



# ADVERTISE WITH US



**INFOFISH International - the bespoke publication  
for all your fishery information and business needs!**



For more information,  
please scan this QR Code

**2025•MEDIA KIT**  
**[www.infofish.org](http://www.infofish.org)**



Are you looking for a platform to showcase your products and services in the seafood industry? Look no further than INFOFISH International!

Published since

1981

Readership

3K++

yearly



Readership

81%

Asia Pacific Region

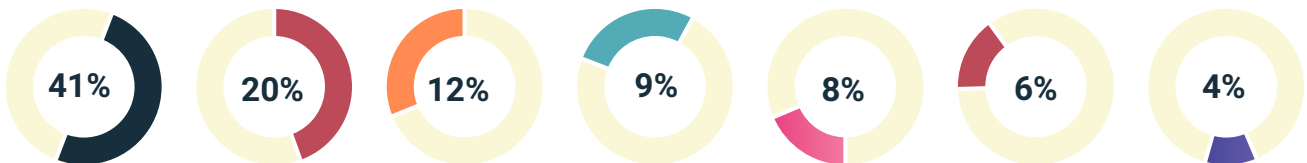
## OVERVIEW//

INFOFISH is among the leading organizations in the world that provide consultation, marketing, promotion, and advertising services for the seafood industry. By advertising with INFOFISH International, you can reach out to a global audience and increase your brand awareness like never before.

With its extensive network and years of experience, INFOFISH can help you achieve your marketing objectives and grow your business. Don't miss out on this incredible opportunity to boost your sales and enhance your presence.

**Advertise with INFOFISH International today and take your business to a new level!**

## CIRCULATION BREAKDOWN// A strong presence in the Asia Pacific Region

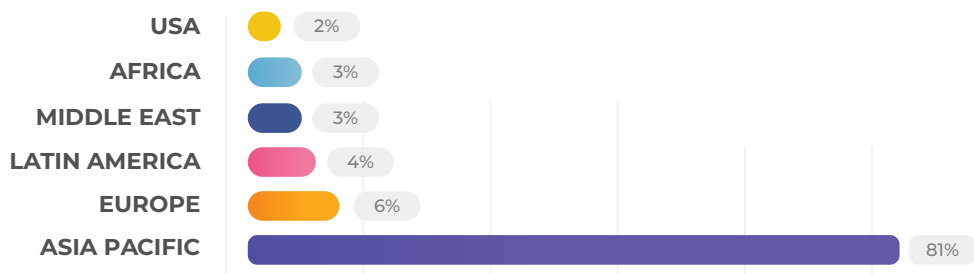


### BUSINESS ACTIVITY BREAKDOWN (%)

- Seafood Producers and Processors .....41%
- Aquaculture and Biosecurity .....20%
- Others .....12%

- Suppliers / Manufacturers.....9%
- Fishing / Vessel Operators .....8%
- Research / Training Institutions.....6%
- Government Agencies.....4%

### Circulation of the magazine (distributed by region):





## WHY INFOFISH?//

**INFOFISH** is a great platform to advertise with for several reasons:

**Targeted audience:** Our platform is specifically designed for the fisheries and aquaculture sectors, which means that our audience consists of people who are interested in related products and services. This makes it easier for you to reach your target audience and increase the chances of generating leads and sales.

**High traffic:** INFOFISH has a large and active user base which ensures that your ads will get a lot of exposure. This can help increase brand awareness and drive traffic to your website or social media pages.

**Competitive rates:** We offer competitive advertising rates that are affordable for businesses of all sizes. We can work with you to create a customized advertising package that fits your budget and marketing goals.

**Variety of advertising options:** We offer a variety of advertising options, including banner ads, sponsored content, and email marketing campaigns. This allows you to choose the option that works best for your business and marketing strategy.

