



# MEDIA KIT 2021

## We catalyse Asia's aquaculture industry

### 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](http://www.aquaasiapac.com)



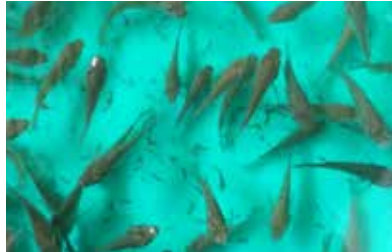
Aquacultureasiapacific

# INDUSTRY IN 2021

**Moving aquaculture from an art to a science is the responsibility of all stakeholders and AQUA CULTURE Asia Pacific will be the platform for information exchange.**



The **marine shrimp** is facing a supply glut and the pandemic has stifled demand leading to a negative pressure on prices. To remain viable, the industry should focus on markets, margins and productivity.



The leading **freshwater fish** for export like tilapia and pangasius continue to suffer from stagnant demand. Generic marketing for both species is required to match the increasing production in the region.



The Asian seabass is leading the **marine fish** industry but still has to improve on integration, post-harvest handling and supply chain to expand its market reach and develop new routes to markets.



Asian **aquafeed** producers have a choice of sustainable alternatives to replace fishmeal and fish oil and now has to work with downstream segments to build on its sustainability credentials to create a pull effect.

## 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

We co-organise **The Aquaculture Roundtable Series (TARS®)**, a stakeholder effort to equip the industry for its next phase of growth. Details on page 7.



The Aquaculture Roundtable Series

# 2021 ADVERTISING RATES: PRINT

## 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 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.

## Print Advertising Rates

Full colour advertisements, in USD per insertion			
Number of insertions	1 - 2	3 - 4	5 - 6
Full page	2660	2520	2400
Half page (1/2)	1750	1670	1600
One third page (1/3)	1400	1330	1275
Quarter page (1/4)	1175	1128	1085

**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)

## Specifications



**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

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.

AQUA CULTURE Asia Pacific is a publication of



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

# 2021 ADVERTISING RATES: DIGITAL

## Digital advertising at www.aquaasiapac.com in USD dollars

	1 month	3 months	6 months	12 months
<b>Leaderboard</b> 906x150 px (file size to be < 500KB)	700	1785	3570	7140
<b>Banner</b> 832x120 px	600	1530	3060	6120
<b>Side Square</b> 244X244 px	525	1340	2680	5360
<b>Side rectangle</b> 244x120 px	450	1148	2300	4590

The screenshot shows the Aqua Culture website interface. At the top, there is a navigation bar with the logo and links for Home, About, and Contact. Below the navigation bar, a large orange banner displays the dimensions '906 X 150'. The main content area features several articles with images and headlines, such as 'Shrimp culture', 'Understanding the Artemia', 'Feed Technology', and 'Responsible & Sustainable Aquaculture'. On the right side, there is a sidebar with 'Upcoming Events' and 'Latest' sections, each containing smaller ad placements with dimensions '244 X 244' and '244 X 120'. At the bottom of the page, there are social media links for Facebook and Twitter, and a footer with the Aqua Culture logo and contact information.

## PRINT

**87%**  
of return  
advertisers

Distribution  
**78**  
countries

**10,500**  
Readership/issue

## ONLINE

**3,727**  
Reads on issuu.com  
Mar - Jun 2020

**Inaugural**  
issue  
Nov/Dec 2004

**6**  
times/year  
Jan, Mar, May,  
Jul, Sep and Nov

# EDITORIAL CALENDAR

**AQUA CULTURE Asia Pacific brings indepth and extensive information to grow the region's commercial aquaculture business.**

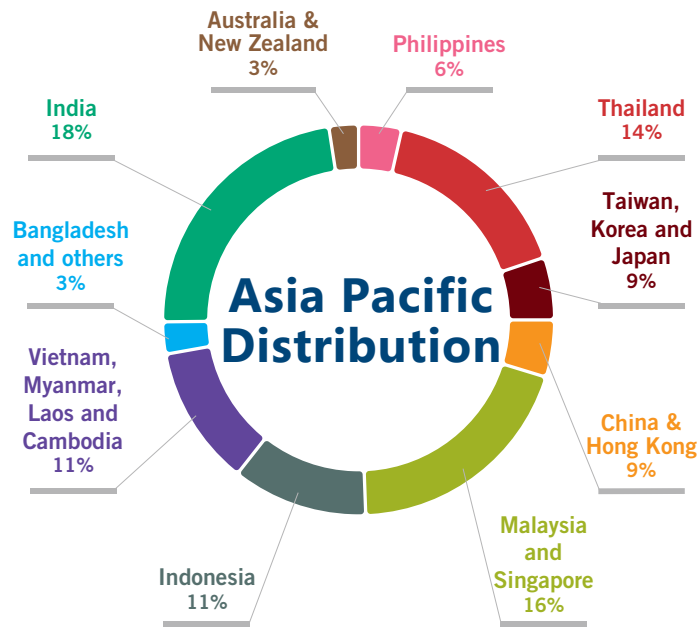
**Look out for AAP's annual report on trends in Asia's production of **marine shrimp** and **aquafeeds****

