

*Enhancement, Early-rearing & Recirculation for Better Profits*

# HATCHERY

INTERNATIONAL

**THE NUMBER 1 MAGAZINE FOR FISH HATCHERY  
PROFESSIONALS FOR OVER 20 YEARS**



## MARKETING OPPORTUNITIES

# LET US TELL YOUR STORY

### YOUR MESSAGE, OUR VOICE, THE PERFECT AUDIENCE

#### DISPLAY ADS - PRINT

Partner with leading industry magazines that offer readers high-quality, reliable content, while simultaneously enhancing your credibility with industry stakeholders at key times of the year.

#### LEAD DRIVER

Inform, Engage and Acquire. This is what our Lead Driver program offers as it leverages the trust and credibility of Canada's largest B2B media company to reach critical decision-makers through innovative and engaging content.

#### VIDEO PRODUCTION / DISTRIBUTION

Let our in-house video production team create compelling videos to tell your story. Then use that video to improve customer engagement through SEO, social media, and other marketing efforts.

#### DISPLAY ADS - WEB

Our websites are frequently visited by decision makers looking for the latest industry news, products, opinions, and trends. What better place for your brand to be seen and to increase call-to-action opportunities.

#### PODCASTS

Engaging audio content is not just for musicians and politicians. Effective podcast sponsorships drive actions on the part of the listener and get your brand in front of key industry influencers.

#### WEBINARS

Our turnkey webinar solution is a great lead generation tool and makes it easy for you to connect with prospective clients. Annex will manage the entire process and promote through our digital and social media platforms.

#### DIGITAL SUPPLEMENTS

Showcase your company's market-specific expertise with digital-only magazines, featuring specialized content, which help you engage with clients and drive traffic to your website.

#### PROGRAMMATIC<sup>+</sup>

Want to motivate and measure in-market audiences as they look to buy your products and services? Our Programmatic<sup>+</sup> digital marketing platform helps you reach customers already searching online for businesses like yours.

#### PRINTING / DIRECT MAIL

Our state-of-the-art printing facility and mailing house allow us to help you plan a direct mail campaign that is designed to target specific customers you want to reach, when you want to reach them.

#### EMAIL MARKETING

Our knowledge of and adherence to the Canadian Anti-Spam Legislation (CASL) provides you access to our eBlast and eNewsletter subscribers who ask for, need, and expect the information we send them.

#### SOCIAL MEDIA

From Facebook to LinkedIn and YouTube to Twitter, our strong social media presence can showcase your brands to our loyal followers whether via paid placement or organic posts by our various media brands.

#### BOOK OF GIZMOS

Annex's innovative print ideas will take your marketing efforts to the next level and will raise your brand above the crowd. From Cover Wraps to 6-page Gate Folds and Belly Bands, we are your one-stop print supplier.

#### EVENTS

From content-rich conferences to multi-day trade shows, our virtual and in-person events facilitate interactions that result in relationship building, B2B lead generation, sales opportunities, customer retention, and brand awareness.

#### SPONSORED CONTENT

Engage with decision makers using strategically-placed content like sticky posts, landing pages, whitepapers, video and articles. Created by you or by us, showcase your market knowledge to industry professionals.

#### POSTERS / CALENDARS

Wall hangings are a great resource for industry members to display in their office environments. We offer maps and calendars... it's quite the feeling to see your poster on the wall of your target audience.

From automated content marketing to webinars, podcasts and events, we make it easy to reach our community.

Photo credit: Swiss Alpine AG



## PARTNER BRANDS

# AGRICULTURE

107,926 CIRCULATION 34,816 ENEWS SUBSCRIBERS 138,935 MONTHLY PAGEVIEWS 32,512 SOCIAL FOLLOWERS

Hatchery International is part of Annex Business Media, Canada's largest B2B media company with 63 brands and growing. Annex reaches over 555,000 unique print subscribers and boasts over 1.1 million monthly page views across industry sectors that include manufacturing/ industrial, professional services, agriculture, resources/heavy equipment, construction, commercial and retail. That reach also includes 400,000+ CASL-compliant emails, for unprecedented access to the inbox of Canada's business.

Our cutting-edge audience database allows marketers to reach this decision-making universe by brand, job title, industry cluster, location, company size, NAICs

**“ Aquaculture production is projected to reach 109 million tonnes in 2030, an increase in 32% (26 million tonnes) over 2018 ~ Food and Agriculture Organization of the United Nations (SOFIA 2020)**

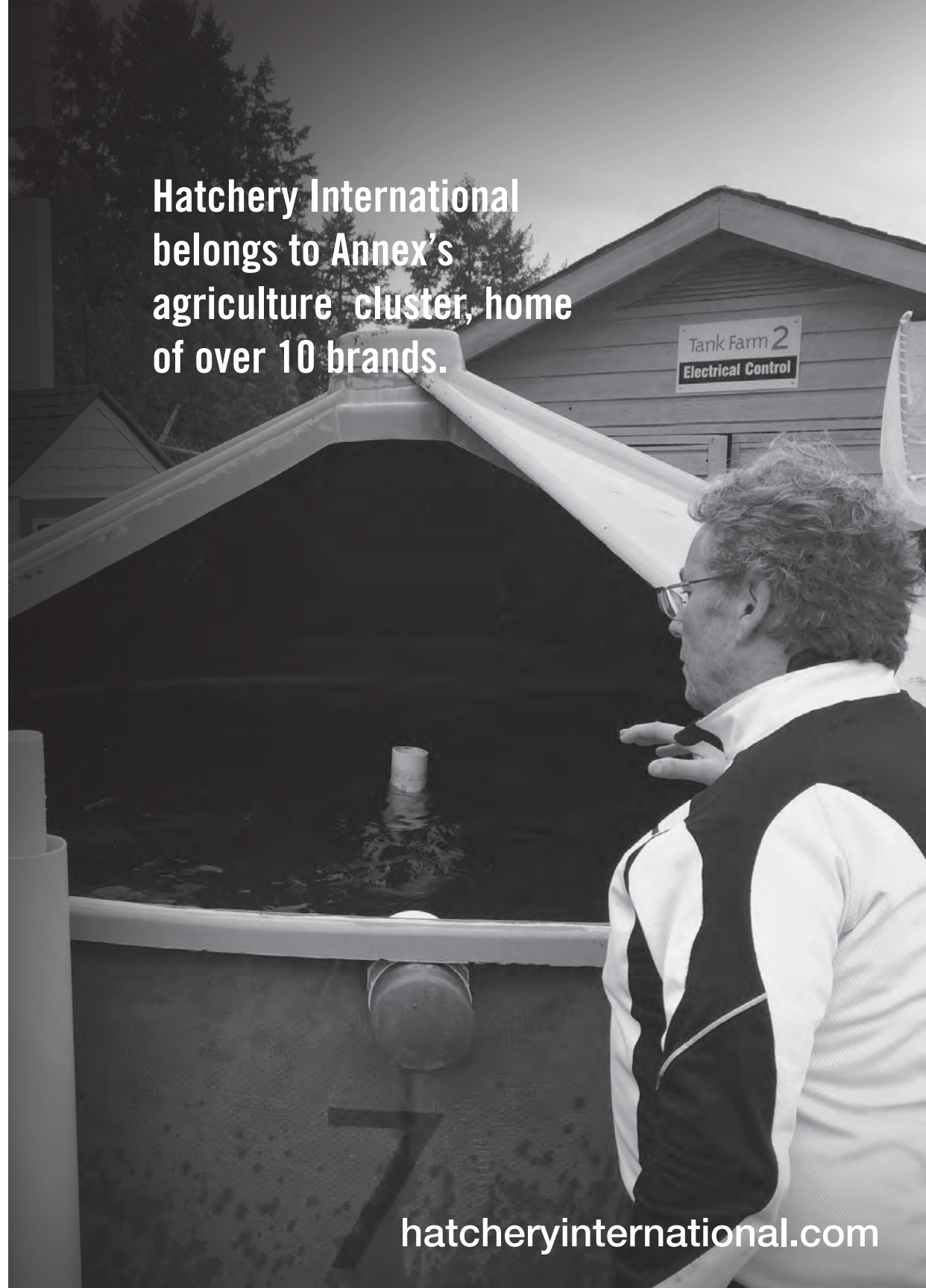
code, subject matter and more. To that we add the hyper-targeting of our company-wide Customer Data Platform (CDP) and Lead Driver content marketing platform. Just talk to your representative about who you are targeting in this or other markets, and we'll do the rest.