## ENGAGEMENT//

### Official INFOFISH website

**9.2K**

*Annual page visitors*

**4.3K**

*Direct traffic*

**4.6K**

*Organic traffic*

### Social Media

**84K**

*Impressions*



### Organic traffic *(From any promotional link)*

**51%**

*4 626 Users*

**49%**

*4 511 New users*

**57%**

*4 863  
Engagement  
sessions*

**63%**

*Engagement  
rate*

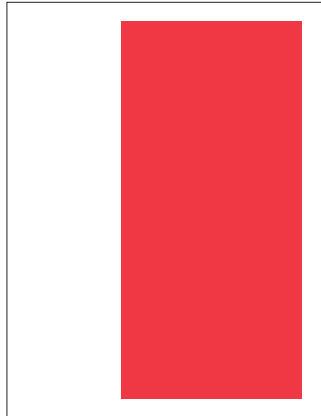


# DISPLAY ADVERTISEMENT//

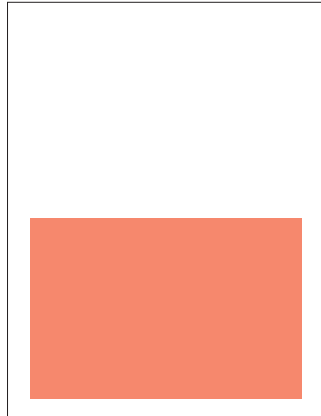
**Full Page**  
( 210mm x 275mm)



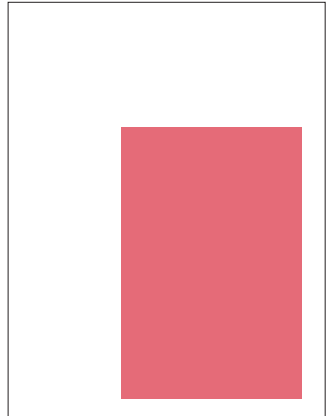
**Two - third page**  
( 120mm x 275mm)



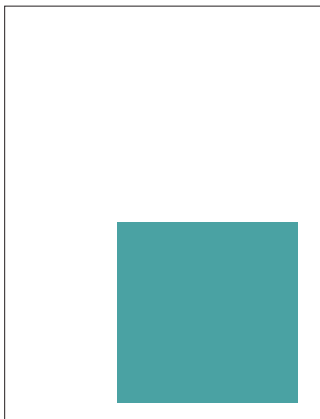
**Half page horizontal**  
( 180mm x 120mm)



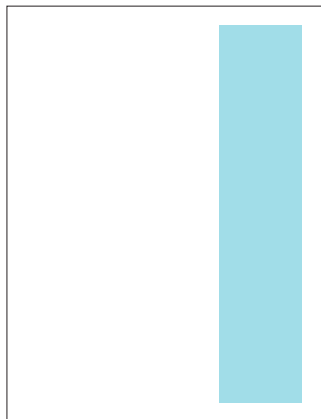
**Half page vertical**  
( 120mm x 180mm)



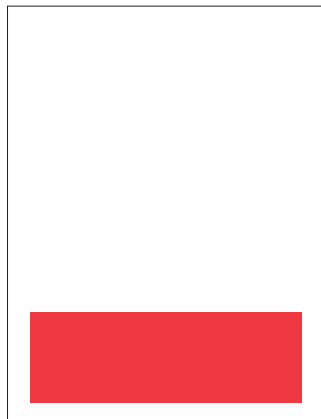
**One-third page box**  
( 120mm x 120mm)



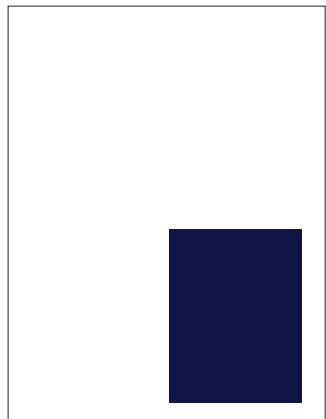
**One-third page vertical**  
( 55mm x 250mm)