	January/February	March/April	May/June	July/August	September/October	November/December
<b>Deadlines – Technical articles</b>	November 13, 2020	January 15	March 12	May 14	July 16	September 16
<b>Deadlines – Advertisements</b>	November 20, 2020	January 22	March 19	May 21	July 23	September 23
<b>Aqua Business</b> Feature articles from industry players	Experiences and opinions covering role models and clear and present needs of industry					
<b>Issue focus</b> Recent developments/spotlight on emerging challenges	Nursery & Hatchery	Health & Disease Management	Demand & Supply Equilibrium	Sustainable & Responsible Aquaculture	Aquaculture Innovations	Health & Disease Management
<b>Industry Review</b> Developments, outlook, demand & supply	Marine Shrimp	Marine Fish	Aquafeed Production	Tilapia	Marine Shrimp	Catfish & Freshwater Fish
<b>Feeds &amp; Processing Technology</b> Technical contributions from industry	Larval & Nursery Feeds	Novel Ingredients/ Fish meal/oil Replacements	Extrusion and Pelleting	Sustainable Feeds	Functional Feeds/ Additives	Feed Enzymes/Post Pellet Applications
<b>Production Technology</b> Technical information along the value chain	Controlled Systems (hybrid/RAS)	Offshore and Industrialisation	Hatchery Technology	Real Time Monitoring/Big Data	Feed management	Post-Harvest Processing
<b>Marketing activities</b>	Market and product developments, market access, certifications, branding, food safety etc					
<b>Events</b> Distribution at these events as well as local and regional meetings *Show preview	<b>VIV Asia 2021</b> Bangkok, Thailand March 10 – 12,	<b>Aquaculture Europe 2020</b> Cork, Ireland April 12 – 15	<b>*World Aquaculture 2020</b> Singapore June 14 – 18	<b>*TARS 2021: Shrimp Aquaculture</b> Ho Chi Minh City, Vietnam August 18 – 19	<b>Aquaculture Europe 2021</b> Madeira, Spain October 4 – 7	
		<b>Seafood Expo Global 2021</b> Barcelona Spain April 27 – 29		<b>11th Symposium on Diseases in Asian Aquaculture (DAA11)</b> Kuching, Malaysia August 23 – 26	<b>RAStech 2021</b> South Carolina, USA November 3 – 4	
<b>For article contributions,</b> please contact editor: zuridah@aquasiapac.com				<b>*Asian-Pacific Aquaculture 2021</b> Surabaya, Indonesia September 7 – 10	<b>Taiwan International Fisheries and Seafood Show (TIFSS 2021)</b> – TBA	

## A strong presence in Asia Pacific

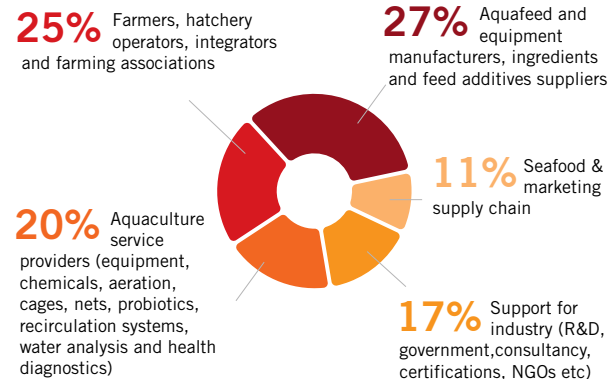
We distribute print copies to subscribers, qualified individuals, producer associations, companies and a free readership group. We rotate the free readership based on their sector of interest. Based on distribution Aug 2019 – Jul 2020, 84% of readers are in the Asia Pacific region.

### Asia Pacific Distribution (2019/2020)



### Distribution (%) by business activity

Our distribution model follows the supply chain from technicians to farm owners and investors in this fast-moving industry.



## A large presence at shows

We support industry and participate in several regional and international trade shows and conferences. Extra copies are printed for distribution at various events. In 2021, AQUA CULTURE Asia Pacific will participate in several regional and international events.



# ABOUT TARS

## Moving aquaculture in Asia Pacific

The Aquaculture Roundtable Series (TARS®) is a platform for all stakeholders – public, private sector, academia, government and non-government organisations. The aim is for the sharing and exchange of information and experiences for a common goal; to collectively steer the industry in its next phase of growth.

TARS was initiated in 2011 by Aqua Culture Asia Pacific Magazine and Corporate Media Services Pte Ltd. Each year, we change the industry focus. Over its 10-year history, TARS which started with aquafeeds and nutrition in 2011, has visited shrimp aquaculture in 2012, 2014, 2016 and 2018; finfish aquaculture in 2013 and 2017; and aquafeeds in 2015 and 2019.



### TARS 2021

Originally scheduled for 2020, the 10th edition of TARS in 2021 will be on **Shrimp: Markets • Margins • Productivity**. It will be held on August 18 – 19 in Ho Chi Minh City, Vietnam.

“With the COVID – 19 pandemic we expect the landscape to be more competitive, forcing stakeholders to review their current business model. As the market can expect supply to exceed demand, this will place downward pressure on vannamei prices. Asia’s producers need to anticipate and focus on improving productivity to bring down costs of production.”

Zuridah Merican – Editor

## Sponsorships

Be an industry partner. TARS offers a neutral platform for a specific target audience. A limited number of sponsorships are planned annually. Contact: [zuridah@aquasiapac.com](mailto:zuridah@aquasiapac.com) or [irene@corpmediapl.com](mailto:irene@corpmediapl.com)

More information:  [www.tarsaquaculture.com](http://www.tarsaquaculture.com)

 [www.facebook.com/Aquacultureasiapacific](https://www.facebook.com/Aquacultureasiapacific)

 [www.twitter.com/TARSAQUACULTURE](https://www.twitter.com/TARSAQUACULTURE)



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