

# Advertising Media Kit

2021 OPPORTUNITIES

## About GAA

### A BRIEF BACKGROUND

Our mission is to promote responsible aquaculture practices through education, advocacy and demonstration. For over 20 years, we have demonstrated our commitment to feeding the world through responsible and sustainable aquaculture.

We do this by encouraging innovation on a global scale; by incentivizing producers to adopt a rigorous set of best practices, by building meaningful partnerships with organizations recognized as worldwide leaders in environmental and social responsibility; and by providing educational resources and journalism for all stakeholders, large and small.



## Our Products

### WHAT WE OFFER



Online News  
Publication

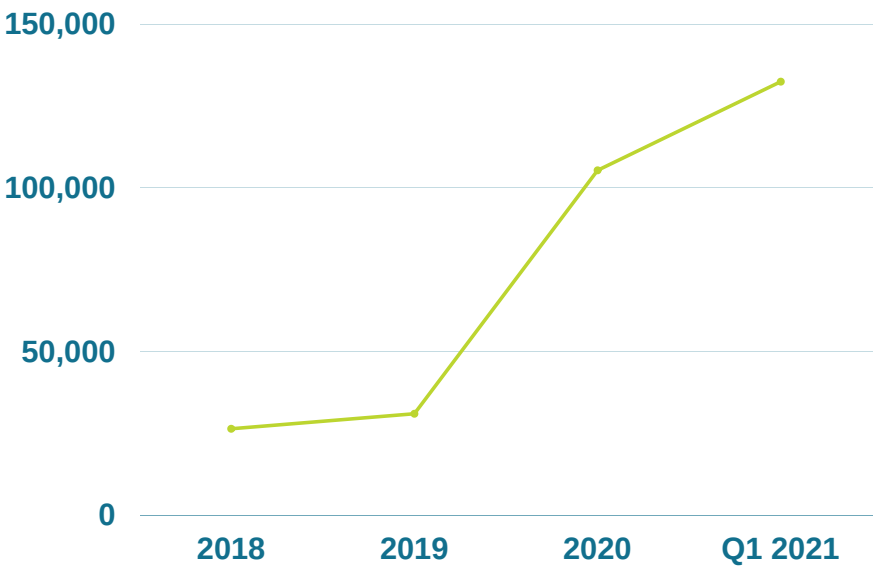


Weekly E-  
Newsletters



Podcast

Average Monthly Page Views  
of the *Advocate*



## Our Impact

The *Advocate* and The Aquademia Podcast are two of GAA's most popular and fastest-growing products. The online magazine garners more than 100,000 monthly page views, in addition to a weekly newsletter which is sent to over 22,000 recipients. The Aquademia Podcast has listeners in over 100 countries, and its listener base has grown almost 50% in the last six months.



# Align your brand with ours

## ONE FLAT FEE

...of \$5,000 gives your company a month's worth of exposure to our audience of qualified aquaculture industry professionals. GAA's monthlong sponsorship provides visibility for your brand across two of GAA's products, the *Advocate* online magazine and the Aquademia Podcast.



## DISPLAY ADVERTISING

50% rotation on the *Advocate* website page during a month of your choices (spots 1 and 2 on next page)

## NEWSLETTER ADVERTISING

Four (4) banner advertisements that run in the top spot of the *Advocate* weekly newsletter (spot 3 on next page)

