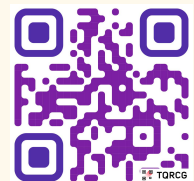




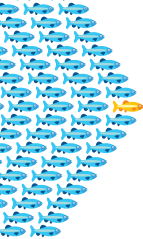
INFOFISH MEDIA KIT 2026



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



For more information,
please scan this QR Code



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

Published since

1981



Readership

3K++

yearly

Readership

61%

Asia / Asia Pacific Region

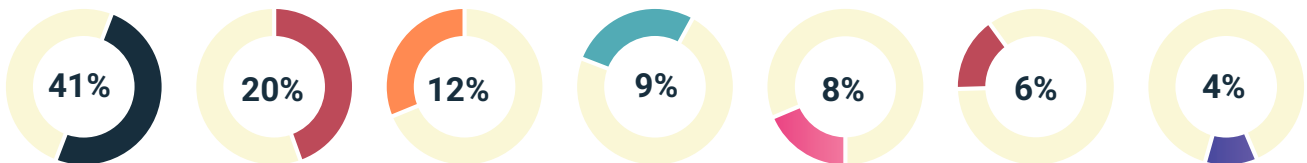
OVERVIEW//

INFOFISH is among the leading organizations in the world that provide consultation, marketing, promotion, and advertising services for the aquaculture and seafood industry. By advertising with INFOFISH International, available in a **free digital online version**, you can reach a truly global audience and increase your brand visibility like never before.

With its extensive network and years of experience, INFOFISH helps you achieve your marketing objectives and grow your business effectively. Don't miss this incredible opportunity to boost your sales, strengthen your global presence, and be featured in a publication accessed by readers worldwide — absolutely free online!

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

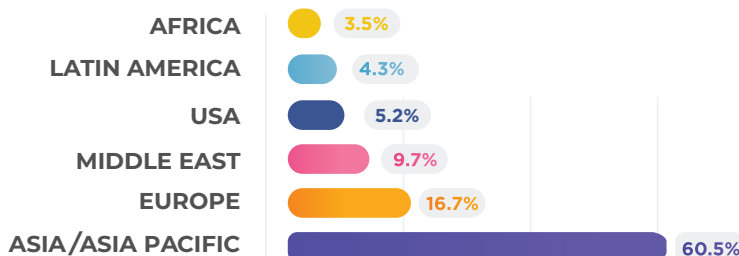
CIRCULATION BREAKDOWN// A strong presence in the Asia Pacific Region



BUSINESS ACTIVITY BREAKDOWN (%)

- Seafood Producers and Processors41%
- Aquaculture and Biosecurity20%
- Others12%
- Suppliers / Manufacturers.....9%
- Fishing / Vessel Operators8%
- 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

10K

Annual page visitors

4.8K

Direct traffic

5K

Organic traffic

Social Media

93K

Impressions



Organic traffic (From any promotional link)

51%

5 088 Users

49%

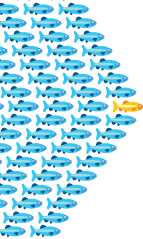
4 962 New users

57%

5 349 Engagement sessions

63%

Engagement rate

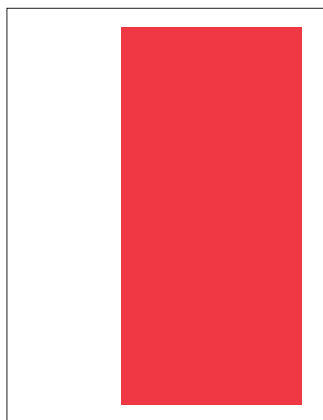


DISPLAY ADVERTISEMENT//

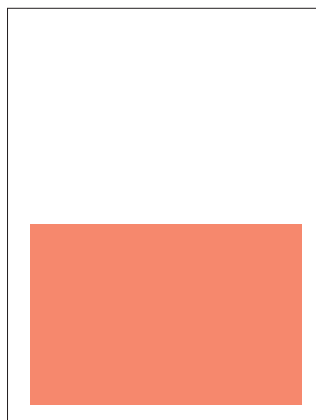
Full Page
(210mm x 275mm)