Annex's Agriculture cluster is home to 12 media brands, with a total print circulation of 107,926, 40,796 monthly page views, and 23,241 eNews subscribers. Below are some of our sister publications that may interest you, while a full list of Annex brands can be found at [annexbusinessmedia.com/brands](http://annexbusinessmedia.com/brands).

### PARTNERING WITH OUR LEADING AGRICULTURE BRANDS



Hatchery International belongs to Annex's agriculture cluster, home of over 10 brands.





## AUDIENCE

# WHO READS HATCHERY INTERNATIONAL?

**12,000** READERSHIP   **4,410** ENEWS SUBSCRIBERS   **15,200** MONTHLY PAGEVIEWS

Published for over 20 years, Hatchery International continues to be the Number 1 industry media serving fish hatchery professionals worldwide. Our focused hatchery content keeps readers up-to-date with the latest

news, technology, research, and practical information to help them raise healthy fish juveniles for grow-out or restocking purposes. Using a multi-media approach, industry content is delivered regularly to readers via 6 print

& digital editions per year, plus our weekly eNewsletters. This is supported by our busy news website, hatchery webinar series, RAS events, special supplements, annual wall calendar, social media and more.

## OUR READERS

### SALMON HATCHERIES

Norway, Scotland, USA, Canada, Chile, Australia, New Zealand, Faroe Islands

### TROUT HATCHERIES

Denmark, Germany, England, USA, Canada, Japan, Norway

### SEA BASS & SEA BREAM HATCHERIES

Italy, Greece, Turkey, Spain

### BARRAMUNDI HATCHERIES

Australia, UK, USA

### TURBOT HATCHERIES

Spain, Portugal, France

### COD & HALIBUT HATCHERIES

Iceland, Norway, Scotland, Canada, USA

### US STATE & FEDERAL HATCHERIES

And many more hatcheries worldwide



Reaching fish hatchery professionals globally raising fish for consumption and restocking.

Photo credit: Clean Seas



## 2022 EDITORIAL CALENDAR EDITORIAL LINEUP

ISSUE	THEME/CONTENT	BONUS SHOW DISTRIBUTION	AD COPY DEADLINE
<b>HI 2022 WALL CALENDAR</b>		Delivery with Jan/Feb 2022 Issue	Oct 22, 2021
Jan/Feb 2022	<b>Fish Health &amp; Welfare</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>Mid-Continent Warm Water Fish Culture Workshop</li> </ul>	Nov 5, 2021
Mar/Apr 2022	<b>Water Quality</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>Aquaculture 2022, San Diego, CA, USA</li> <li>RASTECH 2022, Hilton Head, SC, USA</li> </ul>	Jan 7, 2022
May/June 2022	<b>Monitoring</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>Aquaculture UK 2022, Scotland</li> <li>World Aquaculture 2022, Qingdao, China</li> </ul>	Mar 4, 2022
Jul/Aug 2022	<b>Fish Handling</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>Aquaculture Canada &amp; WAS North America 2022 St. John's, NL, Canada</li> <li>45th Larval Fish Conference</li> </ul>	May 6, 2022
Sep/Oct 2022	<b>Innovations</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>Aquaculture Europe 2022, Rimini, Italy</li> </ul>	July 8, 2022
Nov/Dec 2022	<b>Top 10 Under 40</b> Recirc in Action, Fish Health, Feeds & Feeding, Salmon, trout, marine species	<ul style="list-style-type: none"> <li>72nd Annual NWFC, Pacific Northwest USA</li> <li>LACQUA 2022, Panama City, Panama</li> </ul>	Sept 16, 2022
<b>HI 2023 WALL CALENDAR</b>		Delivery with Jan/Feb 2023 Issue	Oct 21, 2022



### ANNUAL WALL CALENDAR

Always popular with readers and suppliers, our annual wall calendar sells out every year. It's an easy way to have your brand displayed on the walls and doors of fish hatcheries worldwide. Get 20% off the price of your Wall Calendar ad when you schedule 6 ads in Hatchery International magazine.

#### RATE

Regular Ad Space	\$770
Corner Ad Space	\$925
Double Ad Space	\$1540

### THE TEAM

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Our editors have the ear of this growing print, online, email, social and live events community. Join the conversation.

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



## AD SPECIFICATIONS

# PRINT DISPLAY ADS

EACH PRINTED MAGAZINE IS OFTEN READ BY 3 OR MORE PROFESSIONALS AT EACH FISH HATCHERY

RATE CARD / FREQUENCY				DISPLAY AD SPECS		
SIZE	1X	3X	6X	LIVE AREA/NO BLEED	TRIM SIZE	BLEED SIZE
Full Page	2,665	2,450	2,215	8" x 11"	9" x 12"	9.25" x 12.25"
2/3 page	2,180	2,045	1,910	5.375" x 11"		
1/2 page Vertical	1,875	1,760	1,630	3.875" x 11"		
1/2 page Island	1,875	1,760	1,630	5.875" x 7.875"		
1/2 page Horizontal	1,875	1,760	1,630	8" x 5.375"		
1/3 page Vertical	1,530	1,425	1,325	3" x 7.3125"		
1/3 page Horizontal	1,530	1,425	1,325	8" x 3.5"		
1/4 page Vertical	1,030	960	870	3.875" x 5.375"		
1/4 page Island	1,030	960	870	5.25" x 3.875"		
1/4 page Horizontal	1,030	960	870	8" x 2.625"		
1/6 page Vertical	510	470	430	2.625" x 5.375"		
1/6 page Horizontal	510	470	430	5.375" x 2.625"		
SPECIAL POSITIONING						
2-Page Spread	4,995	4,650	4,200	17" x 11"	18" x 12"	18.25" x 12.25"
Outside Back Cover	2,995	2,795	2,500	8" x 11"	9" X 12"	9.25" x 12.25"
Inside Front Cover	2,745	2,580	2,400	8" x 11"	9" X 12"	9.25" x 12.25"
Inside Back Cover	2,550	2,435	2,325	8" x 11"	9" X 12"	9.25" x 12.25"

(All dimensions are in inches and are Width x Height)

## FILE TRANSFER OPTIONS

- 1: [www.Annexprod.loadingdock.ca](http://www.Annexprod.loadingdock.ca)
- 2: [wetransfer.com](http://wetransfer.com) – Send to [production@annexbusinessmedia.com](mailto:production@annexbusinessmedia.com)

Need help with  
your ad material?  
Contact your sales rep  
or account co-ordinator  
and let us help.

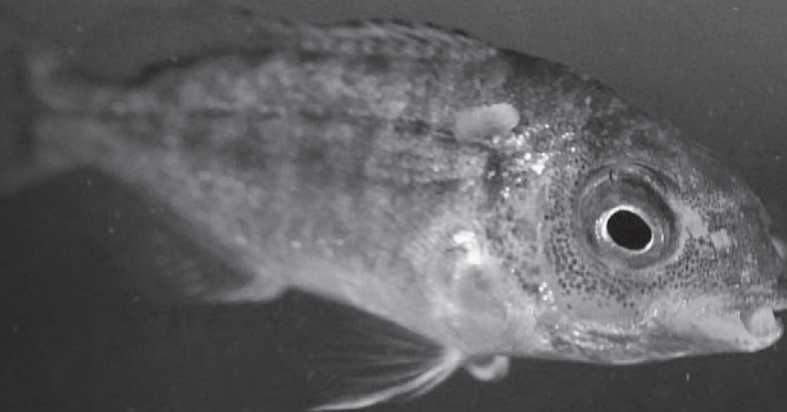


Photo credit: Skretting



OVER 15,000 WEB PAGE VIEWS PER MONTH

## WEB DISPLAY

DRIVE ENGAGEMENT AND NAME RECOGNITION WHERE AND WHEN NEEDED

Hatchery International's website is the leading industry news resource for fish hatchery professionals all over the world. Updated on a daily basis, our website offers a mobile responsive design and

a great platform for advertisers to receive continuous visibility, engage in sustained brand-building campaigns and/or to increase traffic to their own website. Our website also offers high-impact display ad

positions that set your brand apart from the competition. There is no better place for your brand to be seen and to increase brand awareness and engagement opportunities than hatcheryinternational.com.

