ADVERTISE WITH US
INFOFISH International is the proven, long standing international magazine for the fish industry. Published since 1981, it is read by prime specifiers, key decision makers, and purchasers from over 100 countries involved in:

- Fish marketing (Distribution & Trade)
- Aquaculture
- Processing (value addition & quality control)
- Fishery and product development.
- Consultancy and advisory services
CIRCULATION BREAKDOWN

A strong presence in the Asia Pacific Region

Target all industry stakeholders. The magazine is delivered to subscribers, qualified individuals, producers, associations, companies and organizations.

- Print copies: 4,200 copies.
- Readership: Each issue reaches almost 12,000 readers. 69% are distributed in Asia.

*online (digital version) & offline (hard copy)

Advertisers in INFOFISH International benefit from:

- Proven, long standing - Over 30 years of publication by the global FISHINFO NETWORK
- Unmatched advertising rates
- Continuous advertiser support through the INFOFISH Register of Companies, the acknowledged clearing house for industry and trade information.
- Inquiries received for specific equipment, supply or service, are matched with registered companies supplying such products/services.
- More than 50 inquiries related to all aspects of fisheries are received each month
- Product review/editorial feature to further support your advertising programme
- Bonus distribution at major international events, for maximum exposure
- Full colour production

The circulation of the magazine (distributed by region):

69% Asia Pacific
16% Europe
10% North America
2% Middle East
2% Africa
1% Latin America & Caribbean

BUSINESS ACTIVITY BREAKDOWN (%)

- Seafood Producers: 41%
- Aquaculture / Producers: 20%
- Fishing / Vessel Operators: 8%
- Suppliers / Manufacturers: 9%
- Research / Training Institutions: 6%
- Government Agencies: 4%
- Others: 12%
Print Display Advertising (Size & Rates)

**Price quoted are per issue, expressed in USD and 4 colour advertisement.**

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>No. of insertions booked per year (times)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1-2</td>
</tr>
<tr>
<td>Full Page</td>
<td>{ 210mm x 275mm }</td>
<td></td>
</tr>
<tr>
<td>Two - Third Page</td>
<td>{ 120mm x 250mm }</td>
<td>990</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>{ 180mm x 120mm }</td>
<td>890</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>{ 120mm x 180mm }</td>
<td>710</td>
</tr>
<tr>
<td>One-Third Page Box</td>
<td>{ 120mm x 120mm }</td>
<td>610</td>
</tr>
<tr>
<td>One-Third Page Vertical</td>
<td>{ 55mm x 250mm }</td>
<td>480</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>{ 180mm x 60mm }</td>
<td></td>
</tr>
<tr>
<td>Quarter Page Box</td>
<td>{ 88mm x 115mm }</td>
<td></td>
</tr>
</tbody>
</table>

Editorial & Advertising Coordination
Zainah Abbas
zainah@infofish.org

Design and Layout
Mohd Syahir Zahardin, Aftar Aris

Published in Malaysia by
INFOFISH
1st Floor, Wisma LKIM
Jalan Desaria, Pulau Meranti
47120 Puchong, Selangor DE
Malaysia
Tel: (603)8066 8112 Fax: (603)8060 3697
E-mail: info@infofish.org Website: www.infofish.org
INFOFISH International is a bimonthly magazine which features latest news and articles on fisheries international markets and marketing, fishing technology, developments in aquaculture, post harvest handling and processing, product development and quality control, amongst others.

With effect from INFOFISH International issue No 1/2019 (Jan / Feb), a special classified advertisement section will be added for fisheries and aquaculture companies which are interested in promoting their products and services worldwide. The advertisement placement size will be 40mm (W) x 60mm (H), in colour at a promotional price of US$25 per issue. For more details please contact us at email: syahir@infofish.org

www.infofish.org
Web Banner Advertising (Size & Rates)

ONLINE ADVERTISEMENT RATES
Home Page: Ads Rates.

<table>
<thead>
<tr>
<th>ADVERTISEMENT PAGE</th>
<th>ADVERTISEMENT SIZE</th>
<th>PRICE (Per Month)</th>
<th>PRICE (Per Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page - Headline</td>
<td>- 352 (w) x 252 (h)</td>
<td>US $ 250</td>
<td>US $ 2800</td>
</tr>
<tr>
<td>Home page - Sidebar</td>
<td>- 295 (w) x 75 (h)</td>
<td>US $ 90</td>
<td>US $ 1000</td>
</tr>
<tr>
<td>Home Page - Bottom</td>
<td>- 822 (w) x 232 (h)</td>
<td>US $ 150</td>
<td>US $ 1500</td>
</tr>
</tbody>
</table>

Filter | Summary View | Sessions | Pages / Session | Avg. Session Duration |
-------|--------------|----------|-----------------|-----------------------|
Today   | 5001         | 51.02%   | 2.67            | 25.31                 |
Yesterday | 8096  | 96.97%   | 1.33            | 28.03                 |
This Week | 28661 | 78.26%   | 1.39            | 60.39                 |
This Month | 5001  | 78.57%   | 3.14            | 25.31                 |
Last Month | 255604 | 38.46%   | 1.23            | 301.20                |
Total Year | 2351027 | 40.00%   | 1.40            | 800.40                |
# Advertisement Reservation Form 2020

<table>
<thead>
<tr>
<th>Issues</th>
<th>Ad Size (full colour)</th>
<th>Cost in US$</th>
<th>Material due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2020 (Jan/Feb)</td>
<td></td>
<td></td>
<td>12 Dec 2019</td>
</tr>
<tr>
<td>2/2020 (Mar/Apr)</td>
<td></td>
<td></td>
<td>11 Feb 2020</td>
</tr>
<tr>
<td>3/2020 (May/June)</td>
<td></td>
<td></td>
<td>11 Apr 2020</td>
</tr>
<tr>
<td>4/2020 (Jul/Aug)</td>
<td></td>
<td></td>
<td>11 June 2020</td>
</tr>
<tr>
<td>5/2020 (Sep/Oct)</td>
<td></td>
<td></td>
<td>12 Aug 2020</td>
</tr>
<tr>
<td>6/2020 (Nov/Dec)</td>
<td></td>
<td></td>
<td>11 Oct 2020</td>
</tr>
</tbody>
</table>

**Advertisement Material:**

- New ad copy will reach you by due date.
- Please use material from our last advertisement

**Instruction (if any):**

Name: ................................................................. Position: .................................................................

Company: ............................................................................................................................................................................

Address: ..............................................................................................................................................................................

Tel/Mobile No: ............................................................. Fax: ......................................................................................

Email: ..................................................................................................................................................................................

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**Payment Mode & Schedule**

- **Bank draft** (drawn on US bank) payable to INFOFISH.
- **Telegraphic Transfer** to INFOFISH, Account No: 512772514667, Malayan Banking Berhad, H-01-09 & 10, Jalan Prima 5/4, Taman Puchong Prima 47100 Puchong, Selangor Darul Ehsan, Malaysia | SWIFT CODE : MBBEMYKL

**Confirmed/accepted by publisher**

<table>
<thead>
<tr>
<th>INFOFISH</th>
<th>Date</th>
</tr>
</thead>
</table>

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Please return to:

INFOFISH, 1st Floor, Wisma LKIM, Jalan Desaria, Pulau Meranti, 47120 Puchong, Selangor MALAYSIA

Tel: (603) 8066 8112 • Fax: (603) 80603697 • Email: info@infofish.org • Website: www.infofish.org