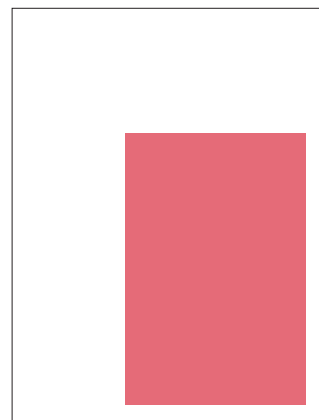
Two - third page
(120mm x 275mm)



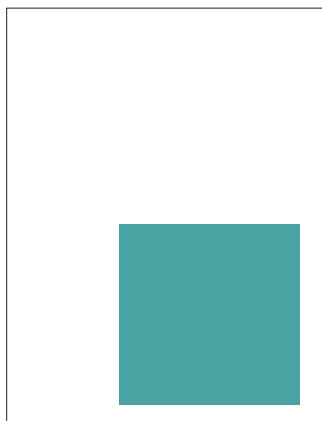
Half page horizontal
(180mm x 120mm)



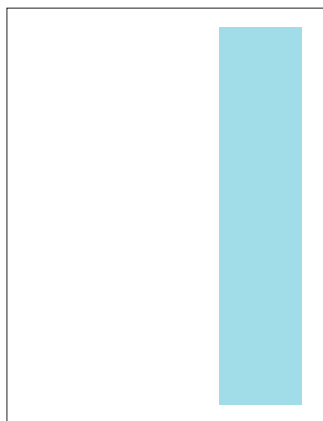
Half page vertical
(120mm x 180mm)



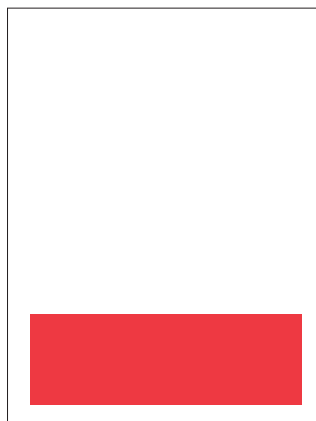
One-third page box
(120mm x 120mm)



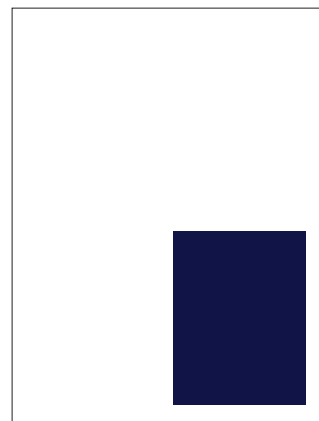
One-third page vertical
(55mm x 250mm)



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;

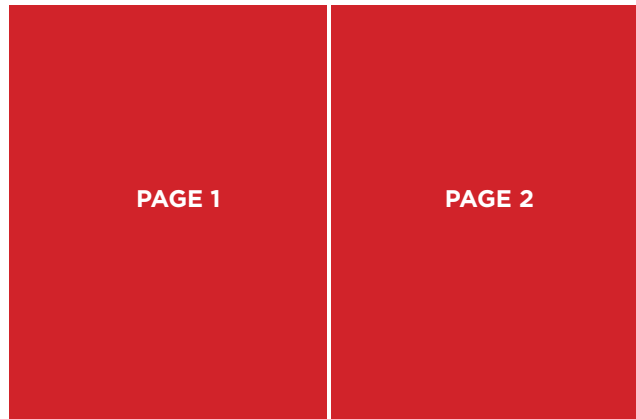
***prices quoted are in USD.



ADVERTORIAL PAGE PACKAGE

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.

Full Page
(210mm x 275mm)



Tuna processor Pacific TUM boosts efficiency with new grader

For Pacific TUM Cold Storage, innovative technology has played a crucial role in driving their growth and success. Looking to enhance their tuna processing operations, they invested in a Whole Fish Grader from Marel and immediately saw improvements in fish weighing accuracy and labor costs.

PHOTOGRAPH BY © 2022 INFOFISH

An ambitious young company looking to enhance efficiency
Pacific TUM Cold Storage provides processing and storage services for tuna, salmon, and other seafood products. Founded in 2012, the company is headquartered in Samut Sakhon about 48 km from Bangkok. Pacific TUM is part of a joint venture between Pacific Cold Storage (PJS) and Thai Union Manufacturing (TUM), which is a member of the Thai Union Group.