B2B buyers favour brands they know and trust... and that branding happens here.

**TOP BILLBOARD**  
100% viewability  
970(w) x 250(h), 40kb  
320(w) x 50(h), 15kb  
\$1,550 / month

**LEADERBOARD\***  
728(w) x 90(h), 40 KB  
300(w) x 50(h)  
\$775 / month

**EXPANDABLE LEADERBOARD\***  
Minimum - 728(w) x 90(h),  
Maximum - 728(w) x 315(h), 40 KB  
300(w) x 50(h)  
\$950 / month

**WALLPAPER**  
Includes Mobile Adhesion Banner  
Specs provided at time of purchase  
\$1,500 / month

**BIG BOX/  
BIG BOX VIDEO\***  
300(w) x 250(h), 40 KB  
\$775 / month

**EXPANDABLE  
BIG BOX\***  
Minimum - 300(w) x 250(h),  
Maximum - 600(w) x 250(h), 40 KB  
\$950 / month

**SUPER BIG BOX**  
300(w) x 600(h), 40 KB  
\$950 / month

**MOBILE BANNER**  
320(w) x 50(h), 40 KB  
Included on Leaderboard,  
Wallpaper and Billboard

\* Three advertiser rotation. Creative due three business days before start date.  
10% additional charge will be added to any web display campaign with rotating/multiple creatives.  
10% additional charge will be added to any web display campaign requesting postal code geotargeting

Photo credit: Bretagne Truite



LEAD THE WAY

## WEB DISPLAY - HIGH IMPACT

HIGH-IMPACT UNITS THAT DRIVE ABOVE AVERAGE INDUSTRY ENGAGEMENT

High Impact display ads on hatcheryinternational.com allow you to be the savvy brand that knows how to communicate to your target audience with dominant positions, viewability and maximum share-of-voice. Combine them all to create the takeover people remember long after viewing.

Top Billboard gives you maximum viewability and share-of-voice throughout hatcheryinternational.com

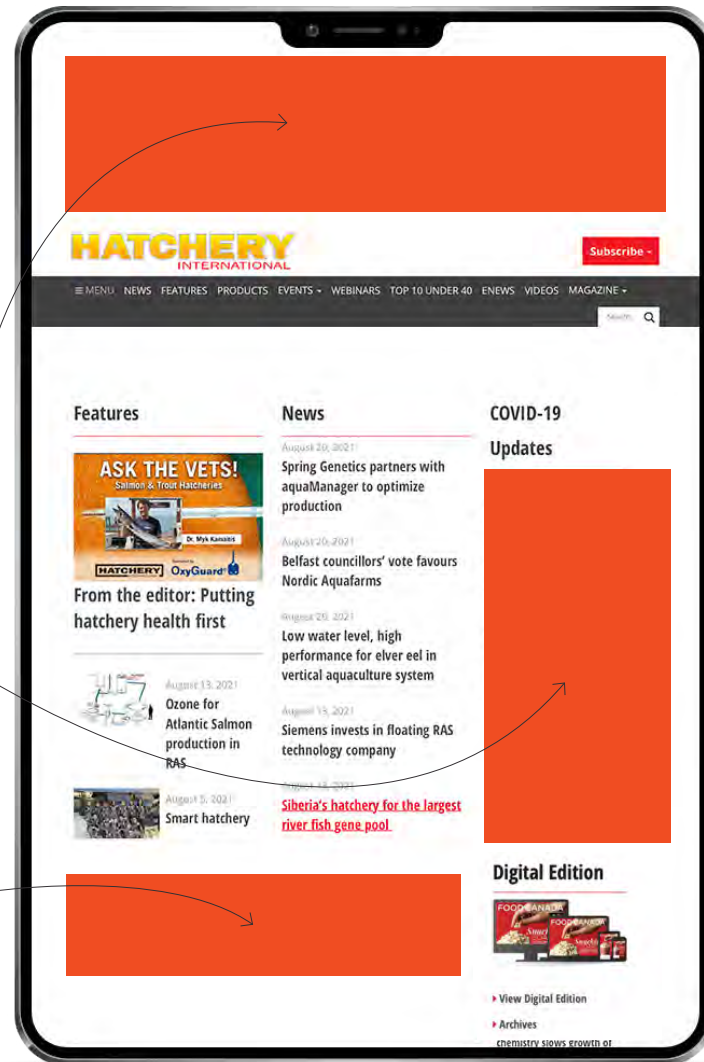
**TOP BILLBOARD**  
100% viewability  
970(w) x 250(h) 40kb  
320(w) x 50(h) 15kb  
\$1,550 / month

Super Big Box stands out in a crowd with 100% viewability, high CTR and brand dominance

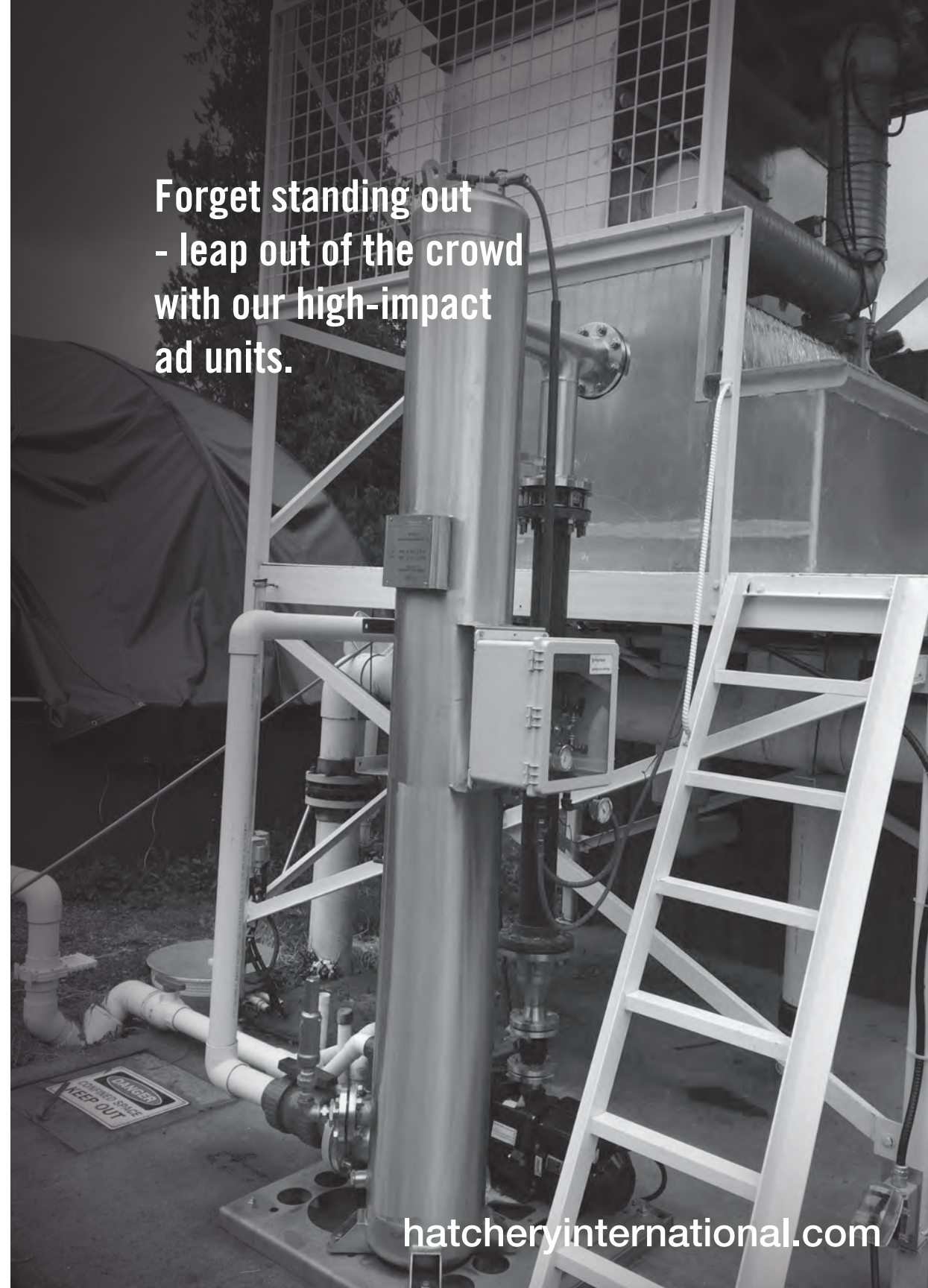
**SUPER BIG BOX**  
100% viewability  
300(w) x 600(h), 40 KB  
\$950 / month

