Sponsorship & Advertising

Media & Events Kit

2022
**Engagement**

**Advocate Online Magazine**

**Total Pageviews**

3.3M

since Oct. 2015

**Average Monthly Users**

103,000

Jan. to Aug. 2021

**Average Time on Page**

4:13

since Sep. 2019

Average for B2B websites is 1:22

**Monthly Pageviews**

200,000

150,000

100,000

50,000

- Sept '19
- 2020
- 2021
- Aug '21

Questions about sponsorship or advertising?

Email Us


Advocate Demographics

- **Gender**
  - 44% Female
  - 56% Male

- **Device**
  - 48% Mobile
  - 50% Desktop
  - 2% Tablet

- **Region**
  - 33% Asia
  - 48% Americas
  - 11% Europe
  - 5% Africa
  - 3% Oceania
Engagement

Advocate Newsletter

Weekly recipients
as of Aug. 2021

24,000

Email open rate
17.8%

Desktop users
67.9%

Email click-through rate
13.4%

Mobile users
32.1%
Questions about sponsorship or advertising?

Attendees Profile

- Producer - 40%
- Supplier - 30%
- Buyer - 15%
- Government, Institutional - 5%
- Other (NGO, Academia, Finance) - 10%
Our Partners

“We have been working with the Global Seafood Alliance and its on certification programs for over 15 years now. Devi Seafoods larger goals are to improve traceability and sustainability and to support the industry and its stakeholders. Devi Seafoods appreciates the work put in by GSA to help the industry progress, which aligns with our goals.”

- SREERAM ATLURI, DEVI SEAFOODS

“We have been working with the Global Seafood Alliance’s GOAL conference because this meeting convenes the leading individuals in the aquaculture industry. Aquaculture is a focal industry for U.S. soy, and this partnership enables our organization to showcase the value of quality and sustainable U.S. soy-optimized feed to the aquaculture value chain.”

- COURTNEY KNUPP, USSEC
Advocate Advertising

Desktop Ad Placements

Mobile Ad Placements

Ad Specs & Rates

WEBSITE SKYSCRAPER
350 X 500 pixels
.jpeg/.png/.gif
$50/CPM (per 1,000 impressions)
(advertiser to provide artwork; Advocate can create artwork for a $500 fee)

WEBSITE BANNER
1050 X 125 pixels
.jpeg/.png/.gif

NEWSLETTER BANNER
600 X 150 pixels
.jpeg/.png/.gif
$500/week (includes six banner ads across two newsletters)
Advocate Advertising

Sponsored Content

Let us help you tell your story and engage your buyers through custom-content solutions.

Tiers & Rates

<table>
<thead>
<tr>
<th>Tiers</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>You provide copy, with light editing</td>
</tr>
<tr>
<td>2</td>
<td>You provide copy, with heavy editing</td>
</tr>
<tr>
<td>3</td>
<td>Our editors conduct interviews and write copy</td>
</tr>
</tbody>
</table>
Podcast Reads

Hosted by Global Seafood Alliance’s Shaun O’Loughlin, Justin Grant and Maddie Cassidy, Aquademia is your go-to podcast for a fresh take on all things seafood. Launched in 2019, Aquademia aims to educate consumers and industry professionals on how seafood is connected with the issues facing our planet and what consumers can do to help, to arm them with the knowledge to make better seafood choices. Each weekly episode features interviews with professionals from varied disciplines to demonstrate how deeply seafood is connected with our world.

WEBSITE

Rates & Specs

<table>
<thead>
<tr>
<th>RATES</th>
<th>SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1000 per episode (permanent placement)</td>
<td>30-second read of sponsor’s message in the middle of the episode, plus a mention at the beginning and end of the episode</td>
</tr>
</tbody>
</table>
## Sponsorship Benefits

### Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo placement on conference webpage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement on conference platform, which houses virtual events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all conference presentations (virtual and in-person)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all conference emails</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Social media (10 posts across GAA's social media channels)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate profile on conference platform, with ability to share sales collateral</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate video displayed during intermission of all virtual and in-person events (3-5 minutes)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary registration (number to be agreed upon)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in conference venue (print and digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Literature and/or gift placement in delegate packs (in-person event)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated meeting space in conference venue for duration of event</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsorship of one in-person activity, including breaks, awards ceremonies and technology</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsorship of a lunch (in-person event)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsorship of a reception or dinner (in-person event)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
# Sponsorship Benefits

## Attendee Registration

### Virtual

<table>
<thead>
<tr>
<th>Registration Rates</th>
<th>Registration Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 – Free to all registrants</td>
<td>Open</td>
</tr>
</tbody>
</table>

### In-Person

<table>
<thead>
<tr>
<th>Registration Rates</th>
<th>Registration Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early:</strong> $1,495 member*</td>
<td><strong>Early:</strong> June 1 - June 30</td>
</tr>
<tr>
<td><strong>Regular:</strong> $2,095 member*</td>
<td><strong>Regular:</strong> July 1 - Sept. 7</td>
</tr>
<tr>
<td><strong>Late:</strong> $2,695 member*</td>
<td><strong>Late:</strong> Sept. 8 - Oct. 3</td>
</tr>
</tbody>
</table>

*paying corporate members only
The Global Seafood Alliance’s GOAL

GOAL: The Responsible Seafood Conference has a 21-year history of convening seafood thought leaders from across the globe. Originally called the Global Shrimp Outlook for Leadership (GSOL), the first event was held in Singapore in 2001. The event was rebranded as the Global Outlook for Aquaculture Leadership (GOAL) in 2008 and again in 2020 as GOAL: The Responsible Seafood Conference when wild-capture fisheries, ocean health and climate change began to be incorporated into the conference program and the Global Aquaculture Alliance rebranded as GSA. GOAL has been held in 18 cities in four continents (North America, South America, Europe and Asia) since 2001.

Today, GOAL consists of a series of virtual events culminating with a three-day in-person event in the fall. The 21st edition of GOAL will be held at the Fairmont Olympic Hotel in Seattle from Oct. 3 to 5, 2022. Though the in-person event has grown from less than 100 attendees in 2001 to upward of 500 today, the mission remains the same — to provide a pre-competitive space for seafood thought leaders to put day-to-day business aside to learn, network and socialize.
Contact Us

**Steven Hedlund**
Communications, Media & Events Manager  
+1-603-317-5085  
steven.hedlund@globalseafood.org

**Jim Batchelor**
Media & Events Sales Manager  
+44 7812 468857  
jim.batchelor@globalseafood.org

**Vicki Mutschler**
Outreach & Membership Coordinator  
+1-603-367-0995  
vicki.mutschler@globalseafood.org