Before investing in the Marel Whole Fish Grader, Pacific TUM relied heavily on manual labor for sorting and weighing fish, a process that was not only time-consuming but also prone to inconsistency.

"We needed staff to handle the specific categorization and weighing, which sometimes led to weight discrepancies, affecting customer satisfaction," explained General Manager Phatthana Chittharakhan.

Customer feedback also highlighted issues with size categorization leading to delays and re-sorting. "Incorrect size categorization would lead to a re-categorization process, which extended the overall work duration," explained Phatthana.

Processing each truckload required a large workforce, making operations labor-intensive and costly. All of these challenges made it clear a more precise, automated solution was necessary to enhance efficiency and accuracy in their grading and sorting processes.

"After implementing Marel's Whole Fish Grader, we have been able to reduce labor costs. In addition, we have gained improved accuracy in fish size categorization and weight measurement," said Phatthana.

"The process is much faster, and we've significantly reduced labor costs"

Enabling the right tuna grading solution
Pacific TUM researched multiple grading solutions. Marel's Whole Fish Grader stood out for its flexibility and modularity. "We could fit this solution with three to four companies over some time," explained Worngthongphakhan. "One key factor was that several affiliate companies of Thai Union were already using Marel products. We observed these products in action, and they were proven to be reliable. Despite being installed for a long time, the tools are still in excellent condition and meet customer requirements."

"Considering that the pricing was quite similar across the options, we felt that the Marel solution offered the most flexibility for our needs, which is why we chose Marel," continued Worngthongphakhan. "In our experience with Marel, we knew it would be good technology, a good solution, and good after-sales."

SAMPLE

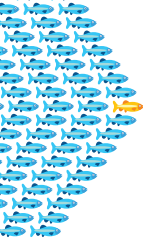
Advertorial page (centrespread) 1 Issue

Exclusive headline web banner (1920px X 600px) 1 year

Social media

Promotional email blast

US\$ 2 500



DIGITAL ADVERTISING//

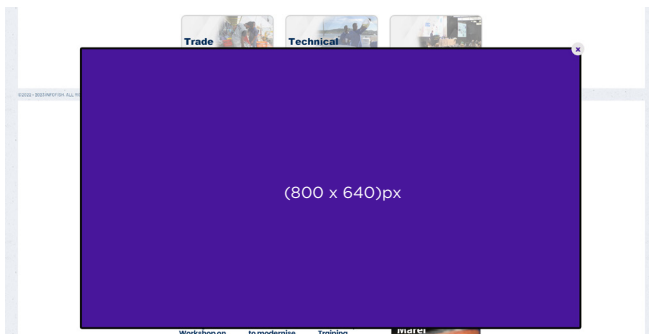
Home Page

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

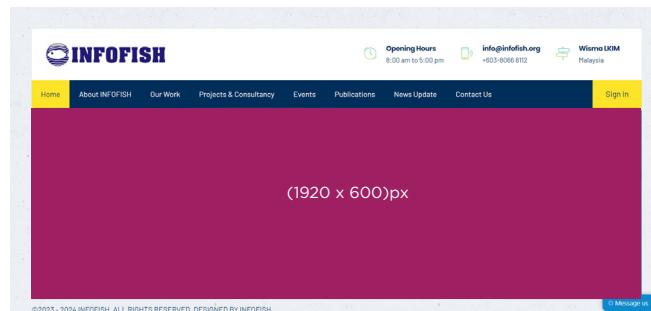
Social media plan

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

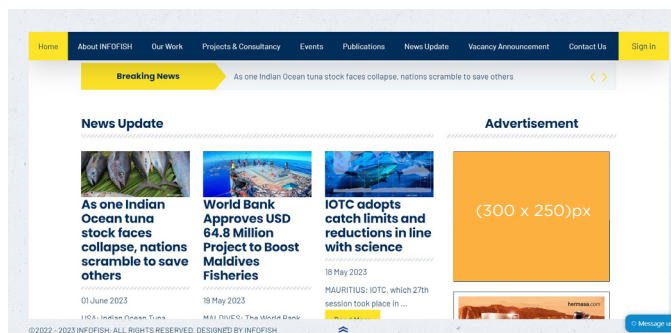
Pop up (800 x 640)



