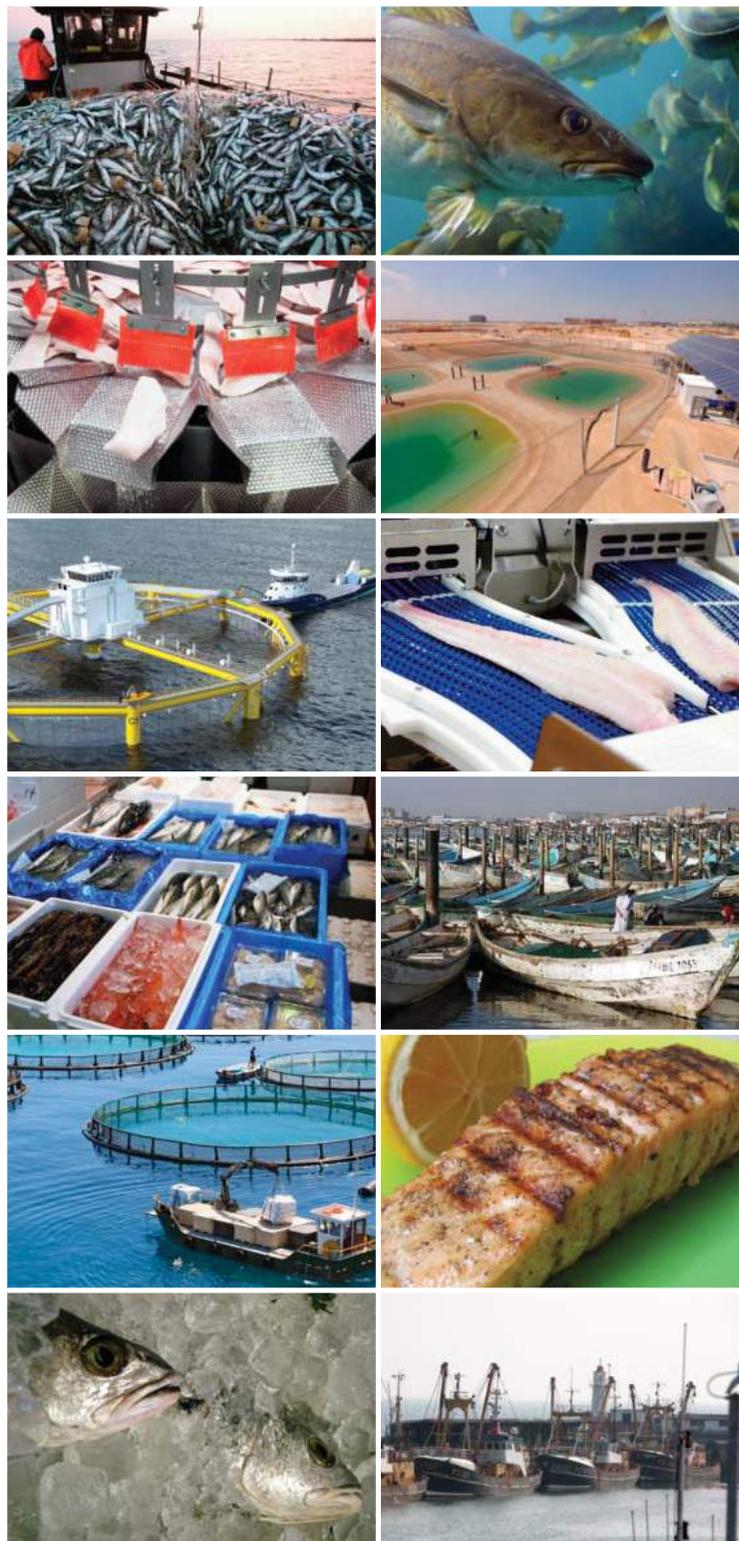


Informing the global fishing industry since 1952

# worldfishing & AQUACULTURE

# 2017



## WHY WORLD FISHING & AQUACULTURE?

World Fishing is dedicated to international commercial fishing. It provides the latest news and information on new products, services and techniques, alongside country profile features, interviews and regular columns from fishery experts. Our readers rely on our news to stay up-to-date with industry developments which could impact on their business.

