

Media Kit 2019



*It's not just about information,
it's about catalysing the industry in Asia.*

AQUA CULTURE Asia Pacific
brings in-depth and extensive
information to grow the region's
commercial aquaculture business.



OUR MISSION

We strive to be the beacon for
the regional aquaculture industry.

We will be the window to the world for
aquaculture producers in Asia-Pacific, and the
doorway to the market for international suppliers.

We serve as the forum for the development
of self-regulation in the industry.



www.aquaasiapac.com



As prices for **marine shrimp** decline, there is a need for better survival rates; production efficiency and lower production costs. The industry needs to manage trigger points which escalate disease outbreaks and reduce bacterial loads to mitigate diseases. The long-term goal is the constant supply of shrimp into global markets, avoiding the current seasonal production.

Low market acceptance of the tilapia and pangasius, Asia's two major **freshwater fish** requires self-regulation among producers. Tilapia, a preferred white fish needs to address the low omega 3 PUFAs content. Controlled production must focus on managing bacterial diseases in both species. Better ex-farm prices for the pangasius stimulated production in Vietnam but more needs to be done on generic marketing.

Industrial production of **marine fish** has started, pushed by governments and investor interests to fulfill global demand for white fish. Monoculture Asian seabass or barramundi farms vaccinate juveniles to control disease but in multispecies coastal farms, poor environmental conditions, poor genetics and absence of generic marketing limit growth. The high cost of hybrid grouper production is sustained by the high price live fish markets and avoids efforts to reduce production cost.

Despite a constant demand for highly efficient **aqua feeds**, there seems to be a trust deficit between feed companies and farmers when it comes to functional feeds. Feed companies need to adapt feed formulations to genetically selected shrimp species and formulate species-specific feeds for freshwater and marine fish. Feedmillers are open to using various alternatives to fish meal and fish oil in diets, but the dilemma is how best to reformulate to meet the same performance at the same cost.

Using science for the next level in growth is the responsibility of the industry and Aqua Culture Asia Pacific will catalyse this.



TARS 2019
August 14-15, 2019

www.tarsaquaculture.com

“ *The focus of TARS 2019, the ninth in the series, is on Asia's aqua feed industry. The theme 'Fit for Future' will draw stakeholders to address key challenges and prepare shrimp and fish feed companies for the next phase of growth. TARS 2019 will target feeds for improved genetics; species-specific feeds for fish; use of functional feeds to mitigate disease; and fish meal-free diets with same performance and cost.* ”



AQUA CULTURE Asia Pacific covers current issues, trends, latest technology and market developments. Topics are selected from all facets of the aquaculture sector in the Asia Pacific region.

Issue focus

Recent developments in a segment of the industry, with a spotlight on emerging challenges.

Aqua business

Industry players and contributors share new knowledge, success stories, advances and innovations for industry benchmarking.

Production technology

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

Industry reviews

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

Feed technology

Contributed articles covering interactions between nutrition and feed formulation, feed ingredients specification and quality and processing technology from a holistic viewpoint.

Marketing

Reporting on market activities, branding and product development to help producers tap into potential markets.

Look out for AAP's annual report on trends in Asia's production of *marine shrimp and aqua feeds*.

Volume 15, 2019

Number	1-January/ February	2-March/April	3-May/June	4-July/August	5-September/ October	6-November/ December
Issue Focus <i>Trending issues and challenges for the next step</i>	Fish/Shrimp Nursery	Health & Disease Management	Hatchery	Sustainable & Responsible Aquaculture	Genetics & Genomics	Integration & Supply Chain
Industry Review <i>Developments, outlook, demand & supply</i>	Marine Shrimp	Marine Fish	Aqua Feed Production	Tilapia	Functional Feeds	Catfish & Freshwater Fish
Feeds & Processing Technology <i>Technical contributions from feed industry</i>	Fish Meal Replacements Feed Enzymes	Feed Additives Omega 3 Oils	Health/Safety/ Environment in Feedmills	Lipid & Mineral Nutrition	Extrusion & Processing	Larval & Nursery Feeds
Production Technology <i>Technical information and ideas</i>	Controlled Systems (Hybrid/ RAS)	Offshore & Industrialisation	Hatchery Technology	SPF/SPR/SPT Shrimp	Post-Harvest Technology/ Processing	Organic Aquaculture
Market activities, branding and product development	Shrimp	EU	Tilapia	China	USA	Marine Fish
Aqua Business <i>Feature articles</i>	Experiences from industry and opinion articles covering role models, benchmarking, health management, SOPs, social investments, CSR, ancillary services, self-regulation etc					
Company/Product News	News from industry including local and regional trade shows					
Deadlines Technical articles	November 16, 2018	January 18	March 15	May 17	July 12	September 13
Deadlines Advert booking	November 23, 2018	January 25	March 22	May 24	July 19	September 20
Show Issue <i>Distribution at these events as well as at local and regional meetings</i> <i>*Show preview</i>	Brackishwater Aquaculture 2019 January 23-25 Chennai, India VIV Asia 2019 March 13-15 Bangkok, Thailand	Seafood Expo Global 2019 May 7-9 Brussels, Belgium	*Asian Pacific Aquaculture 2019 June 19-22 Chennai, India Asia-Pacific Aquaculture Expo & Global Aquaculture Summit June, Fuzhou, China Aquaculture Philippines 2019 June 26-28 Pasay City, Metro Manila	*TARS 2019: Aqua Feeds (The Aquaculture RoundTable Series August 14-15 TBA Vietfish 2019 TBA, Ho Chi Minh City, Vietnam	Aquaculture Europe 2019 October 8-10 Berlin, Germany Taiwan International Fisheries and Seafood Expo 2019 TBA, Kaohsiung	

