



## 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

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

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





**Finfish Aquaculture**  
**August 16-17, 2017**  
**Bali, Indonesia**  
[www.tarsaquaculture.com](http://www.tarsaquaculture.com)

There are challenges along the supply chain in the aquaculture industry in Asia Pacific. The major issue is that the industry is not working together to implement the scientific advances in aquaculture. There needs to be a paradigm shift towards a market driven and sustainably based industrial production.

In the marine shrimp sectors, WSSV, EMS, EHP & WFD continue to be major threats. Farms are adapting culture practices and evolving with these disease threats. More emphasis is required on good quality and clean broodstock, robust post larvae and nursery systems as the foundation for successful production and linking these with appropriate management.

The pangasius and tilapia are the two most marketed freshwater finfish from Asia. Productivity can be enhanced with genetics, better quality seed stock and use of modern farm management tools. Together, the farming and marketing segments need to address the poor image of these major whitefish products from Asia.

There should be a push for the industrialisation of the marine fish sector. Poor economies of scale for the multispecies industry is hindering progress. A model with a few selected species will spur support industries such as genetics and nutrition for efficient production and marketing.

The supply chain is only as weak as its weakest link. Along this chain, the bottlenecks which hold back production and marketing should be identified and resolved.

The role of **AQUA CULTURE Asia Pacific** magazine is to integrate the goals of the industry. To meet the varied needs in the different segments of the industry in the region, **AQUA CULTURE Asia Pacific** provides technical and business information for all stakeholders to take the industry forward.



*Since 2011, The Aquaculture Roundtable Series (TARS), has worked towards preparing and moving Asia's aquaculture industry forward. TARS 2017 will focus on the freshwater and marine finfish aquaculture sector. The growth in fish production to meet current and future demand for food fish is expected to be from Asia. TARS 2017 will address numerous and diverse challenges as farms in Asia intensify and scale up production.*



Zuridah Merican, PhD  
Editor





**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 significantly impacting the next phase of growth.

## 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 opportunities, market trends, regulations and certifications, 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 the marine shrimp and aqua feeds.**

Volume 13, 2017						
Number	1-January/February	2-March/April	3-May/June	4-July/August	5-September/October	6-November/December
<b>Issue Focus</b> <i>Trending issues and challenges for the next step</i>	Microbial Management	Hatchery & Nursery Technology	Sustainable & Responsible Aquaculture	Revisiting Shrimp Nutrition	Biosecurity & Disease Management	E-commerce
<b>Industry Review</b> <i>Developments, outlook, demand &amp; supply</i>	Marine Shrimp	Marine Fish	Aqua Feed Production	Tilapia	Catfish	Genetics
<b>Feeds &amp; Processing Technology</b> <i>Technical contributions from feed industry</i>	Fish Meal & Marine Protein Replacements Feed Enzymes	Novel Ingredients Micro Feeds Feed Additives	Lipids & Minerals Performance Feeds for Intensification	Extrusion & Processing Feed Additives	Sustainable Feeds Feed Safety and Hygiene	Functional Feeds for Health
<b>Production Technology</b> <i>Technical information and ideas</i>	SPF/SPR/SPT Shrimp	Cage Culture Automation	Controlled Systems/RAS	Disease Mitigation	Finfish Industrialisation	Aeration Technology & Waste Treatment
<b>Aqua Business</b> <i>Feature articles</i>	Experiences from industry and opinion article covering role models, benchmarking, health management, SOPs, social investments, CSR, ancillary services etc					
<b>Markets</b>	Developments in markets (live fish, product development, market access, certifications, branding, food safety etc)					
<b>Company/Product News</b>	News from industry including local and regional trade shows					
<b>Deadlines</b> Technical articles	November 16, 2016	January 16	March 13	May 15	July 17	September 18
<b>Deadlines</b> Advert booking	November 23, 2016	January 23	March 20	May 22	July 24	September 25
<b>Show Issue</b> <i>Distribution at these events as well as at local and regional meetings</i>  <i>*Show preview</i>	<b>*VIV ASIA 2017</b> March 15-17 Bangkok, Thailand	<b>Giant Prawn 2017</b> March 20-24 Bangkok, Thailand  <b>Seafood Global Expo</b> April 25-27 Brussels, Belgium	<b>*World Aquaculture 2017</b> June 26-30 Cape Town, South Africa	<b>*Asian Pacific Aquaculture 2017</b> July 24-27 Kuala Lumpur, Malaysia  <b>TARS 2017 Finfish Aquaculture</b> August 16-17 Bali, Indonesia  <b>Vietfish 2017</b> August 29-31 Ho Chi Minh City, Vietnam	<b>Aquaculture Europe 2017</b> October 16-20, Dubrovnik, Croatia	

# ADVERTISING RATES 2017

**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 2017

Issue	Event	Ad Deadlines
January/ February	<b>VIV Asia 2017</b> March 15-17, Bangkok, Thailand	November 23, 2016
March/April	<b>Giant Prawn 2017</b> March 20-24, Bangkok, Thailand	January 23
	<b>Seafood Global Expo</b> April 25-27, Brussels, Belgium	
May/June	<b>World Aquaculture 2017</b> June 26-30, Cape Town, South Africa	March 20
July/August	<b>Asian Pacific Aquaculture 2017</b> July 24-27 Kuala Lumpur, Malaysia	May 22
	<b>TARS 2017 - Finfish Aquaculture</b> August 16-17, Bali, Indonesia	
	<b>Vietfish 2017</b> Aug 29-31, Ho Chi Minh City, Vietnam	
September/ October	<b>Aquaculture Europe 2017</b> October 16-20, Dubrovnik, Croatia	July 24

In addition, distribution at local and regional meetings and exhibitions in 2017



## Fast Facts

Frequency

**Six times/year;**

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

Circulation

**3,500**/print copies/issue

Readership

**10,500**/issue

Inaugural issue

**November/December 2004**

Published in Singapore by  
**Aqua Research Pte Ltd**

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#02-36 Nankin Row,  
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 [www.facebook.com/  
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Words Worth Media Management

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## A strong presence in Asia Pacific

With each issue, AQUA CULTURE Asia Pacific target 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.

