



WORLD FISHING
& AQUACULTURE

70 YEARS SINCE 1952

MEDIA KIT
2024

For all media enquires please contact the team: +44 1329 825335, sales@worldfishing.net

WHY WORLDFISHING & AQUACULTURE?

World Fishing & Aquaculture is the multi-media platform dedicated to all aspects of commercial fishing. From vessel operators, fleet managers and ship's officers, as well as government departments, World Fishing & Aquaculture is relied upon by fishing professionals to stay up-to-date with new products, innovations and developments which impact their business.

AUDIENCE

PROMOTE YOUR BUSINESS TO THE RIGHT AUDIENCE,
IN THE RIGHT PLACE AND AT THE RIGHT TIME.

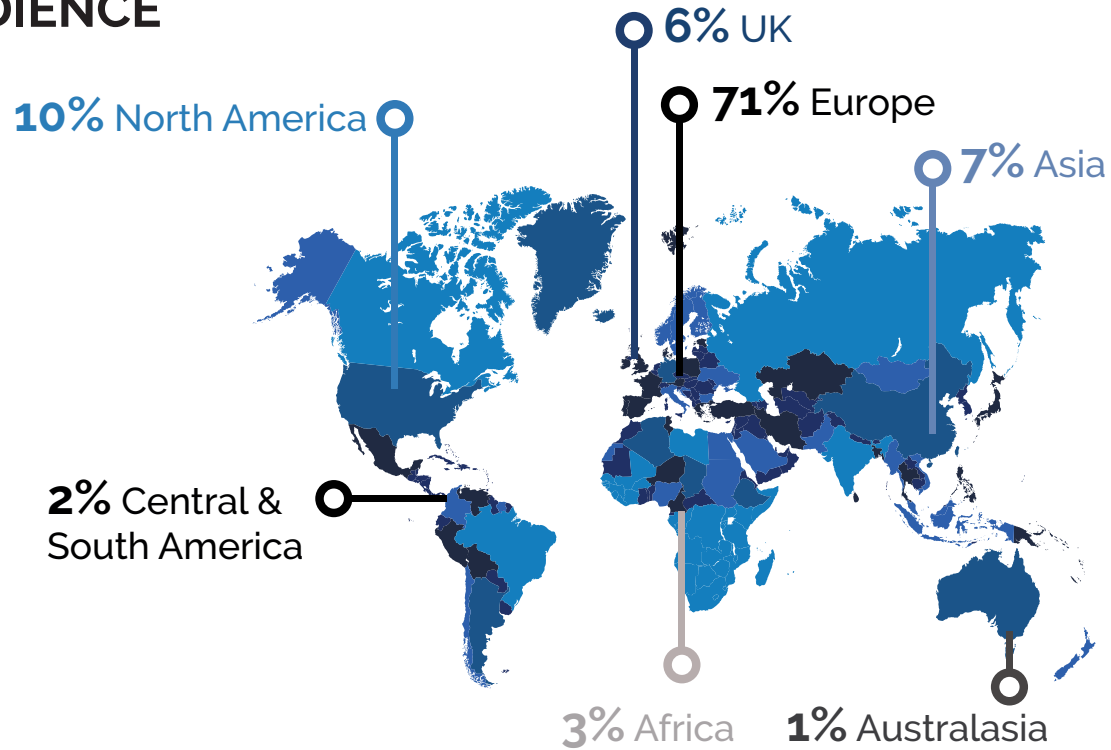


World Fishing & Aquaculture's content is available daily at worldfishing.net, in the digital magazine and via weekly email newsletters. This offers clients multiple channels and formats to present their marketing messages to buyers.

REACH 24,800

PLAN YOUR MARKETING CAMPAIGN WITH WORLDFISHING TO REACH 24,800
FISHING PROFESSIONALS ACROSS OUR DIGITAL CHANNELS.

AUDIENCE



ENEWS
11,700
Inboxes weekly



22%
Open rate

MAGAZINE
13,100
Magazines circulated



22%
Open rate

ONLINE
7,300
Average users per month



19,600
Page views per month

SOCIALS
4,400
Social Media Audience

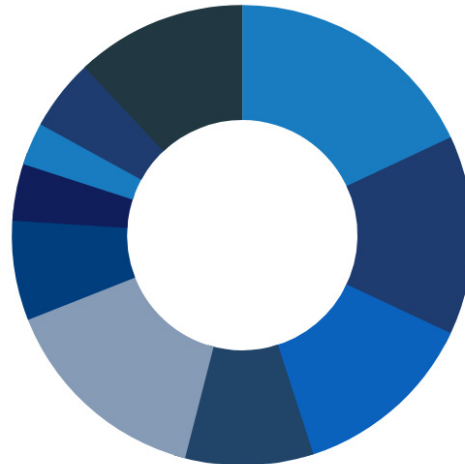


TOTAL AUDIENCE
24,800
Fishing Professionals



Company Activity

- 18% Aquaculture/Fishfarmer
- 15% Equipment Manufacturer
- 14% Education/Research/Training
- 13% Seafood Processing/Packaging
- 9% Commercial Fishing Operator
- 7% Agency/Industry Body
- 5% Ship Builder
- 4% Marketing
- 3% Finance/Insurance/Legal
- 12% Other