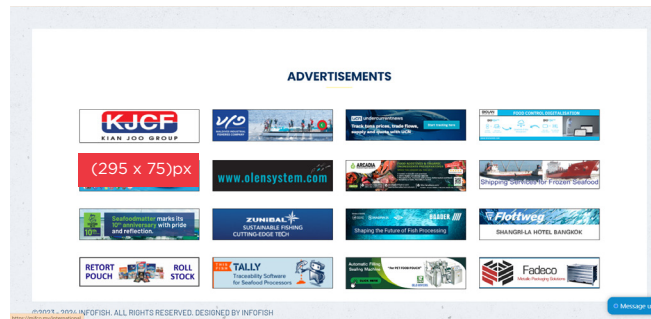
Headline (1920 x 600)



Square Sidebar (300 x 250)

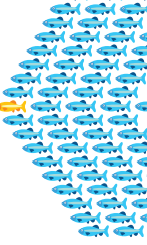


Sidebar (295 x 75)



Accepted file formats:

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



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



OxyGuard

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

Pioneer Group
Pioneer Asia
Agriculture Equipment

THALOS
ADVANCED MARITIME SOLUTIONS

marel

MENI
AUTOMATION

PROGNOSIS BIOTECH

LOGOS

JBT Marel

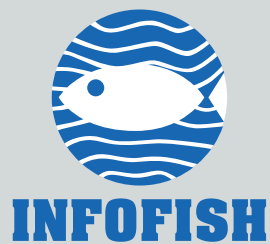
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Akuakultur



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

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E-mail: info@infofish.org Website: www.infofish.org





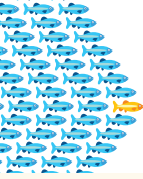
INFOFISH ASSOCIATE MEMBERS



TO FORGE A CLOSER LINK WITH GLOBAL SEAFOOD INDUSTRY



For more information,
please scan this QR Code



INFOFISH//

INFOFISH originally launched in 1981 as a project of the Food And Agriculture Organization (FAO) of the United Nations. Since 1987, it is an Intergovernmental Organization providing marketing information and technical advisory services to the fishery industry of the Asia -Pacific region and beyond from its headquarters in Kuala Lumpur, Malaysia. Fourteen countries are currently members of INFOFISH which are Malaysia, Maldives, Sri Lanka, Pakistan, Philippines, Papua New Guinea, Solomon Islands and Thailand.

INFOFISH is the leading source of marketing support for fish producers and exporters in the Asia-Pacific-a region which includes some of the largest fishing nations in the world. Its activities include bringing buyers and sellers together, publication of current and long-term marketing information and operation of technical advisory and specialized services. In addition to organizing exhibitions, conferences, workshops, seminars and training programs, INFOFISH undertakes consultancies on all aspects of fisheries-pre-harvest, harvest and post-harvest.

THE AIM OF THE PROGRAMME

The objective of the scheme is to provide a formal mechanism through which the global fishery industry may effectively interact with INFOFISH Member Countries, policy makers, financial institutions and academia, especially in the Asia-Pacific region, to promote intra-regional and inter-regional trade and exchange of marketing and technical information.

WHO SHOULD JOIN

Companies, corporate bodies, institutions and associations, academia etc linked to fishery field, irrespective of nationality.

HOW TO JOIN

Those who wish to join the membership should indicate their interest to INFOFISH with some background information of themselves, institution or the corporate body as applicable. In response to such requests they will receive an application form which has to be fully filled out and submitted, along with the annual fee for membership.

THE FEE

The fee for Associate Membership is US\$3,000 per annum which is to be paid at the time of submission of membership application.

