



2021 MEDIA KIT

**The global news source
for owners & operators of
Recirculating Aquaculture
Systems (RAS)**



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www.rastechmagazine.com



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RAStechmag



rastech-magazine

RASTECH is the global news source for owners and operators of Recirculating Aquaculture Systems (RAS). Our multi-media content covers the latest developments in land-based aquaculture worldwide and delivers it to aquaculture industry professionals.

4

issues per year

20,000+

Print Readers per issue

Over

100

countries

3,378

unique web visitors/month

3,600+

qualified weekly
E-News recipients

4,973

web page views/
month

↑71%
increase

53%

open rate



100%
Sell out
history



Annual conference



1,000

online registered
attendees for
virtual event

OUR READERS

- Full Grow-Out RAS Operators
- Post-Smolt RAS Operators
- Commercial aquaponics operators
- Fish hatchery professionals
- RAS Designers & Engineers
- RAS investors and finance sector
- Fish Farmers
- Fish Feed Suppliers
- Aquaculture Researchers
- RAS technology suppliers
- Govt representatives
- Fish Vets
- Aquaculture Associations & members

OUR MEDIA

4x
Print & Digital
Issues

52x
Weekly
E-Newsletters

12x
RAS Talk
podcasts

4x
RAS Webinar
Series

1x
RAS Virtual
Summit

1x
RAS Investors
Workshop

1x
RASTECH
Conference &
Trade Fair

365
days
of RAS industry
news at our
website

CIRCULATION & 2021 EDITORIAL CALENDAR


ISSUE	DELIVERED WITH	EDITORIAL	BONUS SHOW DISTRIBUTION	AD COPY DEADLINES
WINTER 2020	Jan/Feb 2021 issues of Hatchery International and Aquaculture North America	RAS Virtual Summit Review <ul style="list-style-type: none"> • Project updates, Design, • RAS feeds, Fish Health • Engineer's View, Fresh Tips • Salmon, shrimp, marine species 	<ul style="list-style-type: none"> • Aquaculture America 2021, San Antonio, USA 	Sept 25, 2020
SPRING 2021	May/June issues of Hatchery International and Aquaculture North America	Technology & Equipment <ul style="list-style-type: none"> • Project updates, Design - RAS feeds, Fish Health • Engineer's View, Fresh Tips • Salmon, shrimp, marine species 	<ul style="list-style-type: none"> • Aquaculture UK 2021, Scotland • Aquaculture Europe, Cork, Ireland 	Feb 12, 2021
SUMMER 2021	July/Aug issues of Hatchery International and Aquaculture North America	<ul style="list-style-type: none"> • Water management • Project updates, Design, • RAS feeds, Fish Health, • Engineer's View, Fresh Tips • Salmon, shrimp, marine species 	<ul style="list-style-type: none"> • 44th Larval Fish Conference, Mystic, CT, USA • Asian Pacific Aquaculture 2021, Surabaya, Indonesia 	April 9, 2021
FALL 2021	Sept/Oct issues of Hatchery International and Aquaculture North America	Smolt/Post Smolt <ul style="list-style-type: none"> • Project updates, Design, • RAS feeds, Fish Health • Engineer's View, Fresh Tips • Salmon, shrimp, marine species Conference Preview: RASTECH 2021	<ul style="list-style-type: none"> • Aqua Nor 2021, Trondheim, Norway • WAS North America & Aquaculture Canada 2021, St John's, NL, Canada • Aquaculture Europe 2021, Madeira, Portugal 	June 25, 2021
WINTER 2021	Jan/Feb issues of Hatchery International and Aquaculture North America	<ul style="list-style-type: none"> • Genetics • Project updates, Design, • RAS feeds, Fish Health • Engineer's View, Fresh Tips • Salmon, shrimp, marine species Show Issue: RASTECH 2021	<ul style="list-style-type: none"> • RASTECH 2021, Hilton Head, SC, USA • North West Fish Culture Concepts, Pacific Northwest 	Sept 24, 2021





Editorial and show distribution are subject to change at the discretion of the Editor or Publisher


2021 PRINT ADVERTISING RATES AND SPECS


*All sizing is Width x Depth

 **Double Page Spread**
BLEED: 16.25" x 11.125" (41.3 cm x 28.3 cm)
TRIM: 16" x 10.875" (40.6 cm x 27.6 cm)
LIVE AREA: 15" x 10" (38.1 cm x 25.4cm)


 **Full Page**
BLEED: 8.25" x 11.125" (21 cm x 28.3 cm)
TRIM: 8" x 10.875" (20.3 cm x 27.6 cm)
LIVE AREA: 7" x 10" (17.8 cm x 25.4 cm)


 **1/2 Page Horizontal**
 7" x 5" (17.8 cm x 12.8 cm)

 **1/3 Page Square**
 4.625" x 5" (11.75 cm x 12.8 cm)

 **1/4 Page V**
 3.375" x 5" (8.5 cm x 12.8 cm)

 **1/4 Page H**
 4.375" x 3.375" (11.1 cm x 8.5 cm)

 **1/4 Page H-2**
 7" x 2.375" (17.8 cm x 6 cm)

 **1/6 Page**
 3.375" x 3.125" (8.5 cm x 7.9 cm)



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BEST DEAL

Ad Size	1X	4X
Full Page	\$2,575	\$2,060
1/2 page	\$1,750	\$1,400
1/3 pagez	\$1,545	\$1,235
1/4 page	\$930	\$745
1/6 page	\$620	\$495
SPECIAL POSITIONING		
2-PAGE SPREAD	\$4,720	\$3,775
Outside Back Cover	\$2,985	\$2,390
Inside Front Cover	\$2,780	\$2,220
Inside Back Cover	\$2,700	\$2,160
SPECIAL POSITIONING		
Belly Band	\$6,430	\$5,660
Belly Burst	\$6,430	\$5,660
Cover Wrap	\$5,150	\$4,530
Gatefold 6 Page	\$5,150	\$4,530
French Door	\$5,150	\$4,530

PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either emailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE

www.annexprod.loadingdock.ca

Follow instructions on website. An email will automatically be sent to the Annex production department, making them aware of your recent upload.