Job Seniority

- 25% Manager
- 20% CEO
- 20% Director
- 35% Other



RATECARD

ADVERTISING SOLUTIONS

Increase brand awareness, inform buying decisions and drive traffic to your website through our multiplatform digital channels, all filled with the latest authoritative editorial content.



| DIGITAL | RATE |
|-------------------------------|--------|
| Under Navigation Banner | £1,335 |
| Wallpaper | £1,670 |
| Takeovers/ Fireplace | £2,540 |
| Sponsored Content | £2,310 |
| E-Newsletter Sponsorship | £875 |
| e-Cast | £1,780 |
| LeaderBoard/Skyscraper* + DPS | £4,000 |
| Banner* + Full page | £2,170 |
| MPU* + Half page | £1,170 |

+VAT if applicable

*Monthly tenancy 25% share

*Digital packages include ads in digital magazine where applicable

DEDICATED CLIENT MICROSITE

Our design team can create a dedicated microsite for your business, including text, graphics and videos. It offers a higher web profile and makes it easier for clients to find and see what you do.

POA

ADVERTISING OPTIONS

E-NEWSLETTER SPONSORSHIP

11,700
FISHING &
AQUACULTURE
PROFESSIONALS

The twice weekly World Fishing & Aquaculture eNewsletter is sent to over 11,000 opt-in professionals in the commercial fishing industry. Sponsors of our eNewsletters receive a solus sponsored top and bottom banner and a 40-word sponsored message, as well as a link to your website.

BRAND NEW FOR 2024

Our new weekly eNews verticals enable you to advertise with highly specific and segmented content. Choose from our weekly Seafood or Editor's Insight eNewsletters to get your campaign seen by a more targeted audience.

From **£875**

ECAST

11,700
FISHING &
AQUACULTURE
PROFESSIONALS

Get your content to our World Fishing & Aquaculture database. eCasts are received by over 11,000 opted in professionals in the commercial fishing trade. Emails can be built using your branding, colours and imagery.

£1,780

INDUSTRY DATABASE

1,900
MONTHLY
PAGE VIEWS

The World Fishing & Aquaculture Industry Database is a trusted reference source for buyers and specifiers wanting to find equipment and services within the commercial fishing & aquaculture industry.

For an additional flat fee of £1000/annum clients can send in up to 5 Press Releases per month to appear in our dedicated Press Release section on the Home page.

Enhanced Listing

£1,050

+£1,000

DIGITAL COVER WRAPS

13,100
FISHING &
AQUACULTURE
PROFESSIONALS

The World Fishing & Aquaculture digital magazine email includes a Digital Cover Wrap. The Digital Cover Wrap is a solus sponsored top and bottom banner and a 40-word sponsored message, as well as a link to your website.

Digital Cover Wraps offer everything you need to reach your audience, increase traffic to your website and generate leads.

£1,755

ADVERTISING OPTIONS

WORLD FISHING & AQUACULTURE offers 3 different types of webinar package depending on how much assistance you need.

WEBINARS

DRIVE TRAFFIC TO YOUR WEBINAR

If you have an upcoming webinar that you would like to promote, we can offer you a digital product mix to maximise your potential audience.

The promotional package consists of:

- 1 x e-Cast to targeted audience prior to the webinar (client supplied)
- 1 x Sponsored eNewsletter
- Homepage Banner
- Awareness Campaign via Social Media Channels

£2,995

WF ORGANISED WEBINAR

World Fishing & Aquaculture will provide the platform and produce the webinar for you to present to our magazine audience.

You arrange your moderator/chairman plus presenters (we recommend 3-4) for a 45 minute webinar concluding with a 10-15 minutes Questions and Answers.

A full marketing package is also included, contact the team for further details.