**World Fishing will give your company a competitive edge – Print Magazine, 24/7 online and weekly e-bulletin.**



### IN PRINT

Each month we send WF to 3306 individual addresses and it is read by more than 8926 industry professionals. Your advertisements will be seen in context alongside our valued content which is trusted by readers with real purchasing authority. Print copies tend to be

retained for reference helping to strengthen your brand and generate enquiries long after it is published.



### ONLINE

#### worldfishing.net

is a key source of the latest industry news with new content added every day. As a marketing platform, it can help your business stay 'front of mind' to an average of 12,214 visitors a month.

It is a very effective way to

make an impact and drive traffic to your website.

### ADVERTISING

**An advertisement in World Fishing appears both in print and online. We provide a free design and production service. Call now to discuss the advertising solution to suit your business +44 1329 825335 sales@worldfishing.net**

### WF E-NEWSLETTER



WF E-Newsletter is a summary of the top news stories and is sent every week direct to the Inbox of 5,578 key decision-makers. Each issue has one exclusive sponsor opportunity. It is an extremely effective way for businesses to reinforce written announcements, events and messages.

### WF JOBS

Worldfishing.net lists a comprehensive selection of the latest jobs from across the industry. Premium WF Jobs are listed on the homepage attracting 26,749 unique views. They also appear in the E-Jobs Bulletin which is sent to the Inbox of 5,578 industry professionals every two weeks. WF Job resources will help your company attract the skilled professionals who read and use WF to search for new opportunities.

### WF INDUSTRY DATABASE

WF industry database is a comprehensive listing, by category, of every business and organization involved in the global fishing industry. It enables buyers to source company information easily and is central to creating a network of customers. When you purchase a WF Database listing, we do not just offer you our high quality traffic and branding on our trusted sites. With worldfishing.net's rich content and in-house SEO specialists we will actively boost your Google ranking in one step.

### TARGETED EMAIL MARKETING

We can send a select number of client branded emails direct to the WF database of 5,578 key marine professionals. This enables your business to access a highly targeted audience using our email system and e-marketing expertise. We can help with design and response testing.



### World Fishing In Print

3,306<sup>1</sup>

Average monthly circulation

8,926<sup>2</sup>

readers



### www.worldfishing.net

12,214<sup>3</sup>

Average unique visitors per month

26,749<sup>4</sup>

Unique page impressions



### Combined audience

15,520

Monthly print and online audience



### World Fishing e-News Bulletin

5,578

Inboxes weekly

Source:

<sup>1</sup> ABC Circulation certificate – January to December 2015

<sup>2</sup> Readership figures based on 2.7 readers per copy

<sup>3</sup> Google Analytics September 2016

<sup>4</sup> Google Analytics filtered to show sessions duration >1 second

“ Being one of the largest companies engaged with the industrial refrigeration in Spain, Kinarca has always used the World Fishing magazine/website for marketing campaigns to ensure continuous business.

Fernando Rodriguez, Kinarca SA



## WHO READS IT?

- Director
- Owner/Skipper
- General Manager
- Engineer/Technical Manager
- Crew

## WHAT DO THEY DO?

- Shipyard/Vessel Design
- Processing
- Port/Harbour/Auction
- Fish Farming
- Finance/Insurance/Legal
- Equipment Supplier

## FLEXIBLE AND EFFECTIVE MULTI-MEDIA ADVERTISING OPTIONS

Senior Executives use World Fishing to monitor industry developments and trends. Collectively they spend millions on products, equipment and services. Maximise the value of your marketing campaign by using all the

World Fishing media channels – Print, Online, E-News bulletins and supporting content services. **Call now to discuss the advertising solution to suit your business**  
+44 1329 825335 • sales@worldfishing.net

