

Enhancement, Early-rearing & Recirculation for Better Profits.

# HATCHERY INTERNATIONAL

## MEDIA KIT



Hatcheries

Fisheries  
Enhancement  
And Restocking

Aquaculture  
Research

Recirculation



[www.hatcheryinternational.com](http://www.hatcheryinternational.com)



## What is Hatchery International?

It's the only trade newspaper focused exclusively on the early rearing (hatchery) side of the aquaculture industry, fisheries enhancement and re-circulation technology.

Six times a year we offer our readers the latest technical articles, product information and research from around the world. Each issue is packed with articles on a variety of topics, including:

- Hatchery Profiles
- Innovative Recirc Systems
- New species developments
- Marine and freshwater species
- New technology and equipment
- Fish health/nutrition and feeds

### Editorial Focus and Features

#### January/February

- **Feeding Equipment** • Recirc Today • Fish Health
- Feeds & Feeding • Salmon, trout, marine species

#### March/April

- **Water Purification - Filtration, Sterilization, Ozone, UV**
- Recirc Today • Fish Health • Feeds & Feeding
- Salmon, trout, marine species

#### May/June

- **Monitoring** • Recirc Today
- Fish Health • Feeds & Feeding
- Salmon, trout, marine species

#### July/August

- **Marine Species** • Recirc Today
- Fish Health • Feeds & Feeding
- Salmon, trout, marine species

#### September/October

- **Trout/Salmon Re-stocking**
- Recirc Today • Fish Health • Feeds & Feeding
- Salmon, trout, marine species

#### November/December

- **Larval Feeds** • Recirc Today
- Fish Health • Feeds & Feeding
- Salmon, trout, marine species

## Who reads Hatchery International?

### Target Audience:

- Hatcheries
- Recirculation Facilities
- Recirc Grow-out Operations
- Ornamental Farms
- Fishery Enhancement Operations
- Universities/Colleges
- Research and Laboratories
- Government Agencies
- Industry Suppliers

Readership: 10,500

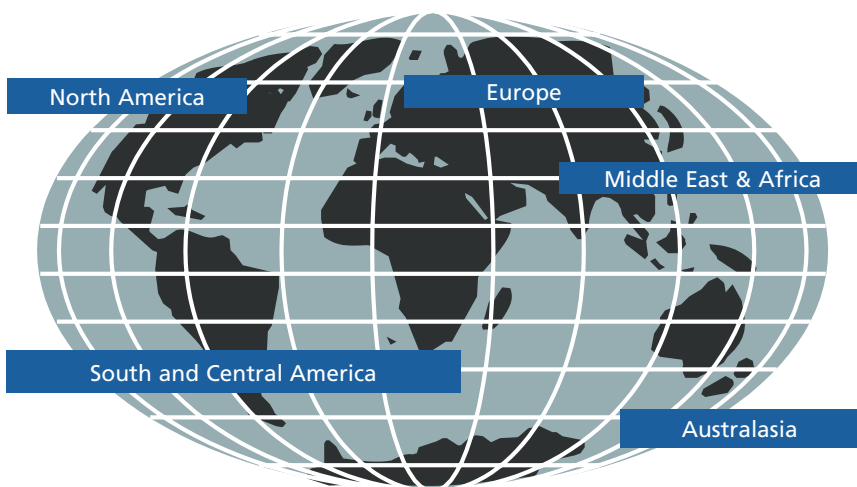
Total Circulation: 3500 copies

Average Pass-on rate in each facility: 3 persons

50% paid Subscriptions

### Our Readers:

The key to the success of **Hatchery International** is the highly targeted circulation to over 90 countries around the world. We are constantly adding more hatcheries to our database and with the publication now over ten years old, it has established itself as the only trade newspaper that caters to the hatcheries (early rearing) part of the aquaculture industry. Our aim is to reach hatchery managers and re-circulation managers rather than simply flood the aquaculture industry with our publication - *we are more interested in the quality of readers as opposed to the quantity.*



## Where's it Going.....

- **Salmon hatcheries** - Norway, Scotland, Canada, United States, Chile
- **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, US
- **US State & Federal hatcheries**

.....and many more hatcheries worldwide!

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### Advertise online too!

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### Extra Distribution at Industry Events

- Aquaculture America 2012 (Las Vegas, USA)
- Australasian Aquaculture 2012 (Melbourne, Australia)
- Aquaculture Canada 2012 (PEI, Canada)
- Aquaculture UK 2012 (Aviemore, Scotland)
- Recirculating Aquaculture 2012 (Roanoke, USA)
- AQUA 2012 (Prague, Czech Republic)
- Northwest Fish Culture Conference (USA)

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*Always An International Perspective*