BENEFITS

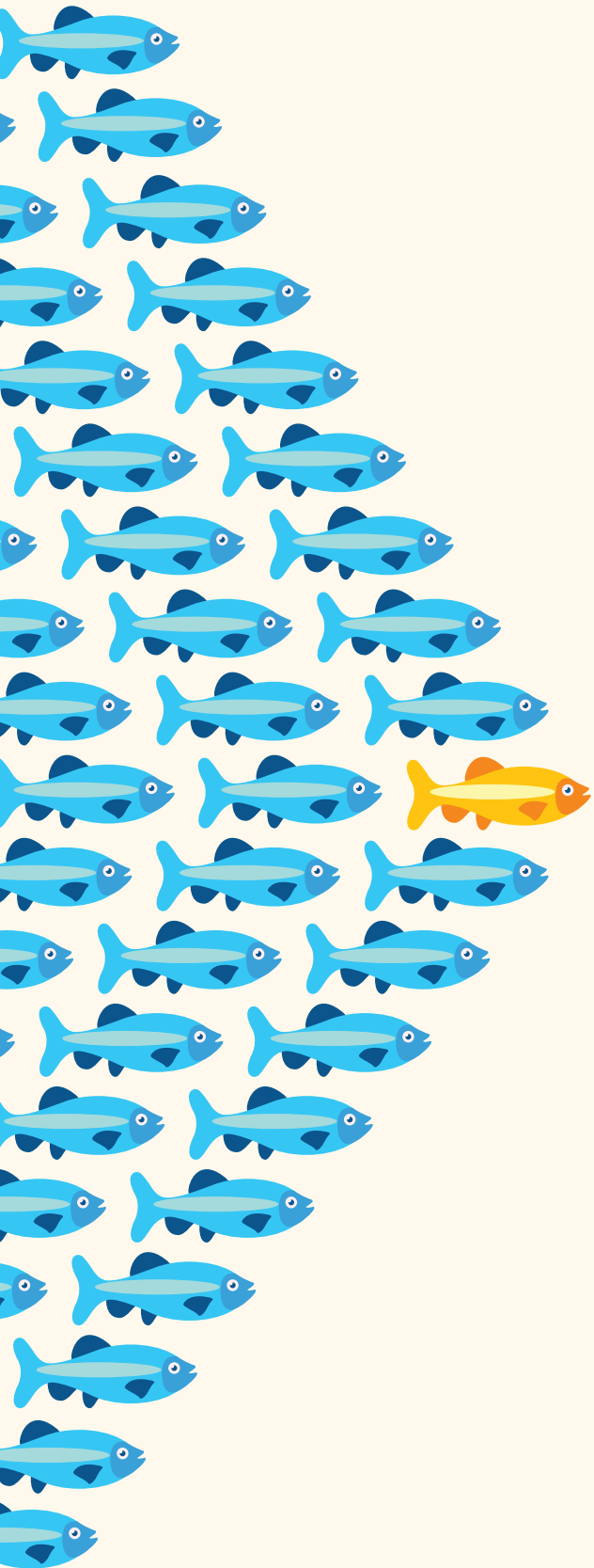
The scheme entitles Members to a wide range of benefits. These include:

- Attendance of Observers at the meetings of the Technical and Advisory Board where the Members would have the opportunity to express their views and observations on INFOFISH programmes as they related to industry and indicate their priority needs.

This would also serve as an opportunity for Members to discuss problems affecting trade. The meeting could also serve as a forum to make representations on important issues including tariff, non-tariff barriers through INFOFISH to appropriate global trade bodies and to interact with the officials from Member Countries for investment and trade promotion.

- Participation to one (1) INFOFISH Trade/ Commodity Conferences, fee of registration fee;
- Entitlement for free subscription to INFOFISH *Trade News*, *European Fish Price Report (EPR)*, *GLOBEFISH Highlights (GH)*, *The Fish Inspector*, *Fishing Technology Digest* and INFOFISH *International*, including free online subscription for one year of the latter.
- Avail three (3) other INFOFISH publications for free and 35 percent discount on the normal price for the succeeding purchases;
- Access to advertise corporate activities in INFOFISH *International* for free; full page ad for 3 issues; Two-page advertorial in INFOFISH *International* featuring company profile in one(1) issue; Entitlement of free banner advertisement in INFOFISH website; including a website link featuring company profile;
- Priority attention to request for marketing and technical information; Twenty percent discount on the normal INFOFISH consultancy fee;
- Access to Technical Information Center databank for any Technical Information Package;
- A Certificate of a Associate Membership;
- Any other benefits that the Technical and Advisory Board or Governing Council may consider appropriate, from time to time.





www.infofish.org