

SERVING THE WORLD AQUACULTURE INDUSTRY FOR 43 YEARS

**aquaculture**  
magazine

**DIGITAL**  
**ADVERTISING**



# **DIGITAL ADVERTISING**

**OUR APPROACH IS A  
COMBINATION OF PRESENCE  
AND MEDIA USAGE WITHIN OUR  
SPECIALIZED, INFORMATIVE  
COVERAGE. WE FOCUS ON THE  
DEVELOPMENT OF  
TAILOR-MADE MARKETING  
CAMPAIGNS TARGETING YOUR  
BRAND'S COMMERCIAL  
OBJECTIVES.**

# STANDARD PACK

## MONTHLY FEATURES



1 SIDE BANNER IN OUR WEBSITE



2 BANNERS IN OUR NEWS MAILING



2 PROFESSIONAL MARKETING CAMPAIGNS



1 SEARCH ENGINE ADVERTISING CAMPAIGN



6 GRAPHIC CONTENTS



24 SOCIAL MEDIA POSTS (6 PER WEEK)



1 LANDING PAGE

ANNUAL INVESTMENT: \$5,529.00USD  
(\$460.80USD MONTHLY)

SEMI-ANNUAL INVESTMENT:  
\$2,952.00USD  
(\$492.00USD MONTHLY)

# PREMIUM PACK

## MONTHLY FEATURES



AUDIOVISUAL  
A KICK-OFF VISIT COVERING  
PHOTOGRAPHIC  
AND AUDIOVISUAL MATERIALS



1 HEADER BANNER AND  
1 SIDE BANNER IN OUR WEBSITE



4 BANNERS IN OUR NEWS  
MAILING



3 PROFESSIONAL MARKETING  
CAMPAIGNS



1 SEARCH ENGINE ADVERTISING  
CAMPAIGN



1 LINKEDIN AD CAMPAIGN



8 GRAPHIC CONTENTS



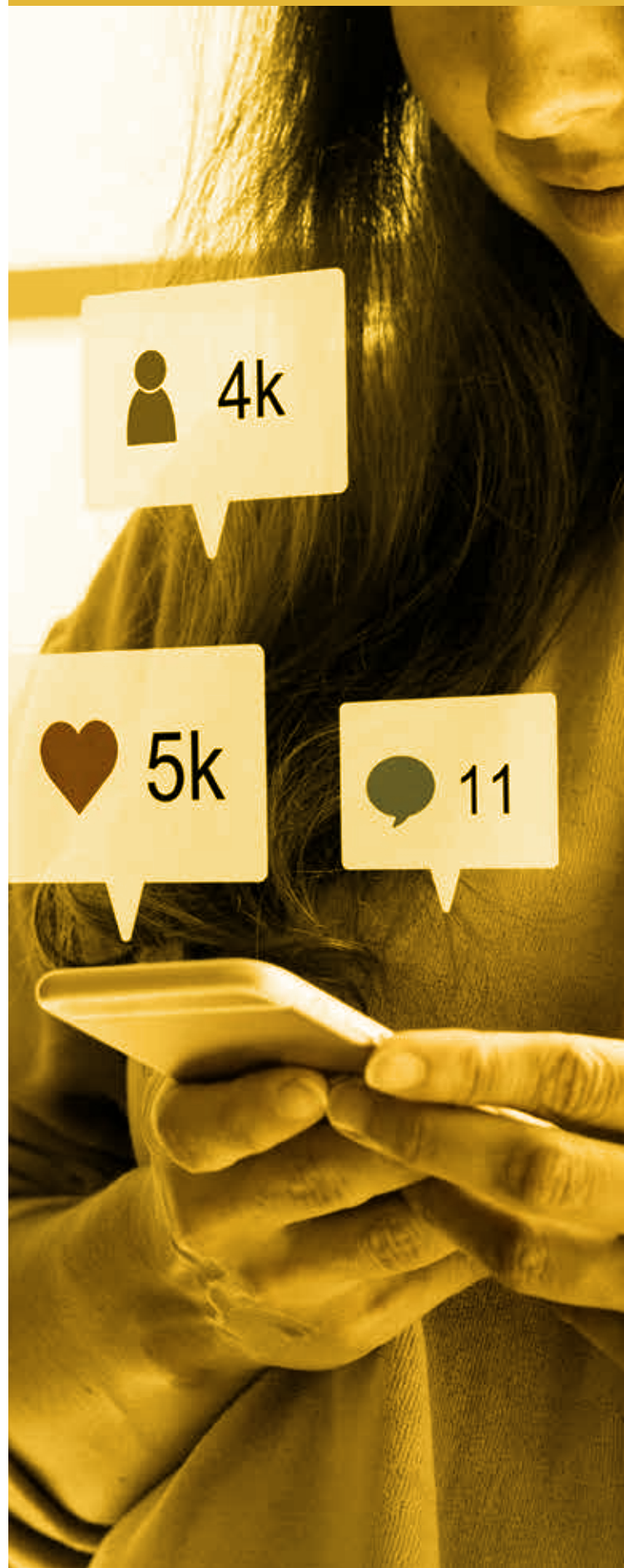
32 SOCIAL MEDIA POSTS  
(8 PER WEEK)



1 AUTOMATED MAILING  
CAMPAIGN  
1 LANDING PAGE

ANNUAL INVESTMENT: \$9,720.00USD  
(\$810.00USD MONTHLY)

SEMI-ANNUAL INVESTMENT:  
\$5,175.00USD  
(\$862.50USD MONTHLY)











BRAND	SOCIAL MEDIA*					ISSUU*	
	Total followers	Facebook	Instagram	Twitter	Linkedin	Issues	Followers
Global Aquaculture Aliiance	51,553	36,113	4,430	2,894	8,116	0	0
Panorama Acuícola	33,721	23,582	1337	3923	4879	63	179
Aquaculture Magazine	28,405	20,859	1175	1556	4815	31	228
Intrafish	18,659	3,779	1027	13,000	853	0	0
World Aquaculture Magazine	10004	7141	0	2863	0	0	0
International Aquafeed	7,494	2,170	0	5,324	0	0	0
Aquafeed	3,640	2,396	0	1,244	0	205	341
Aquaculture Northamerica	799	419	0	380	0	0	0
Hatchery International	218		0	218	0	0	0
Fish farmer	0	0	0	0	0	40	121
Fish Farming News	0	0	0	0	0	0	0

*\*Data may vary, all plaforms consulted on February 2019*



## EVERY MONTH WE WE WILL SEND YOU A PERSONALIZED REPORT WITH:

-  Campaign analysis based on reach and interaction results.
-  Mailing readings and interactions.
-  Clicks, conversions and interactions.
-  An updated database of your landing page and targeting from our marketing funnel results.

*\*Metrics and parameters according to pack features.  
\*Consult pack features and commercial clause details.*



ACTIVE AND  
CONSTANT DIGITAL  
PRESENCE.

SERVING THE WORLD AQUACULTURE INDUSTRY FOR 43 YEARS  
**aquaculture**  
magazine



**28,000**  
FOLLOWERS

Christian Criollos, Marketing & Sales Manager,  
crm@dpinternationalinc.com  
Cell: +521 (33) 14660392

Skype: christian.criollos

Claudia Marin, Sales Support Expert,  
sse@dpinternationalinc.com  
Cell: +521 333 968 8515

<https://aquaculturemag.com/>