**Quarter page horizontal**  
( 180mm x 60mm)



**Quarter page box**  
( 88mm x 115mm)



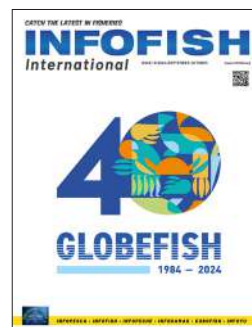
## Advertisement rates

### Premium

**Full page** (front, back & inside front cover).... 2 000  
**Advertorial page** (centrespread) ..... 2 500

### Standard

**Full page** ..... 990  
**Two-third page** ..... 890  
**Half page** (horizontal & vertical) ..... 710  
**One-third page** (box & vertical) ..... 610  
**Quarter page** (horizontal & box) ..... 480



**Accepted file formats:**

PDF, InDesign, EPS, TIFF, Illustrator, (incl. all fonts, pictures min. 300 DPI)

\*\*Four colour advertisement;

\*\*\*prices quoted are in USD.



# DIGITAL ADVERTISING//

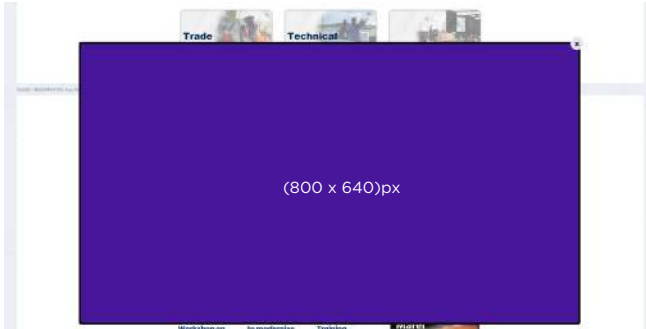
## Home Page

	(per month)	(per year)
<b>Pop up</b> (800 x 640)	250	3000
<b>Headline</b> (1920 x 600)	350	4200
<b>Square Sidebar</b> (300 x 250)	120	1440
<b>Sidebar</b> (295 x 75)	90	1080

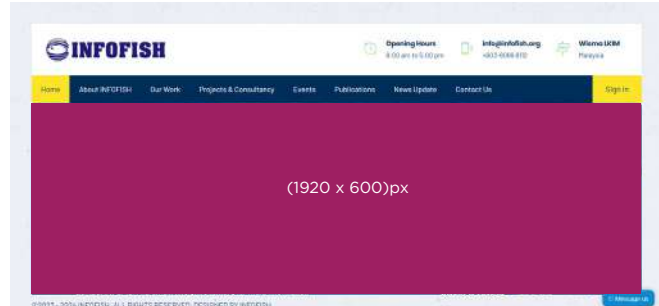
## Social media plan

	Followers	monthly	3 Months	6 Months	12 Months
<b>LinkedIn</b> (4 posts)	3320				
<b>Facebook</b> (4 posts)	3886	<b>1350</b>	<b>3600</b>	<b>6800</b>	<b>12900</b>
<b>Youtube</b> (video)	823				
<b>Newsletter</b>					

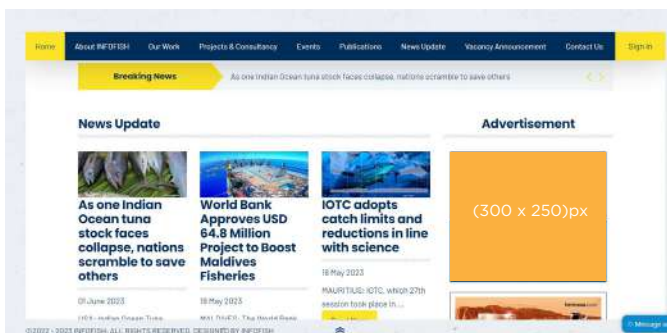
**Pop up** (800 x 640)