Inline Billboard is part of every article that all of our eNewsletters link to when sent to our targeted audience

**INLINE BILLBOARD**  
100% viewability  
970(w) x 250(h) 40kb  
320(w) x 50(h) 15kb  
\$900 / month



Forget standing out - leap out of the crowd with our high-impact ad units.



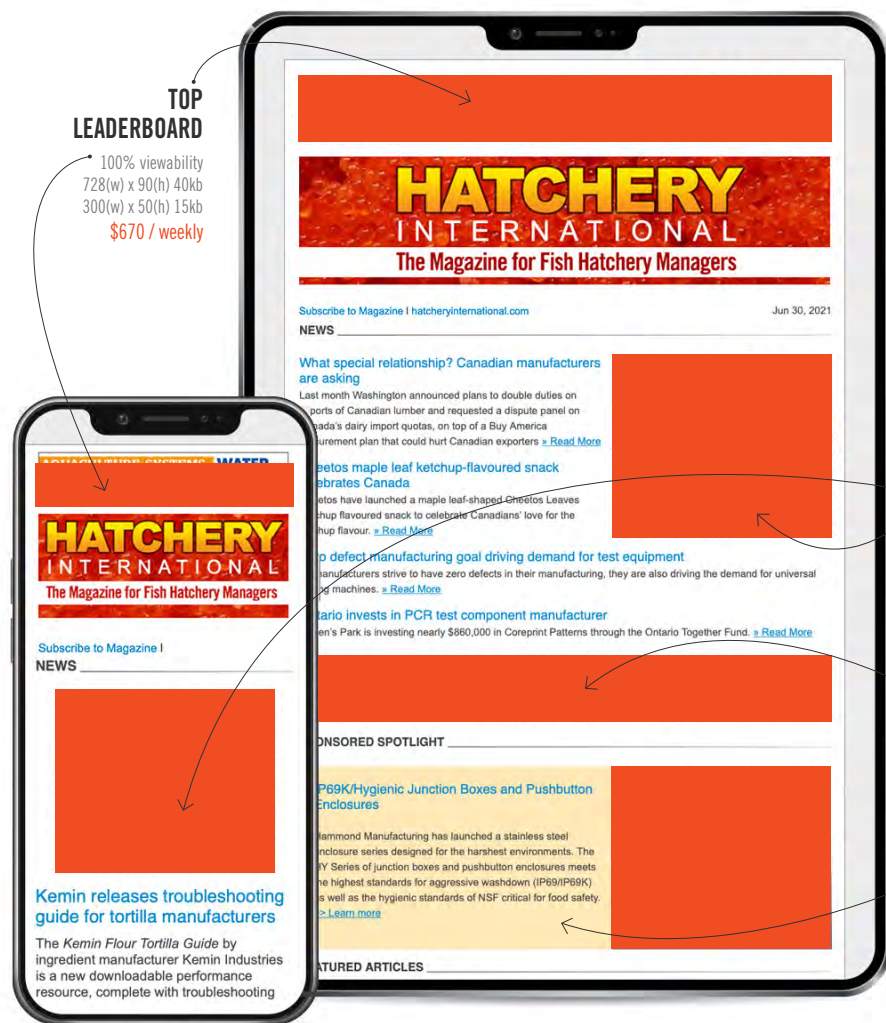




KEEPING OUR AUDIENCE INFORMED

## eNEWSLETTERS

TAKE CONTROL OF THE INBOX OF OUR CASL-COMPLIANT AUDIENCE\*



We know our informed subscribers read our incredibly applicable content. All the while your business is front and center with a Leaderboard, Big Box or our high-impact Sponsored Spotlight ad position containing an editorial message plus Big Box image that offers maximum reader engagement.

4,196 EMAILS 43% OPEN RATE

**BIG BOX**  
100% viewability  
300(w) x 250(h), 40 KB  
\$670 / weekly

Have high-impact on desktop and mobile with the Big Box... big, bold and beautiful

**LEADERBOARD**  
100% viewability  
728(w) x 90(h) 40kb  
300(w) x 50(h) 15kb  
\$670 / weekly

Give that recognizable feel sporting a mobile version for the mobile reader

**SPONSORED SPOTLIGHT**  
High-Impact  
300(w) x 250(h) 40kb  
Editorial message  
\$995 / weekly

The best engagement in our eNewsletter... editorial message with an added image boost

\* We're more than compliant... We're CASL Certified! Annex Business Media and its properties are the first (and so far the only) media company to undergo a third party Canadian Anti-Spam Law (CASL) audit for certification. Find out more at [annexbusinessmedia.com/CASL](http://annexbusinessmedia.com/CASL)

Above-average open rates and engagement, plus a CASL-compliant list, puts you front and center.

Photo credit: Idaho Dept of Fish & Game



BRING YOUR MESSAGE HOME

## eBLAST / vBLAST\* / eCONNECT

YOUR STORY, DIRECT TO OUR AUDIENCE, VIA eBLAST, vBLAST OR eCONNECT

Use our custom eBlast platform to share great content with industry professionals across worldwide. Promote upcoming events, new products and services to expand overall brand awareness. Our eBlast/vBlast/eConnect marketing opportunities allow you to send your exclusive marketing message to our targeted list of CASL-compliant subscribers.