£5,995

ROUND TABLE WEBINAR

WorldFishing's round table discussion webinar allows up to 9 people to partake in informative and technical debate surrounding a pertinent topic of the sponsor's choice. The round table will be moderated by a World Fishing spokesperson, plus 1-2 representatives from the Sponsor and 4-6 key stakeholders in this 45-60 min thought leadership forum. A full marketing package is also included, contact the team for further details.

£8,995

An unrivalled platform to enrich your marketing message in a two-way dialogue between you and your clients.

ADVERTISING OPTIONS

BECOME A CONTENT PARTNER OF WORLD FISHING & AQUACULTURE

Target World Fishing's audience of: vessel operators, fleet managers & ship's officers.

Brand partnership offers clients the opportunity to have their own sponsored content positioned alongside World Fishing's authoritative editorial. Sharing their own story and pictures gives the message additional context and weight, communicating directly with the World Fishing audience.

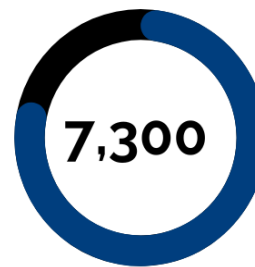
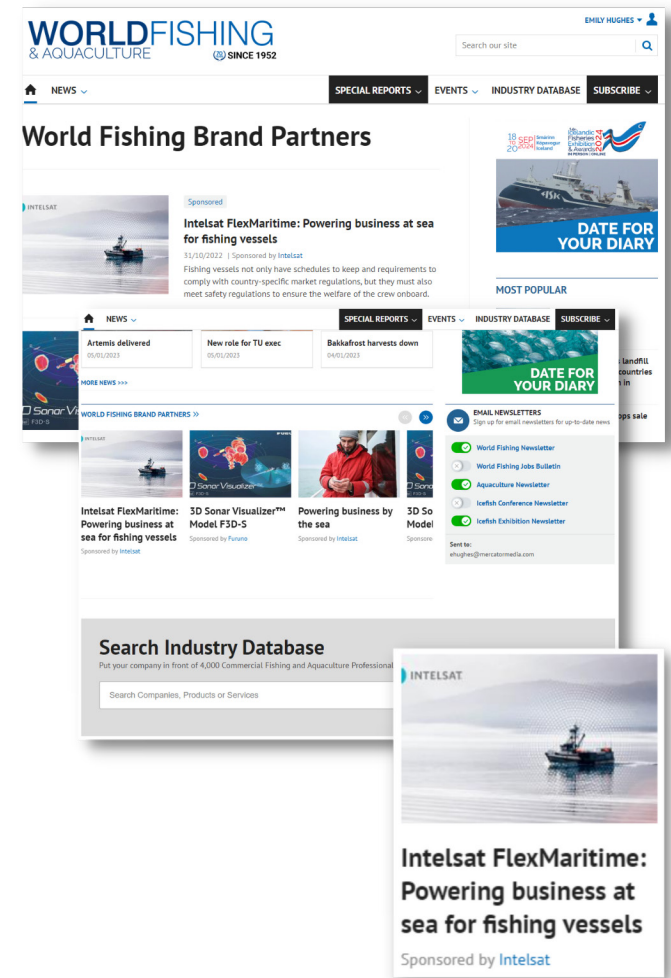
Benefits of producing sponsored content:

- Reach
- Credibility
- Storytelling
- Flexibility
- Engagement

Dedicated promotional placements:

- Home page in Brand Partners section
- Promotional unit on Home Page
- Article is pinned to the top of the category News page
- Featured in the World Fishing eNews
- Broadcast on our social media channels

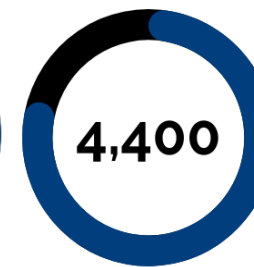
£2,200



Average web users per month



Average web page views per month



Social media audience

SPONSORSHIP OPPORTUNITIES

Why Sponsor?

Sponsorship is an ideal way to raise your company profile in this competitive market sector and is a unique opportunity to reach the key decision-makers with targeted promotion to the most relevant contacts.



18 SEP TO 20 SEP 2024 | Smárrinn Kópavogur Iceland

Icelandic Fisheries Seafood & Aqua Exhibition

The 14th Icelandic Fisheries Exhibition will take place 18-20 September 2024 at the Smárrinn, Fífan Halls Kópavogur, Iceland. A must-attend event for all commercial fisheries organisations and associated businesses, Icefish hosts the latest developments from the industry showcasing new and innovative products and services, covering every aspect of the commercial fishing and seafood industry from catching and locating to processing and packaging, right through to marketing and distribution of the final product. Aquaculture and the quest for 100% fish utilisation is on the increase and is rapidly becoming an important part of the exhibition.