## ADVERTISEMENT RATES

Display	Print+	Online	1	3	6	12
	Full Page	Leaderboard	2815	2535	2390	2250
	Half Page	Spotlight	1675	1505	1425	1345
	Quarter Page	Button	965	870	820	725
	Front Cover Toe Piece	Button	1135	1020	965	905
Premium	Covers	E-Newsletter Sponsorship	3330			

Jobs – Recruitment	Home page listing & Jobs E-News	405
WF Weekly E-Newsletter	Sponsorship	505
E-Cast Service	Your content to our list	1540
Inserts – starting cost per '000		280

All printed advertisements include an online advertisement  
5% discount for pre-payment. 10% surcharge for specific positions

**CALL US TODAY TO DISCUSS YOUR NEXT ADVERTISING CAMPAIGN**  
+44 1329 825335 • sales@worldfishing.net

## WORLD FISHING DIRECTORY

The World Fishing directory is the comprehensive global fishing industry database. It is used by senior executives to source information in products, equipment and services.

Seen by – **8,926 readers in print<sup>1</sup>**  
**12,214 unique users online<sup>2</sup>**

Powered by industry leading Funnelback enterprise search platform.

Boost your Google ranking

Take the uncertainty out of SEO spending

Easily add pictures, sales documents and videos

Use the social media links

Optimised thanks to WF's rich editorial content

It is a targeted and cost effective way to boost your business.

<sup>1</sup>ABC Circulation certificate January-December 2015 <sup>2</sup>Google Analytics September 2016 filtered to show session >1 sec

## Data Listing online and in print for 12 months

Online	Premium £1,150	Standard £825
Address/contact information	✔	✔
Category headings	10	10
Website and email links	✔	✔
Company description	200 words	30 words
Your company logo	✔	✔
Sponsored keywords	3 keywords	1 keyword
Videos	2 videos	
Image gallery	6 images	
Downloadable PDFs	1	
Social media links 	✔	
In Print		
Category headings	1	1
Company description	30 words	30 words
Address/contact information	✔	✔

# FEATURES SCHEDULE 2017

## REGULARS (CORE FEATURES IN EVERY ISSUE)

Industry news • Menakhem Ben-Yami • Analysis  
New Horizons • Processing Matters • Gear Matters • Newbuilds

## DECEMBER/JANUARY

Trawling & Fishing Gear • Fish Handling & Boxes  
Processing & Grading • Insurance • Aquaculture

## FEBRUARY

Trawling • Processing & Quality  
Halieutis, Agadir/Morocco, 15-19 February

## MARCH

Static Gear • Power & Fuel  
OMC, Mexico, 6-10 March

## APRIL

Fishing technology • Processing & Quality  
Aquaculture focus  
Seafood Expo, Belgium, 25-27 April

## MAY

Trawl Gear • Electronics  
Skipper, Aberdeen/Scotland, 26-27 May  
Atlantic fair, Faroe Islands, 9-11 May

## JUNE

Static Gear • Safety & Protection • Processing & Quality  
Polfish, Gdansk/Poland, 7-9 June  
Seawork, Southampton/UK, 13-15 June

## JULY

Fishing technology • Power & Fuel

## AUGUST

Trawl Gear • Processing & Quality  
Aquaculture focus  
Aqua Nor, Trondheim/Norway, 15-18 August

## SEPTEMBER

IceFish preview • Static Gear  
Icefish, Reykjavik/Iceland, 13-15 September  
Aqua Fisheries, Yangon/Myanmar, 27-29 September

## OCTOBER

Fishing technology • Electronics • Processing & Quality  
Danfish, Aalborg/Denmark, 17th-19th October

## NOVEMBER

Trawl gear • Safety & Protection  
Aquaculture focus  
Expo Pesca, Lima/Peru, 9-11 November

## DECEMBER/JANUARY 2017

Static gear • Processing & Quality

Extra distribution at featured events

\*This schedule is provisional and may be subject to amendment

# worldfishing & AQUACULTURE

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Contact our sales team today to discuss your  
advertising campaign for 2017

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