### BRAND LOGO

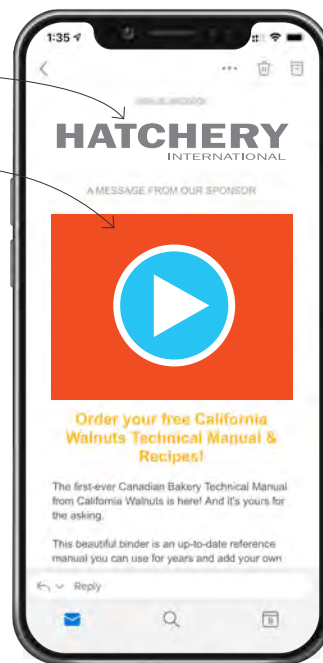
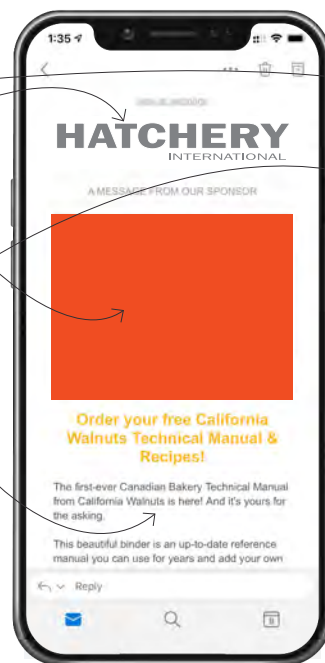
Giving readers assurance that the message has been vetted by the **Trusted Voice** of Hatchery International team as information they need for the success of their business

### POSTER IMAGE

In your face vitality with vibrant colours, a clear message and one thing for the reader to do with a call-to-action that is just that... **ACTION!** (add a Play Button for the vBlast)

### TEXT-BASED CONTENT

Come up with your subject line, headline, a paragraph or two enticing the reader to find out more and **One Link to Rule** them with a CTA that will send them where you want them to be



### SUBJECT IMAGE

To allow for laser focus on what subject your content is taking part in by the **Trusted Voice** of Hatchery International

### BIG BOX WITH TEXT MESSAGE

High-Impact  
300(w)x250(h) 40kb  
Headline (8-15 words)  
Description (50-75 words)

### eBLAST/eVIDEO

\$1,545/deployment  
4,157 emails  
33% Open Rate

### eCONNECT

\$850/deployment  
4,145 emails  
36% Open Rate

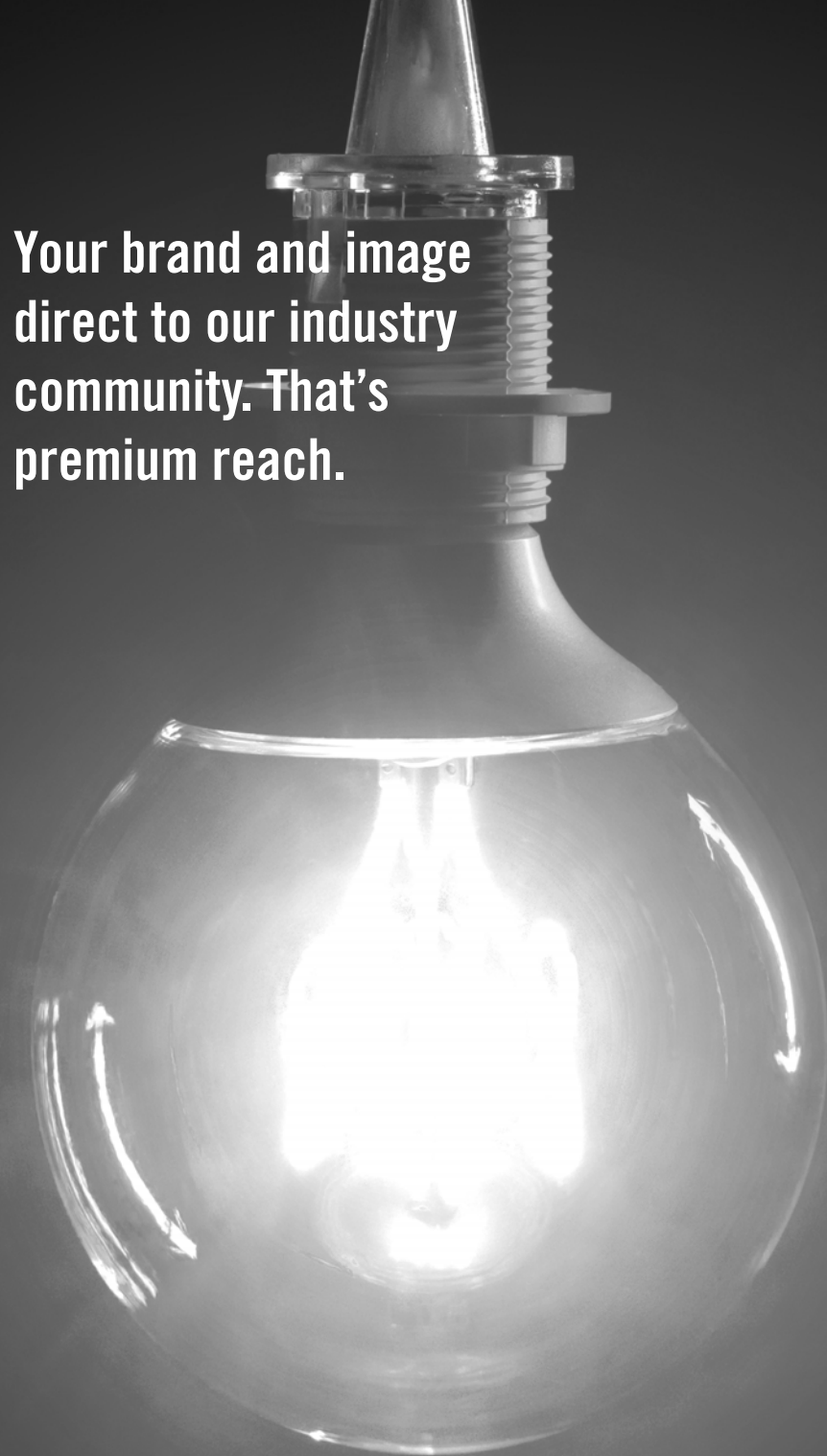
An exclusive lead-generating advertising opportunity to connect you with our CASL-compliant database of decision makers worldwide waiting to see your message, wherever they are.

Add a Big Juicy Play Button® to entice our exclusive Hatchery International audience to watch your video, that you've already paid for (probably, or we can create it for you) and posted on your site but no one has seen.

Your message is safe with us, even in Dark Mode. Our eProducts will adjust to the viewer's preferred screen aesthetic, ensuring optimized email marketing with strong readability. Join us on the dark side.

\* V in vBlast is for Video, and it is spectacular

Your brand and image direct to our industry community. That's premium reach.





## TURN-KEY SOLUTION

# WEBINARS

## THOUGHT LEADERSHIP DIRECT TO DECISION-MAKERS

From creating marketing materials to execution, Annex will manage the entire webinar process. Use this tried-and-true lead-generation tool to connect with prospective clients and increase sales whether you sponsor our topical presentations or need help promoting your own.

Unlike in-person seminars, which can be resource-heavy, webinars are better positioned to deliver relevant and timely information to the audience with convenience and affordability. Webinars save time and money on travel, which makes it easier and cheaper for

your target group to be engaged\* by your message while also giving you the opportunity to continue reaching them long after the live broadcast is over by sending the on-demand version via eBlast to our targeted audience to continue the conversation.

Up to 40% become qualified leads... where else are you going to find that kind of engagement

**BETWEEN 20 AND 40%**  
of those who attend a webinar become qualified leads

Looking across all our Annex media brands we see that it is not slowing down

**ANNEX AVERAGE**  
registrants increased 24% from 2020 to 2021

And remember that we still send all registrants a link to the recorded webinar so you'll get the full coverage

**OVER 50%**  
attendance rate for live webinars

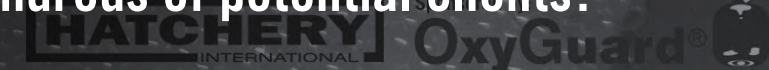


\* During the live webinars, experts can further engage the audience through the use of video and interactive options, such as Q&A sessions and audience polls.

## Salmon & Trout Hatcheries



# How about an intimate conversation with hundreds of potential clients?



### ADVANCED TECHNOLOGY FOR BROODSTOCK MANAGEMENT & RESEARCH

APRIL 7TH @ 10AM EST

REGISTER NOW!



