Established in 2007, it has become the leading supplier of knowledge to the salmon industry in Scotland, Canada and worldwide. The main topics covered are fish health, technology and economics and every issue includes features from each of the planet’s major salmon producing regions.

EDITIONS

Printed edition

Price 1 year subscription

1 year UK  EUR 110 / USD 135
1 year rest of the world EUR 140 / USD 170

VAT will be added to prices where applicable

Release dates 2018

<table>
<thead>
<tr>
<th>Issue Nr.</th>
<th>Circulation</th>
<th>Ads deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>FFE 1</td>
<td>End of February</td>
<td>February 19th</td>
</tr>
<tr>
<td>FFE 2*</td>
<td>End of April</td>
<td>April 4th</td>
</tr>
<tr>
<td>FFE 3*</td>
<td>End of May</td>
<td>May 4th</td>
</tr>
<tr>
<td>FFE 4</td>
<td>End of July</td>
<td>July 04th</td>
</tr>
<tr>
<td>FFE 5*</td>
<td>End of August</td>
<td>August 10th</td>
</tr>
<tr>
<td>FFE 6</td>
<td>End of October</td>
<td>September 24th</td>
</tr>
<tr>
<td>FFE 7</td>
<td>End of December</td>
<td>November 23th</td>
</tr>
</tbody>
</table>

¹ April: Extra distribution at Brussels Seafood Show
² May: Extra distribution at Aquaculture UK
³ August: Extra distribution at Montpellier France

Average printing:
1 500 copies

Number of readers:
> 4 500
Printed ads

Traditional formats

- **Full Page**: 210 mm width x 297 mm height
  - **EUR 2 000**
  - **USD 2 450**

- **Horizontal half page**: 185 mm width x 125 mm height
  - **EUR 1 400**
  - **USD 1 700**

- **Vertical half page**: 160 mm width x 205 mm height
  - **EUR 800**
  - **USD 980**

- **Horizontal third of a page**: 185 mm width x 125 mm height
  - **EUR 900**
  - **USD 1 100**

- **Vertical third of a page**: 185 mm width x 125 mm height
  - **EUR 800**
  - **USD 980**

- **Horizontal quarter of page**: 185 mm width x 120 mm height
  - **EUR 1 400**
  - **USD 1 700**

- **Vertical quarter of page**: 185 mm width x 63 mm height
  - **EUR 800**
  - **USD 980**

* Price for page 2, 3 and back cover: **EUR 2 200 / USD 2 700**

Special ads

- **Cover extension double page ad**: 420 mm width x 297 mm height
  - **EUR 2 750**
  - **USD 3 320**

- **Additional vertical half page**: 105 mm width x 297 mm height
  - **EUR 1 550**
  - **USD 1 890**

- **Horizontal faced ads**: 185 mm width
  - **EUR 2 300**
  - **USD 2 800**

- **Vertical faced ads**: 59 mm width
  - **EUR 1 550**
  - **USD 1 890**

**Footer double page**: 420 mm width

- **EUR 1 300**
  - **USD 1 590**

**VAT will be added to prices where applicable**
Website & Newsletter

More than **12 000** unique users

Users who opened at least one session in the selected period, including both new and returning visitors.

**Geographic distribution**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>44%</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>15%</td>
</tr>
<tr>
<td>USA</td>
<td>11%</td>
</tr>
<tr>
<td>Canada</td>
<td>11%</td>
</tr>
<tr>
<td>Norway</td>
<td>10%</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>5%</td>
</tr>
<tr>
<td>Australia</td>
<td>2%</td>
</tr>
<tr>
<td>Chile</td>
<td>2%</td>
</tr>
</tbody>
</table>

* Average monthly measurement between July and December 2017

**Newsletter**

To more than **3 000** professionals per week

All the subscribers of our newsletter are professionals of the salmon industry.

**Desktop** 50%, **Mobile** 50%
Home page

Rates per week

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>EUR Price</th>
<th>USD Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Wide 1</td>
<td>1110 x 250 px</td>
<td>990</td>
<td>1210</td>
</tr>
<tr>
<td>Front Wide below nav</td>
<td>1110 x 150 px</td>
<td>650</td>
<td>795</td>
</tr>
<tr>
<td>Front Wide 2</td>
<td>1110 x 250 px</td>
<td>650</td>
<td>795</td>
</tr>
<tr>
<td>Front Square</td>
<td>350 x 350 px</td>
<td>500</td>
<td>610</td>
</tr>
<tr>
<td>Front Poster Triple</td>
<td>350 x 360 px</td>
<td>500</td>
<td>610</td>
</tr>
<tr>
<td>Front Poster Double</td>
<td>350 x 240 px</td>
<td>400</td>
<td>490</td>
</tr>
<tr>
<td>Front Poster Single</td>
<td>350 x 120 px</td>
<td>270</td>
<td>330</td>
</tr>
<tr>
<td>Salmon jobs</td>
<td></td>
<td>130</td>
<td>160</td>
</tr>
</tbody>
</table>

VAT will be added to prices where applicable

Exhibition of the banners:
The banners are visible only on the Home page.

Allowed format:
All banners must be sent in .JPG, .PNG or .GIF format (static or animated), with a max size of 150Kb.
Sponsored content

Show your products or the latest news about your company to the salmon industry with a high rate of effectiveness.

Sponsored Content has a maximum level of exposure:
- One publication in the Newsletter
- Fixed space on the home page
- Preferential banner in all the news
- In addition, it offers the best combination of technical content and multimedia tools.

Price for 4 weeks: EUR 2 000
USD 2 440
Newsletter banners

Exhibition of the banners:
Banners will be visible daily with the sending of our Newsletter.

Allowed format:
All banners must be sent in .JPG, .PNG or .GIF format (static or animated), with a max size of 75Kb.

Rates per week

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Size</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>750 x 166 px</td>
<td>EUR 500</td>
</tr>
<tr>
<td>2</td>
<td>225 x 200 px</td>
<td>EUR 400</td>
</tr>
<tr>
<td>3</td>
<td>225 x 100 px</td>
<td>EUR 250</td>
</tr>
<tr>
<td>4</td>
<td>225 x 100 px</td>
<td>EUR 250</td>
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<tr>
<td>5</td>
<td>225 x 100 px</td>
<td>EUR 250</td>
</tr>
<tr>
<td>6</td>
<td>225 x 100 px</td>
<td>EUR 250</td>
</tr>
<tr>
<td>7</td>
<td>750 x 166 px</td>
<td>EUR 400</td>
</tr>
</tbody>
</table>

EUR 400
USD 490
EUR 305
USD 305
EUR 305
USD 305
EUR 305
USD 305

VAT will be added to prices where applicable