## PODCAST ADVERTISING

Two (2) permanent sponsorship "reads" in the Aquademia Podcast

## ANALYTICS

Analytics report at the conclusion of the campaign

# Our Audience

## DATA FROM THE *ADVOCATE* WEBSITE

### WHERE THEY ARE

N. America – 34%    Asia – 31%    Europe – 15%  
S. America – 13%    Oceania – 3%    Africa – 4%

### WHO THEY ARE

59% male, 41% female

### HOW THEY READ US

52% desktop, 44% mobile, 3% tablet



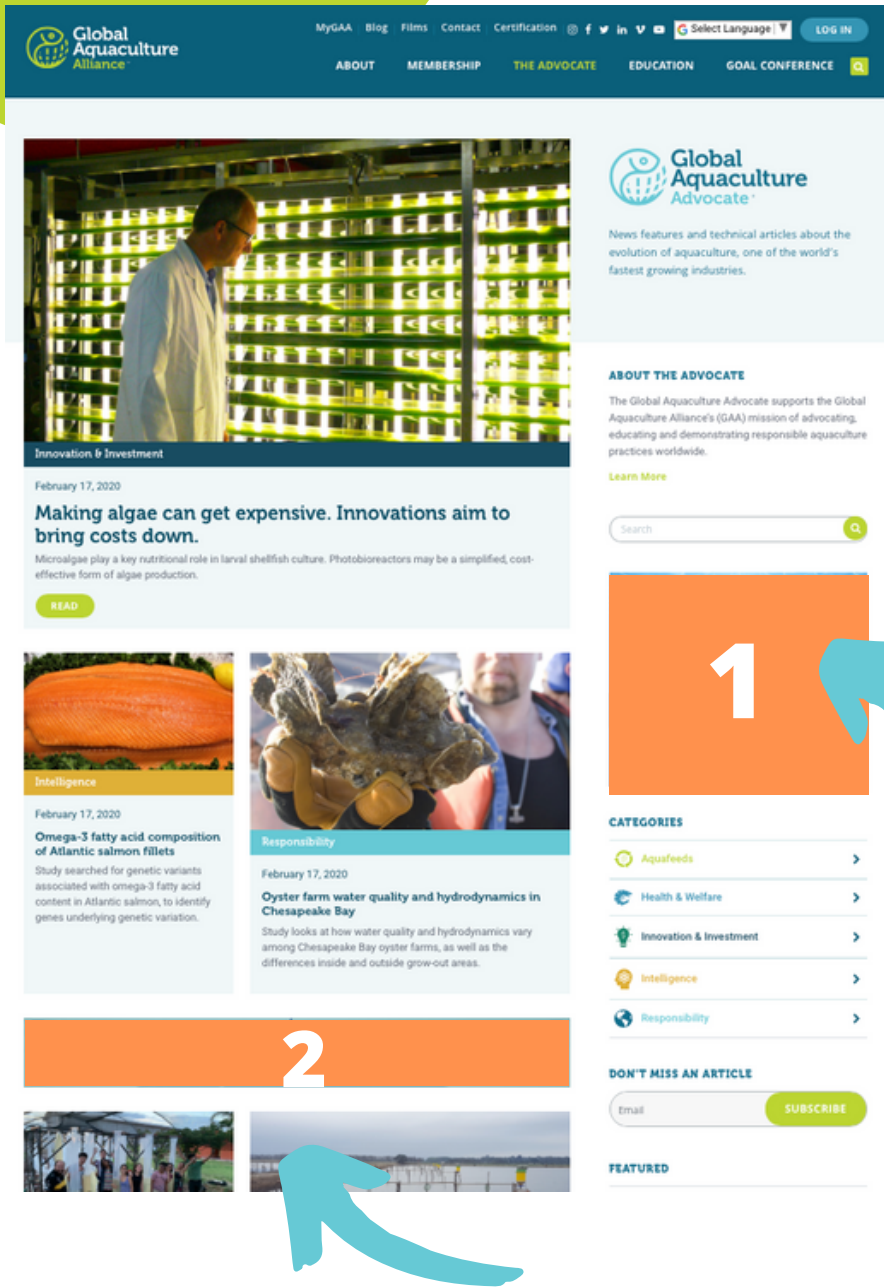
# CONNECT WITH US

## STEVEN HEDLUND

Communications & Events  
Manager







Global Aquaculture Advocate website



Global Aquaculture Advocate newsletter



# Advertisement Specifications

- ✓ 1: 600 X 500 PIXELS
- ✓ 2: 936 X 120 PIXELS
- ✓ 3: 610 X 140 PIXELS, UNDER 90 KB
- ✓ MESSAGING POINTS FOR PODCAST READS

INTERESTED IN ACCESSIBILITY TO OUR MEMBERSHIP BENEFITS?

CONNECT WITH US

MADDIE CASSIDY  
Membership Marketing Manager



membership@aquaculturealliance.org