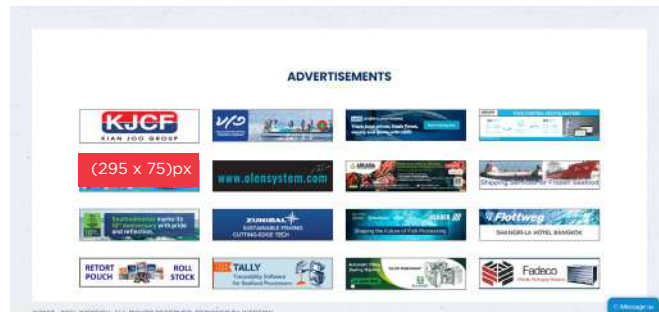
**Headline** (1920 x 600)



**Square Sidebar** (300 x 250)



**Sidebar** (295 x 75)



Accepted file formats:

jpg, tiff, png & GIF - web banner | 1920 x 1080 (HD) - youtube channel.



# ADVERTISING PACKAGES//

The package comes with promotion in INFOFISH Magazine, official website and social media.  
You are allowed change the web banner ads frequently base on promotion theme.

## PRO 1 (Premium Package)

<b>Full page ad</b> (210mm x 275mm) <b>6 issues</b>	<b>US\$ 20 000</b>
<b>Exclusive headline web banner</b> (1920px X 600px)	
<b>Pop-up banner</b> (800px X 640px)	
<b>Social media</b>	
<b>Promotional email blast</b>	

## PRO 2 (Gold Package)

<b>Half page ad</b> (180mm x 120mm) <b>6 issues</b>	<b>US\$ 16 000</b>
<b>Square side bar web banner</b> (300px X 250px)	
<b>Pop-up banner</b> (800px X 640px)	
<b>Social media</b>	
<b>Promotional email blast</b>	

## PRO 3 (Basic Package)

<b>Quarter page box ad</b> (88mm x 115mm) <b>6 issues</b>	<b>US\$ 10 000</b>
<b>Sidebar banner</b> (295 x 75)	
<b>Social media</b>	
<b>Promotional email blast</b>	

### Terms and conditions

1. 4 posts per month on social media (all the materials need to be prepared by the advertisers)
2. Promotional email blast to more than 8000 industry contacts in INFOFISH network
3. Prices quoted are on a yearly basis
4. Custom packages are tailored to align with your specific budget and requirements.



## OUR CLIENTS//



**Aquatic Enterprise Co.**



**BIOLAN**  
accurate · easy · smart

**ensis**  
FISHERIES PVT. LTD.

**EVONIK**  
POWER TO CREATE



**Hermasa**  
Canning technology

**GREGOR JONSSON INC.**  
SHRIMP PEELING SYSTEMS

**TINPACK**

**marine instruments**

**MALDIVES INDUSTRIAL FISHERIES COMPANY**

**Olen**

**OxyGuard**

**SUNGWOO E.O.E**  
SUNGWOO E.O.E TECHNOLOGY CO.,LTD.

**Pioneer Group**  
Pioneer Asia

**THALOS**  
ADVANCED MARITIME SOLUTIONS

**marel**

**MENT**  
AUTOMATION

Your Company?

Editorial, Advertising Coordination,  
Design & Layout  
**Mohd Syahir Zahardin**  
syahir@infofish.org

Published in Malaysia by  
**INFOFISH**  
1st Floor, Wisma LKIM  
Jalan Desaria, Pulau Meranti  
47120 Puchong, Selangor DE  
Malaysia  
Tel: (603)8066 8112 Fax: (603)8060 3697  
E-mail: info@infofish.org Website: www.infofish.org



# ADVERTISE WITH US



**INFOFISH International - the bespoke publication  
for all your fishery information and business needs!**



For more information,  
please scan this QR Code