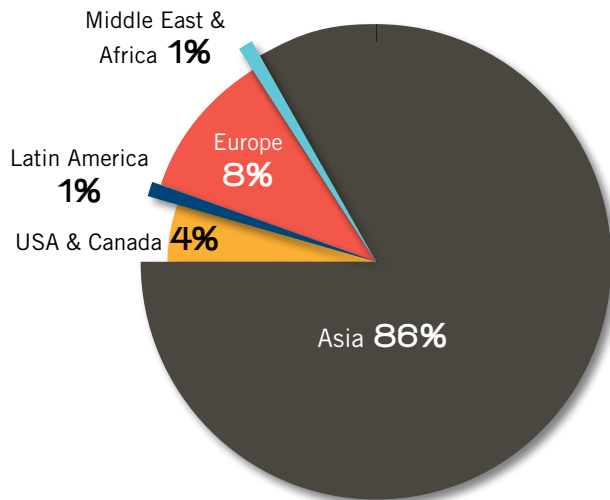
## Geographical distribution by country/region (Aug 2015–July 2016)

**Print:** AQUA CULTURE Asia Pacific prints 3,500 copies of each issue. Based on industry standards, each issue reaches a readership of 10,500. At least 86% are distributed in Asia.

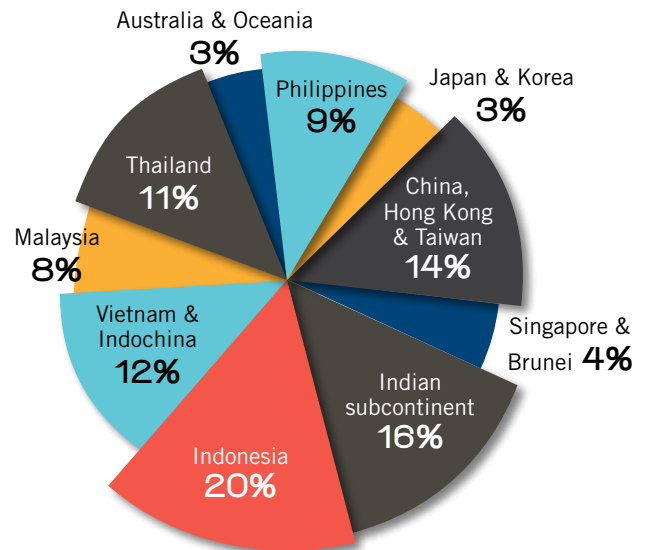
**Digital:** Free emag subscription and free download of back issues. Some 73% online subscribers are within Asia.

**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

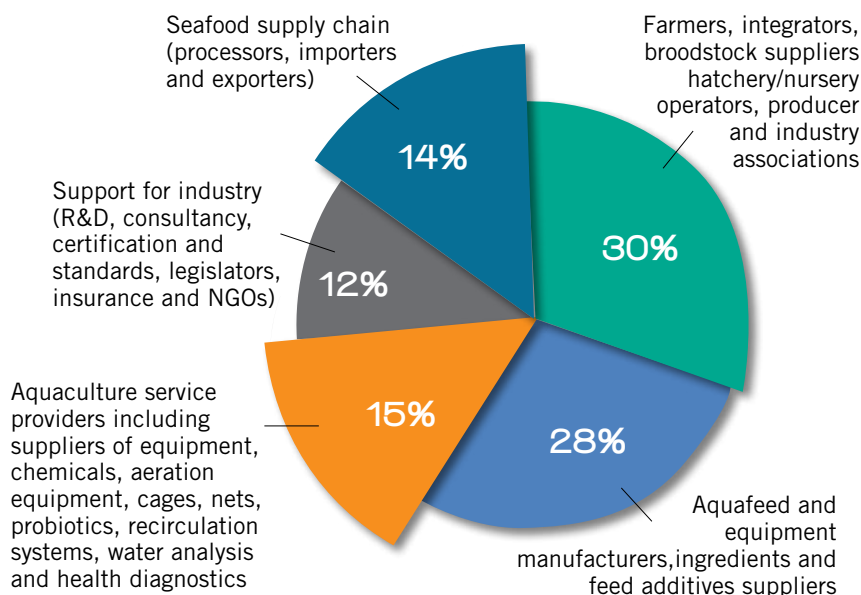


## A large presence at shows

From each print run, we disseminate 500 copies at international and regional meetings. In 2017, 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 2015-2016 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 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.

A publication of Aqua Research PL



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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 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.

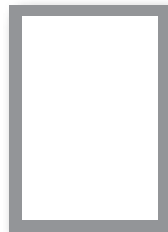
### News & Updates

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

### 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



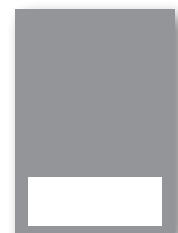
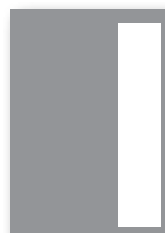
### Half page

Vertical 87.5 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.