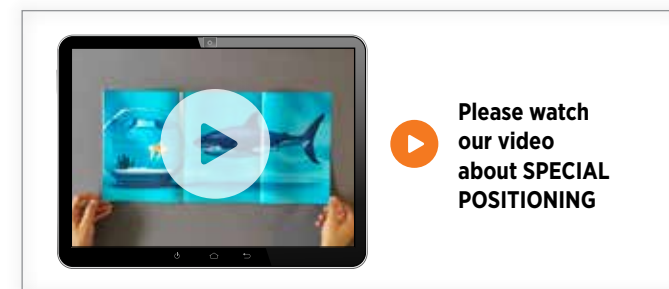
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If you have any questions about the above information or require more information please contact:

Angela Simon | Production Manager

Telephone: 519.428.3471 ext. 232

Email: asimon@annexbusinessmedia.com



2021 WEBSITE ADVERTISING RATES AND SPECS

WEEKLY E-NEWSLETTER LEADERBOARD OR BIG BOX AD

1 month (4 deliveries)	\$1250
3-month pack (12 deliveries)	\$3100
6-month pack (24 deliveries)	\$4950
12-month pack (52 deliveries)	\$9180
Single e-news ad delivery	\$670

**lead generation report provided*

WALLPAPER

1 month	\$1500
3-month pack	\$3600
6-month pack	\$5900
12-month pack	\$9540

**includes mobile ad for smart phones*

LEADERBOARD, BIG BOX OR VIDEO BIG BOX

1 month	\$775
3-month pack	\$1850
6-month pack	\$3100
12-month pack	\$4950

WALLPAPER

WALLPAPER

BIG BOX

BIG BOX

SPONSORED
SPOTLIGHT

IMAGE

SPONSORED SPOTLIGHT

1 month (4 deliveries)	\$1800
3-month pack (12 deliveries)	\$4500
6-month pack (24 deliveries)	\$7200
12-month pack (52 deliveries)	\$11,940
Single e-news ad delivery	\$995

**lead generation report provided*

BILLBOARD (IN-LINE)

1 month	\$900
3-month pack	\$2150
6-month pack	\$3695
12-month pack	\$5995

**includes mobile ad for smart phones*

DIGITAL AD SPECS

E-Blasts	558 X 375
Leaderboard	728 X 90 px
Big Box/Video Big Box	300 X 250 px
Sponsored Spotlight	75-100 words and image 300 X 250 px
Mobile / Billboard	300x250 / 970 x 250

E-BLASTS/VIDEO BLASTS

1 Blast	\$1545
2 Blasts	\$2500
4 Blasts	\$3995

**Lead generation report included*

UPCOMING WEBINAR TOPICS:

MARCH Feed Management for RAS

Booking Deadline:
Jan 22, 2021



JUNE Genetics for RAS

Booking Deadline:
Apr 7, 2021



SEPTEMBER Fish Handling for RAS

Booking Deadline:
July 14, 2021



DECEMBER Biosecurity for RAS

Booking Deadline:
Oct 13, 2021



SPONSORSHIP PACKAGE:

1. MARKETING

- Pre-webinar promo E-Blasts
- Post webinar E-Blast
- Weekly E-Newsletters
- Magazine website
- Social media

2. LEAD GENERATION REPORT

- List of attendees who opt in to receive info from sponsor (excludes email addresses)

3. YOUR OPPORTUNITY TO PRESENT

- Have your own industry expert engage attendees with an educational slide show presentation.

PRICE

Sponsorship package per webinar
\$4,995

**POSITION YOUR
COMPANY AS A
THOUGHT LEADER BY
SPONSORING ONE OF
OUR 2021 WEBINARS
AND HAVE YOUR
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SPONSORSHIP IS
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GOT AN IDEA FOR ANOTHER WEBINAR?

If you would like to partner with RASTECH on an alternative topic not listed in this 2021 webinar series, please contact **Jeremy Thain** at jthain@annexbusinessmedia.com





The international conference and trade fair on
Recirculating Aquaculture Systems (RAS)

CONFERENCE

www.ras-tec.com NOVEMBER 3-4, 2021

The Westin Hilton Head Island Resort, SC, USA

Engage with RAS professionals and freshwater production managers from around the world at this 2-day international networking conference co-hosted with Virginia Tech.



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor	\$7,500 USD
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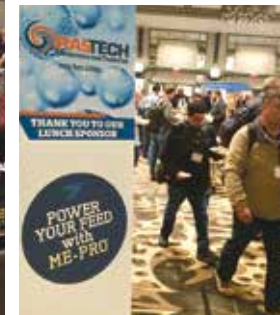
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