What is Icefish?

The Icelandic Fisheries Exhibition or IceFish, is the longest running international fishing exhibition in Iceland. Celebrating 40 years, Icefish has developed into a showcase of every aspect of the commercial fishing, processing, seafood and by-product sectors.

To view the Icefish Sponsorship brochure, please see [here](#). For more information on attending, sponsoring or speaking, contact the events team:

Visit: worldfishing.net/icelandic-fisheries-exhibition/sponsors

/exhibition-sponsors

Tel: +44 1329 825 335

Email: info@icefish.is



5th Fish Waste 2024
FOR PROFIT
The 100% Fish Conference

19 SEP TO 20 SEP 2024 | Reykjavík Iceland

Fishwaste for Profit Conference

The 5th edition of Fish Waste for Profit takes place alongside the IceFish Exhibition. The reutilisation of fish processing by-products is a lucrative add-on to regular fish processing, serving the cosmetic, pharmaceutical and agricultural industries. Estimates reveal that 43% of fish and shellfish resources end up as wastage, which represents a significant amount of potential profit that could be generated from otherwise discarded material. Fish Waste for Profit provides attendees with knowledge on how to maximise their return on investment from potentially discarded parts of the catch that be turned into high value products for non-food sectors.

What is Fishwaste for Profit Conference?

Fish Waste for Profit provides attendees with knowledge on how to maximise their return on investment from potentially discarded parts of the catch that can be turned into high value products for non-food sectors.

To view the Fishwaste For Profit Sponsorship brochure, please see [here](#).

Visit: worldfishing.net/icefish-conference/sponsors/sponsors

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WORLD FISHING & AQUACULTURE PROVIDES THE IDEAL PLATFORM FOR INDUSTRY STAKEHOLDERS TO POSITION THEIR BRAND AND LATEST PRODUCT MESSAGING ALONGSIDE EXPERTLY-WRITTEN CONTENT, THEREBY INCREASING THEIR MARKET EXPOSURE.

Alongside special in-depth quarterly features and reports, our regular content includes News, Viewpoint, Analysis, Insight, Opinion, New Horizons, Newbuilds, Fishing Technology and Aquaculture Innovation.



DISTRIBUTION SCHEDULE

PROVISIONAL SCHEDULE SUBJECT TO CHANGE

JANUARY/FEBRUARY

Special Report: By-product solutions – cutting waste and maximising value
Fisheries & Catching Technology, Power & Fuel, Aquaculture Health & Welfare
- Irish Skipper Expo, 23-24 February, Limerick, Ireland
- Fish International, 25-27 February, Germany
- Seafood Expo North America & Seafood Processing North America, 10-12 March, Boston, US

MARCH/APRIL

Special Report: Smart, connected seafood processing
Fisheries & Catching Technology, Seafood Packaging Solutions, Offshore Aquaculture
- Aquasur, 19-21 March, Chile
- Seafood Expo Global & Seafood Processing Global, 23-25 April, Barcelona, Spain

MAY/JUNE

Fisheries & Catching Technology, Electronics, Aquaculture Feeds, Investment, Alternative Seafood Production
- Scottish Skipper Expo, 9-10 May, Aberdeen, UK
- Aquaculture UK, 15-15 May, Scotland, UK

JULY/AUGUST

Special Report: Land-based aquaculture technology
Fisheries & Catching Technology, Traceability & Transparency, Processing & Product Quality
- Nor-Fishing, 20-22 August, Trondheim, Norway

SEPTEMBER/OCTOBER

Trawl & Static Gear, Safety & Protection, Freezing Technologies, Seafood Shipping & Logistics,
- Icelandic Fisheries Exhibition (IceFish) 2024, 18-20 September, Kópavogur, Iceland
- Seafood Expo Asia, 4-6 September, Singapore

NOVEMBER/DECEMBER

Special Report: Greener fishing – technologies that are changing the industry landscape
Processing & Product Quality, Turnkey Aquaculture Solutions, Onboard Processing

MEDIA TEAM

Hannah Bolland

Brand Manager
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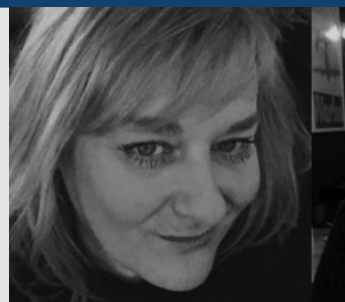
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WORLD FISHING
& AQUACULTURE  SINCE 1952

mercatormedia³
magazines | events | online

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