporate Media Services PL

Email: irene@corpmediapl.com

Warranty & Indemnity

All advertisements in Aquaculture Asia Pacific Magazine are accepted and published on condition that the advertisers and advertising agencies agree to indemnify the publisher and its agents from any liability for content (including text illustrations, trademarks, labels and any other copyright material) of advertisements printed or the unauthorized use of any persons name or photograph arising from the publisher's reproduction and publishing of such advertisement pursuant to the advertising agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or part thereof.



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Expand in the fastest growing aquaculture industry

Suppliers

Whether you are an aquafeed producer, feed ingredient and equipment supplier or provider of diagnostic health services, you will need to know your market. You want to create industry awareness to your products and target your customers.

Brand Recognition

In today's competitive world, awareness is not enough. Differentiate your products by creating a brand recognition and trust in your company as a reliable supplier who is committed to the industry.

Features & Technical

We develop your article submissions, presenting it with clarity and in an easy-to-read manner that will help you reach your audience.

News & Updates

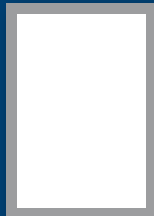
You can use this channel to update the industry and move your business forward.

Get reprints of your articles

Article reprints are available in print or electronic format.



TECHNICAL



Full page

Trim 297 x 210 mm
Bleed 303 x 216 mm



Half page

Vertical 87 x 267 mm
Horizontal 176 x 130 mm



One-third page

Vertical 56 x 267 mm
Horizontal 176 x 85 mm



One-quarter page

Vertical 85.5 x 130 mm
Horizontal 176 x 62.5 mm



Specifications

We only work with digital files. Advertising material should be supplied as: Digital files on CD-Rom, Macintosh platform presented in Macromedia Freehand, Eng (v.10 [or earlier]) or Chinese (v.8 [or earlier]), QuarkXPress, English V.4.0 (or earlier), Adobe InDesign (CS2 [or earlier]) Adobe Illustrator V.8, or Adobe Photoshop V.5. a) All fonts used must be included plus graphics as hi-res files @ 300dpi. b) A colour proof of the final advertisement must accompany the file. For other possible file formats, please email for information.