About GAA

A BRIEF BACKGROUND

Our mission is to promote responsible aquaculture practices through education, advocacy and demonstration. For more than 20 years, we have demonstrated our commitment to feeding the world through responsible aquaculture.

We do this by providing resources to individuals and businesses worldwide who are associated with aquaculture and seafood. We improve production practices through our partnerships with countries, communities and companies, as well as online learning and journalism.

Our Products

WHAT WE OFFER

Online News Publication
Weekly E-Newsletters
Podcast

Our Impact

The Advocate and The Aquademia Podcast are two of GAA’s most popular and fastest-growing products. The online magazine garners more than 60,000 monthly page views, in addition to a weekly newsletter which is sent to nearly 20,000 recipients. The Aquademia Podcast has listeners in over 100 countries, and its listener base has grown almost 50% in the last six months.

info@aquaculturealliance.org
Align your brand with ours

ONE FLAT FEE

...of $7,500 gives your company a month’s worth of exposure to our audience of qualified aquaculture industry professionals. GAA's monthlong sponsorship provides visibility for your brand across two of GAA’s products, the Advocate online magazine and the Aquademia Podcast.

DISPLAY ADVERTISING
50% rotation on the Advocate website page during a month of your choices (spots 1 and 2 on next page)

NEWSLETTER ADVERTISING
Four (4) banner advertisements that run in the top spot of the Advocate weekly newsletter (spot 3 on next page)

PODCAST ADVERTISING
Two (2) permanent sponsorship “reads” in the Aquademia Podcast

ANALYTICS
Analytics report at the conclusion of the campaign

Our Audience

DATA FROM THE ADVOCATE WEBSITE

WHERE THEY ARE
N. America – 34%  Asia – 31%  Europe – 15%
S. America – 13%  Oceania – 3%  Africa – 4%

WHO THEY ARE
59% male, 41% female

HOW THEY READ US
52% desktop, 44% mobile, 3% tablet

CONNECT WITH US

info@aquaculturealliance.org

STEVEN HEDLUND
Communications & Events Manager
Global Aquaculture Alliance | Advertising Media Kit

Advertisement Specifications

1: 600 X 500 PIXELS

2: 936 X 120 PIXELS

3: 610 X 140 PIXELS, UNDER 90 KB

MESSAGING POINTS FOR PODCAST READS

10% DISCOUNT FOR GAA MEMBERS

20% DISCOUNT FOR MULTIPLE MONTHS

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Global Aquaculture Advocate website

Global Aquaculture Advocate newsletter

Aquademia

The Seafood & Sustainability Podcast

JASON TROTT
Membership Coordinator