## FREE WEBINAR: July 15th - 9pm CET / 3pm EST / 12pm PST

# ASK THE VETS!

## Salmon & Trout Hatcheries



Dr. Myk Kamaitis



## WE TAKE CARE OF IT ALL **PODCASTS**

**LISTEN TO INDUSTRY INSIDERS DISCUSS TOPICAL TRENDS**

Effective podcasts begin with engaging content. Thoughtful, insightful, and actionable content can help your brand stand out from the competition, and encourage listeners to build a relationship with your brand. Not to mention, start to see your company as a

trusted source of information for the industry. At Hatchery International, we can help you produce, distribute and promote podcasts that are relevant and timely to the right audience of highly-qualified listeners. We also produce our own monthly podcast

called RAS Talk hosted by our editor, Catarina Muia, and Brian Vinci, director of the Freshwater Institute. This podcast can be sponsored, thus providing brand awareness that your company needs to stay top of mind.



**DELIVERED TO**  
aquaculture professionals worldwide

{ Promotion to our CASL-Compliant opt-in readership via eBlast\* and eNews article promos

**THOUGHT LEADERSHIP**  
Sponsor the world's only podcast focused on RAS

{ Get ahead of the crowd by sponsoring what your customers want to hear

**OUR EDITORS INTERVIEWING**  
industry influencers for their knowledge and insight

{ Our **Trusted-Voice Editorial Team®** interviewing industry insiders on coming trends

Grab a coffee,  
slip on your headphones,  
and give your brand  
a seat at the table.

SPONSORED BY



# RAS TALK THE PODCAST

BY 

## Engaging discussions on **RECIRCULATING AQUACULTURE SYSTEMS**

Hosted by



Catarina Muia, Editor,  
Hatchery International,  
RAStech



Brian Vinci,  
Director,  
Freshwater Institute

\* Your podcast sponsorship will include audio mention from our team at the beginning and end of the episode as well as logo placement on the episode eBlast deployment to our CASL-Compliant listener list.

## ARTICLE, VIDEO, ROUNDTABLE, SUPPLEMENT, ETC.

# SPONSORED CONTENT

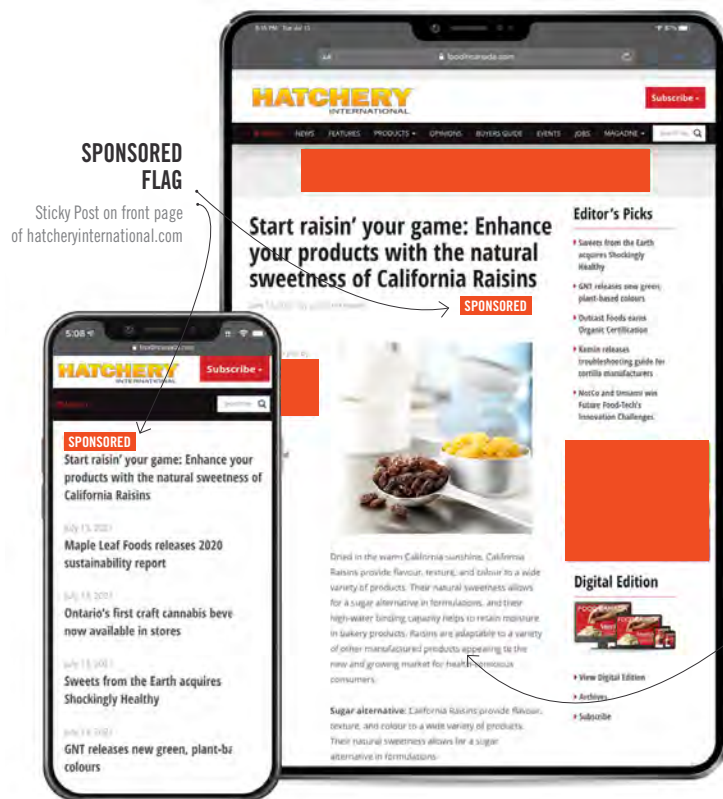
SHARE YOUR COMPANY'S THOUGHT LEADERSHIP AND MARKET KNOWLEDGE

There is no doubt that today's marketing has to be much more strategic, which is why good content marketing works. What really makes content marketing effective is hitting the right audience with your thought leadership-based

content: articles, blogs, videos, microsities, FAQs, podcasts, eZines or roundtables (just to name a few). This is why partnering with Hatchery International on your sponsored content initiatives makes sense. We have the audience to ensure

your content draws clients and prospects into your brand, creates memorable experiences for our readers, makes industry decision makers care about your company and brand, and ultimately lead to sales.

Targeted and timely sponsored content offers useful information that allows for more meaningful customer interactions and engagement.



**SPONSORED ARTICLE**

The BEST way to share your industry expertise with our audience of influencers, decision makers and buyers

**SPONSORED VIDEO**

An interactive and multi-media way to share your industry knowledge and/or product news with Hatchery International's audience

**SPONSORED ROUNDTABLE**

An effective way to lead and participate in a thought-leadership discussion focused on industry trends and issues

**OTHER SPONSORED CONTENT**

Our sponsored content offering also includes effective marketing and lead generation platforms like microsities, podcasts, eZines and webinars





## MEET AND GREET

# INDUSTRY EVENTS

WE HOST, TAKE CARE OF THE DETAILS AND GET YOUR AUDIENCE IN FRONT OF YOU

There is no doubt that one of the leading ways to connect with clients and prospects is through events: from content-rich conferences to multi-day trade shows. The COVID-19 pandemic shut down most, if not all, in-person events,

which meant that many industries turned to virtual events to share information, introduce new products and stay connected. In 2022, we plan to continue holding our successful RASTECH in-person event as well as our RAS Virtual

Summit because both are key in relationship building, B2B lead generation, sales opportunities, customer retention, and brand awareness.

We are experts in creating B2B face-to-face conferences and shows. Join our intimate and cost-effective events.

**RAS VIRTUAL SUMMIT**  
WINTER 2021

The third and final live event day of our 2021 RAS Connector Series keeping professionals in touch during COVID.



November 3, 2021  
[www.rasconnectorseries.com](http://www.rasconnectorseries.com)

**RASTECH 2022**  
SPRING 2022

Our annual in-person conference for land-based growers, investors, contractors, and more.



March 30-31, 2022  
Westin Hilton Head Island Resort,  
South Carolina, USA  
[www.ras-tec.com](http://www.ras-tec.com)

**RAS VIRTUAL SUMMIT 2022**  
FALL 2022

Our annual RAS Virtual Summit connecting international RAS operators from around the world.



October 5, 2022





ON LOCATION (YOURS AND OURS)

## VIDEO PRODUCTION / DISTRIBUTION

TELL YOUR STORY THROUGH VIDEO AND THEN BLAST IT TO YOUR TARGET AUDIENCE

Video is the hottest trend in B2B marketing today, and is one of the best ways to improve user understanding of a product or service. Hatchery International can help share your already produced videos with our

audience, but we can also help you create videos too. Whether you want product demos, how-tos, or Q&A interviews with company thought leaders, our in-house video production team can produce compelling videos

to tell your story. You can then use these videos to improve customer engagement through your marketing efforts, including vBlasts, social media and posting to our popular industry website.

**TRADE SHOW BOOTH VIDEO**  
\$999\*

Trade Shows and Conferences are a great place to show your product with our Booth Video package. Having your influential people on site with your product on display is the perfect opportunity to produce a 1-2 minute video.

- ▶ On-site interview with company reps
- ▶ On-site product b-roll
- ▶ On-site conference or expo b-roll
- ▶ Use of supplied product photos

**INTERVIEW / PRODUCT VIDEO**  
\$1,500\*

Produced in our state-of-the-art green screen studio within easy driving distance in the GTA, our professional quality interviews or product showcases will tell your story the way it needs to be told for your audience.

- ▶ Up to 2 interviews with company reps
- ▶ Filmed in our Green Screen Studio
- ▶ Use of supplied product photos
- ▶ Use of supplied b-roll

**CORPORATE VIDEO**  
\$2,500\*

Filmed on location at your office or facility, our corporate video package tells the story of your business in a compelling and dynamic way. Video allows your viewer, or customer, to be informed easier than ever before.

- ▶ Interview with up to 3 company reps
- ▶ Product and facility b-roll
- ▶ Use of supplied product photos
- ▶ One location ▶ 4 hours on-site

\* Project requests beyond the scope of the 3 packages listed must be quoted separately.