ADVERTISING RATES 2019

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 to help develop business and markets.

Advertising rates

Full colour advertisements, expressed in USD per insertion

Number of insertions	1-2	3-4	5-6
Full page	2660	2520	2400
Half page (1/2)	1590	1520	1450
One third page (1/3)	1275	1210	1160
Quarter page (1/4)	1022	980	945

Position loadings: Outside back cover +25%; Inside front cover +20%; Inside back cover +20%; Other guaranteed positions including page 3, +10%. Loose inserts (by arrangement)

Distribution at Events in 2019

Issue	Event	Ad Deadlines
January/ February	Brackishwater Aquaculture 2019 January 23-25, Chennai, India VIV Asia 2019 March 13-15, Bangkok, Thailand	November 16, 2018
March/April	Seafood Expo Global 2019 May 7-9, Brussels, Belgium	January 25
May/June	Asia-Pacific Aquaculture Expo & Global Aquaculture Summit June, Fuzhou, China Asian Pacific Aquaculture 2019 June 19-22, Chennai, India Aquaculture Philippines 2019 June 26-28, Pasay City, Metro Manila	March 22
July/August	TARS 2019 - The Aquaculture RoundTable Series August 14-15, TBA Vietfish 2019 TBA, Ho Chi Minh City, Vietnam	May 24
September/ October	Aquaculture Europe 2019 October 8-10, Berlin, Germany Taiwan International Fisheries and Seafood Expo 2019 TBA, Kaohsiung	July 19
November/ December		September 20

There will be additional distribution at local and regional meetings and exhibitions in 2019



Fast Facts

Frequency

Six times/year;

published in January, March, May, July, September and November

Hard copies & Digital formats as emag and pdf at

www.aquaasiapac.com

Readership

10,500/issue

Inaugural issue

November/December 2004

Published in Singapore by
Aqua Research Pte Ltd

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A strong presence in Asia Pacific

With each issue, **AQUA CULTURE Asia Pacific** targets industry stakeholders, mainly in the Asia Pacific region. The print 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.

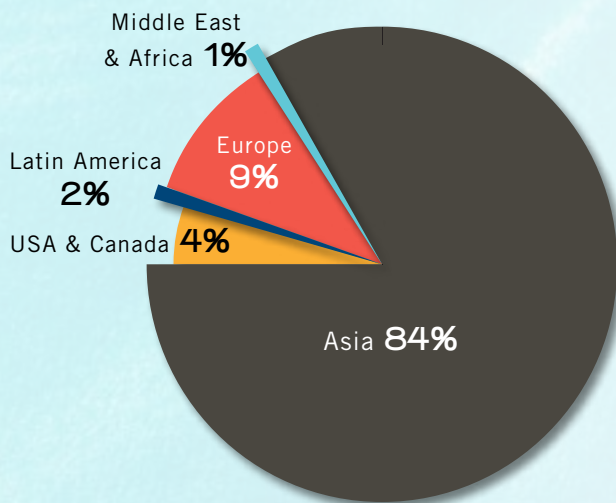
Geographical distribution by country/region

Print: 3,500 copies of each issue. Based on industry standards, each issue reaches a readership of 10,500. At least 84% are distributed in Asia.

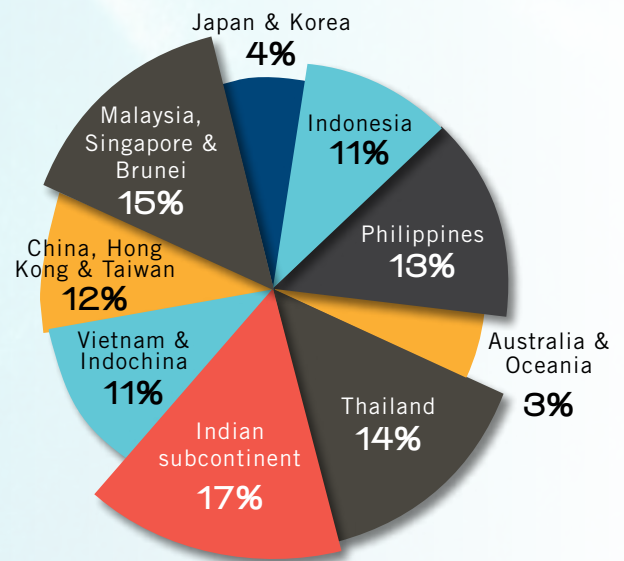
Digital: Online magazine and free download of back issues. Some 63% online subscribers are within Asia.

Subscription: Subscribers receive a print copy and pdf downloadable from the website. Cost of each subscription/year (6 issues) is SGD 70 for Asia and SGD 100 for rest of world.

Geographical Distribution



Asia Pacific Distribution

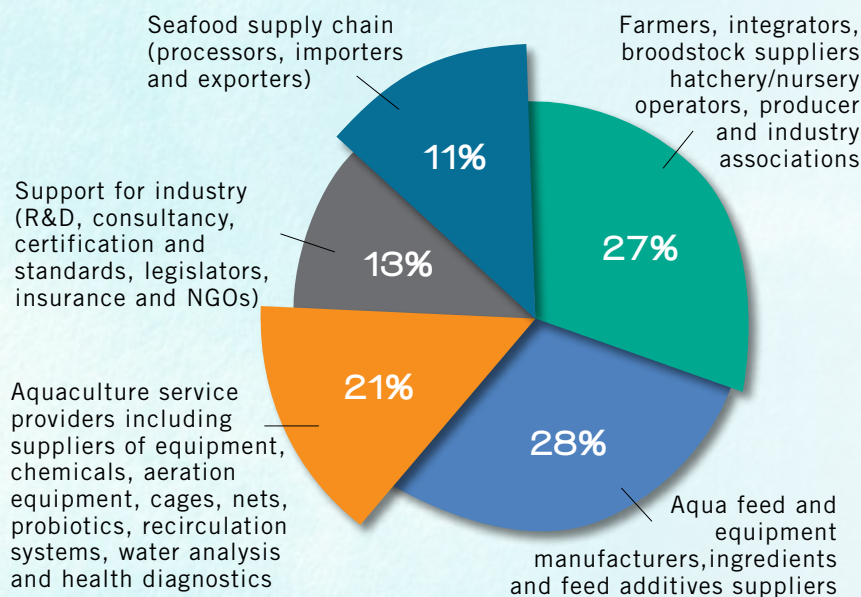


A large presence at shows

From each print run, we disseminate 500 copies at international and regional meetings. In 2019, 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 2017-2018 is as follows:



How AQUA CULTURE Asia Pacific works for you:

- Provides an insight into markets and industry in Asia Pacific for international suppliers
- Helps regional companies go global
- Helps international companies realise their local objectives
- 87% of clients re-advertise with us

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

Printing

Sheet fed offset, cover 128g gloss, text 85g matt, stapled

Design

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

Irene Gomez

Corporate Media Services PL

Email: irene@corpmediapl.com

Warranty & Indemnity

All advertisements in **AQUA CULTURE 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 person's 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.

A publication of Aqua Research PL



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Expand in the fastest growing aquaculture industry

Suppliers

Whether you are an aqua feed 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 for your products and target your customers.

Brand Recognition

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

Features & Technical Articles

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

News & Updates

Use this channel to update the industry and move your business forward.

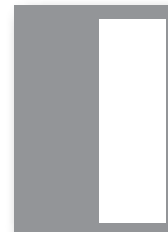
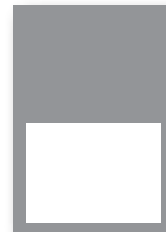
Use the magazine as a talking point with your customers and stimulate technical discussion.

TECHNICAL



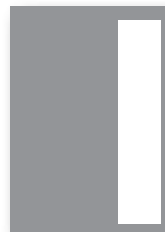
Full page

Trim 297 x 210 mm
Bleed 303 x 216 mm



Half page

Vertical 87.5 x 262 mm
Horizontal 186 x 131 mm



One-third page

Vertical 58 x 262 mm
Horizontal 186 x 85 mm

One-quarter page

Vertical 90 x 131 mm
Horizontal 186 x 62.5 mm

Specifications

We only work with digital files. Advertising material should be supplied in High Res PDF, CMYK 300dpi with crop marks.

- All artwork to include 3mm bleed all round and fonts used must be outlined.

For other possible file formats, please email for information.