Video is worth 10,000 words, making it a cost-effective branding and thought-leadership tool. We also make it easy.

Photo credit: Mateo Espejo Valencia

## DATA-DRIVEN RESULTS

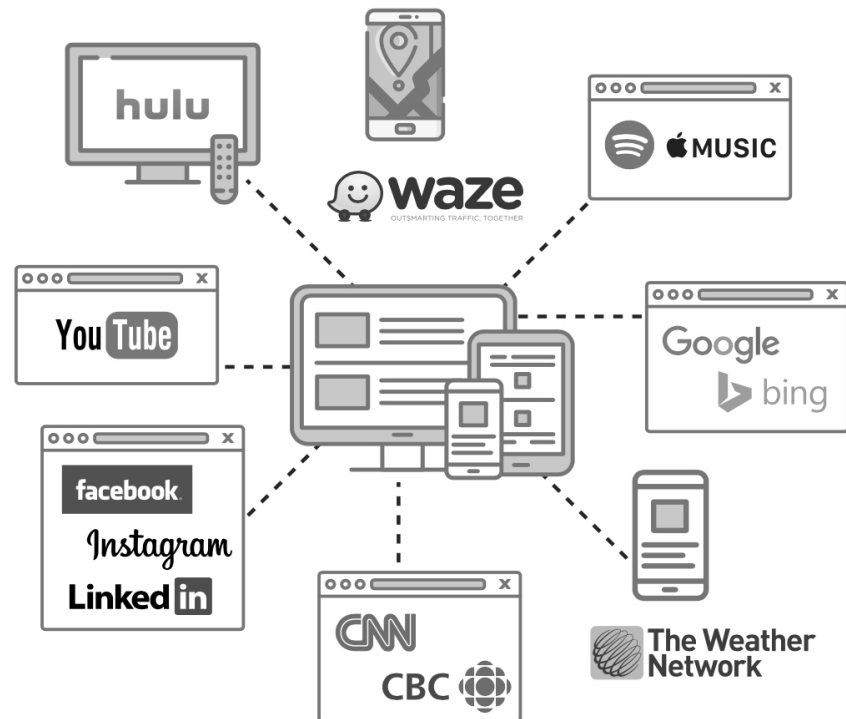
# PROGRAMMATIC<sup>+</sup>

### DELIVERING YOU A TARGETED AND RELEVANT AUDIENCE

Looking to motivate and measure in-market audiences as they look to buy your products and services? Well, our Programmatic<sup>+</sup> digital marketing platform uses proven digital marketing tactics to ensure your ad is delivered to the right person at the right time.

Benefits: build & target an audience of customers you want to reach; no wasted impressions as only people who have expressed interest in your products/services will see your ads; offers frequency as your ad follows buyers around the Internet while they are in-market to

purchase; and in-depth reporting that offers key metrics/insights into campaign performance and success. We take the lead and walk you through everything that needs to happen to make sure your Programmatic<sup>+</sup> campaign is as successful as possible.



#### SITE RETARGETING

When people visit your website or Hatchery International's website, they will see your ad

#### SEARCH KEYWORDS

When people search keywords associated with your company, they will see your ad

#### GEO-FENCING

When people enter a pre-identified facility, building or geographical location, they will see your ad

#### 1ST PARTY DATA

Using Annex's premium network of B2B brands your ads will be seen by our loyal readers when they are online

#### SOCIAL MEDIA

Annex can access today's most popular social media sites to serve your ads to highly targeted decision makers

\* Programs starting at \$6,000 with minimum 100,000 impressions

The right ad in front of the right audience at the right time - what more can you ask for?

Photo credit: South Dakota Department of Game, Fish and Parks





## INFORM. ENGAGE. ACQUIRE **LEAD DRIVER**

### TIER ONE LEADS THAT WANT YOUR PRODUCT

Lead Driver is your way to inform, engage and acquire Hatchery International's trusted and loyal audience through compelling content\*. With an omni-channel marketing automation approach - eBlasts, website, eNewsletter

advertising, podcasts, video and paid social media - we will share your content, marketing message and brand to our audience. From case studies, whitepapers, special product launches and webinars, we will take our audience of

industry decision makers through a content journey that, at the end of your campaign, will provide you with a list of scored leads that are prioritized by who was most engaged with your content and display ads.

### LEAD DRIVER

What if you could reach thousands of professionals in your target market, taking them on a sophisticated journey through your expertise, products and services?

What if that campaign delivered a tangible list of highly qualified prospects who have deep knowledge of your organization and are ready to buy?



That's what **Lead Driver** does. Powered by Annex Business Media, it leverages the trust and credibility of Canada's largest B2B media company, reaching critical decision-makers in an innovative and engaging way.

\* Let us create your content for you. From Webinars to Whitepapers, Podcasts to Video, Annex can bring our service to bear and help you create an amazing Lead Driver campaign with your message in our voice.

It's not a funnel - it's a prospect journey. Let us build your audience and roadmap.

Photo credit: Cedar Crest Trout Farms



TAKE YOUR BRAND TO THE NEXT LEVEL

## THE BOOK OF GIZMOS

SEE THE WONDER THAT IS SPECIALTY PRINT ADVERTISING

Using our in-house printing facility, we can work with your team to produce innovative print ideas – belly bands, cover wraps, French door covers, gate folds — that will take your marketing efforts to the next level and will raise your brand above the crowd. Call us today to learn more about how our Book of Gizmos can elevate your brand to our targeted and qualified magazine subscribers.

### BELLY BAND

The first item readers see when they pick up our magazine



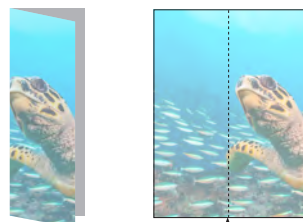
### BELLY BURST

Great opportunity to communicate bold ad messages



### COVER WRAP

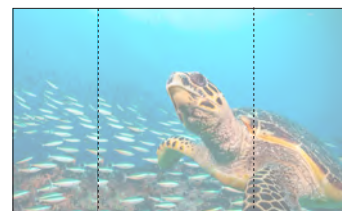
Highly visible ad unit offering great design potential



Fold (Spine of magazine)

### FRENCH DOOR COVER

High-impact advertising unit with maximum visibility



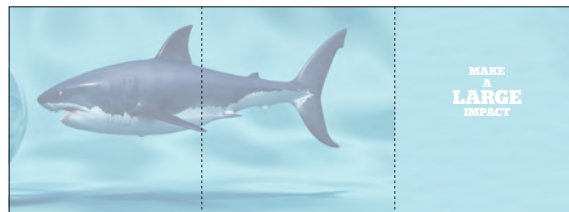
Fold (Spine of magazine)

### 6 PAGE GATEFOLD

Oversized page that is perfect for promoting important brand information



Fold (Spine of magazine)



Fold (Spine of magazine)

\* Check out full specs and Video at [annexbusinessmedia.com/book-of-gizmos/](http://annexbusinessmedia.com/book-of-gizmos/)

Print is dead ... effective at driving brand awareness and leadership to new heights. These high-impact options set you apart.

Photo credit: Bretagne Truite

POST THIS  
**SOCIAL MEDIA**  
PAID, ORGANIC AND EVERYTHING IN BETWEEN

From Facebook to LinkedIn and YouTube to Twitter, Hatchery International's strong social media presence can help your company promote its brand, upcoming events, products and services, and even specific content like videos and

blogs, to our brands' loyal followers. Hatchery International uses social media to stay connected with industry members and partners, regularly share our own original content to members of our online community, and to develop new partnerships

with key industry stakeholders, association and thought leaders. Also, you can work with us to target audiences by job title, job function, geography and industry to generate leads, raise awareness, and reach B2B decision makers.

Social media allows for easy, quick and effective brand building

**BRAND RECOGNITION**  
Get our audience looking at your brand

Social media will generate conversation about your brand, products, and partners

**CONVERSATION STARTER**  
Call to actions help motivate customers

Build meaningful relationships between your company and your customers

**STAY CONNECTED**  
Social listening leads to social conversations



**TELL YOUR STORY**  
Videos, articles, blogs & case studies

Using social media is a great way to share your brand's mission and share stories in creative ways

**BUILD LOYALTY**  
Stay ahead of the competition

Customers follow and interact with the brands they enjoy and trust

**DRIVE ENGAGEMENT**  
Increase traffic directly to your website

Thought leadership allows for your business to become a trusted source of information on a given topic

Social Media plays a crucial role in connecting people and developing relationships that lead to business.

Photo credit: Idaho Dept of Fish & Game

## ANNUAL PUBLICATION

# ANNUAL WALL CALENDAR

### 365 DAYS OF EXPOSURE TO YOUR CUSTOMERS

Displayed on the walls and doors of fish hatcheries worldwide, Hatchery International's popular annual Wall Calendar is used by industry professionals to plan meetings,

events and even staff birthdays! By advertising on this poster sized publication, your brand and products remain top of mind with customers all year round, so no matter when

their next big buying decision will be, you'll be on their radar. Get 20% off the price of your Wall Calendar ad when you schedule 6 ads in Hatchery International magazine.



Regular Ad Space  
(73mm x 73mm)  
\$770

Corner Ad Space  
(73mm x 73mm)  
\$925

Double Ad Space Horizontal  
(157mm x 73mm)  
\$1,540

Double Ad Space Vertical  
(73mm x 157mm)  
\$1,540

#### Booking:

As the calendar's 26 ad spaces usually all sell out, to avoid disappointment, we recommend booking your calendar ad as soon as possible.

**Material Deadline: OCTOBER 21, 2022**

Wall Calendars are delivered to readers with their HI Jan/Feb editions



We are experts in helping keep your brand top of mind with our readers.

EXCLUSIVE SPONSORSHIP OPPORTUNITY  
**TOP 10 UNDER 40**

AN ANNUAL PROGRAM RECOGNIZING LEADERSHIP AND INNOVATION IN YOUNG FISH HATCHERY PROFESSIONALS

Our annual “Top 10 Under 40” is a program designed to recognize leadership and innovation of fish and shellfish hatchery professionals under the age of 40.

The program shines a deserving spotlight on talented young fish

hatchery professionals leading by example and making a big impact at their operation.

Nominations start in May and are submitted from all corners of the globe. The 10 winners are then announced in October and profiled

across Hatchery International’s digital, social and printed media.

The program includes an exclusive and comprehensive sponsorship package for one industry supplier.

10 >> NOVEMBER/DECEMBER 2020 HATCHERY INTERNATIONAL

CONGRATULATIONS TO THE 2020 WINNERS OF HATCHERY INTERNATIONAL'S  
**TOP 10 UNDER 40**

**JEFF HUDSON**  
General Manager  
Riverence Brood LLC, U.S.A.

**NOELIA RODRIGUEZ**  
Operations Manager  
Barcaldine Hatchery, Scottish Sea Farms, Scotland

**MATEO ESPEJO VALENCIA**  
Professor and researcher  
Genipez - Universidad Tecnológica de Pereira, Colombia

**KEVIN DEMONDION**  
Farm Manager  
Swiss Alpine Fish AG, Switzerland

**YANN RAMIREZ**  
Hatchery Senior Manager  
Pacífico Acuaculture, Mexico

**BRITTANY PEACHEY**  
Aquaculture Operations Manager  
Hudson Valley Fisheries, U.S.A.

**DAN PAYNTER**  
Production Manager  
Halibut PEI Inc., Canada

**CURTIS CROUSE**  
Assistant Aquaculture Production Manager  
The Freshwater Institute, U.S.A.

**GARETH MURPHY**  
Hatchery Manager  
Irish Salmon Smolts, Ireland

**NATHAN CLEASBY**  
Technical Manager - Toomulla Beach  
Ornatas, Australia

Sustainable Performance  
**AQUAVAC®**

MSD  
Animal Health  
The Science of Healthier Animals®

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HATCHERY INTERNATIONAL NOVEMBER/DECEMBER 2020 >> 11

**TOP 10 UNDER 40**

**Top 10 Under 40: Shining a light on hatchery sector's outstanding young professionals**

Meet the 2020 Top 10 Under 40

**1 BRITTANY PEACHEY**  
Innovating sustainability

Armed with a Master's degree in Aquaculture, Wildlife and Fisheries Science from Texas A&M University and a Bachelor of Science in Biology, Peachey quickly put her knowledge to practice, working as an intern at the Virginia Institute of Marine Science as an enter aquaculture researcher. It is here that she found her passion for RAS and sustainable production.

"Another attraction of RAS is the constant opportunity for improvement and innovation. I enjoy the challenge of fine-tuning the systems," Peachey says. "I'm blessed to lead a team of dedicated individuals who take pride in their work."

With a long list of awards and citations from her academic years, Peachey continues to pursue excellence in her professional career. She has co-authored two studies published in the peer-reviewed scientific journal, *Aquaculture*, participated in several aquaculture research initiatives, and has presented at a number of international aquaculture conferences over the last several years.

Her specific interest in RAS and its potential for advancing its role in seafood production is an important aspect of who she does what she does, and she has high hopes for the future of the technology.

"On the grand scale, I'd like to help push this industry forward in such a way that people can see how much we care about fish health and welfare, as well as sustainability," Peachey says. "We need to produce high quality fish to feed the world's growing population while stewarding the resources we've been given. RAS is playing an increasing role in this, my aim is to perfect the procedures and processes of RAS to increase our efficiency in food production."

The ability to use technology innovations to pursue a more sustainable and responsible future is what pushed Brittany Peachey to a career in aquaculture, particularly in the application of recirculating aquaculture systems (RAS) in seafood production.

"I was drawn to aquaculture, RAS in particular, by the intersection of science, technology, fish care, and providing for people," Peachey says. "I love watching the fish develop over time. There's such beauty in watching them grow."

At just 28 years old, Peachey is the operations manager for Hudson Valley Fisheries (HVF), a Hudson, New York-based land-based RAS farm producing Steelhead trout (*Oncorhynchus mykiss*). She is responsible for the health and welfare of millions of fish across 54 tanks housed at the 16,000-square-foot RAS farm. She manages a staff of 12 aquaculture technicians and oversees all aspects of the operation: egg procurement, hatchery, nursery, grow-out, harvest, biosecurity, equipment management and maintenance.

This young professional demonstrates her leadership not just by fulfilling her responsibilities to the business but also by being a resource for members of her team and for future aquaculture practitioners, according to Heidi Baker, a co-worker who nominated Peachey for the Top 10 Under 40 recognition.

"Brittany is passionate about sharing her knowledge and love for aquaculture with her team and teaches aquaculture students and hosts interns as well," writes Baker. "Brittany's leadership skills, along with her support of aquaculture education programs and her continued strides in the field of aquaculture, make her an excellent candidate as one of the world's Top 10 Under 40 hatchery professionals."

Peachey is keen on helping mould the future of the industry and is optimistic about the career prospects for fish.

"I see a good number of young professionals that have academic knowledge but lack hands-on experience in industry. Fortunately, if there's growing number of RAS projects in any indication, we're at the beginning of an explosion in aquaculture job availability in the U.S.," Peachey says.

**2 CURTIS CROUSE**  
Problem solver

Curtis Crouse could still remember that fishing trip with his dad when he caught the fish that would inspire him to pursue a career in animal science. It was a tiny bluegill, small enough to fit in his Shaver cup that he was able to bring home with the intent of keeping it as a pet. It eventually ended up in his uncle's pond where he watched his friend grow bigger.

Photo credit: The Freshwater Institute

Read about important industry issues and trends, with emphasis on a well-researched quantitative and qualitative outlook.