

FRESHWATER AQUARIUMS & TROPICAL DISCOVERY



ADVERTISING
RATES & DATA

2025

.....
*Build your brand
with the world's
premier freshwater
aquarium magazine*



Aquariums
Reviews
News

2025

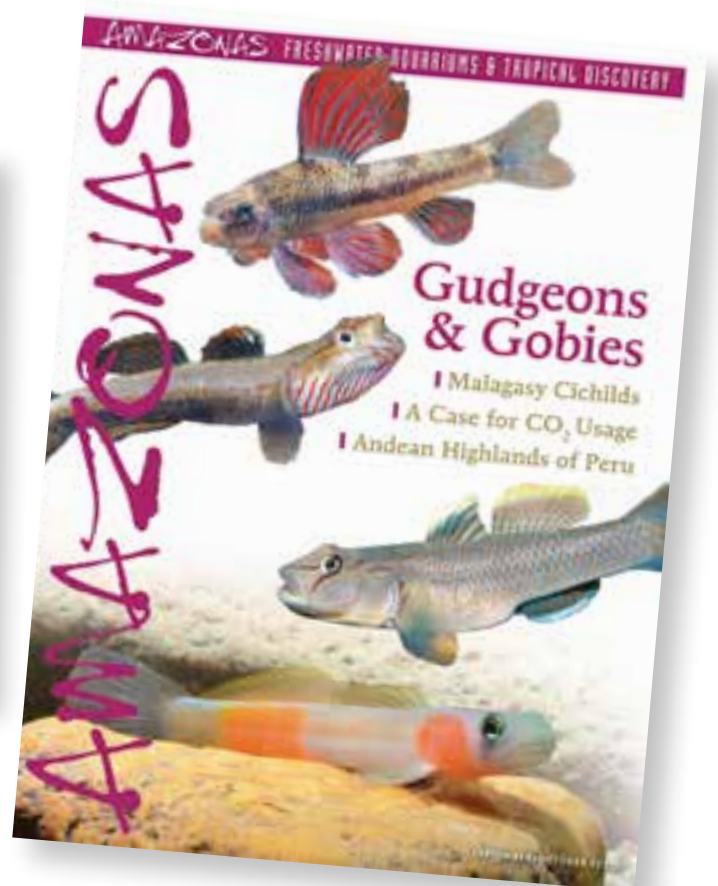
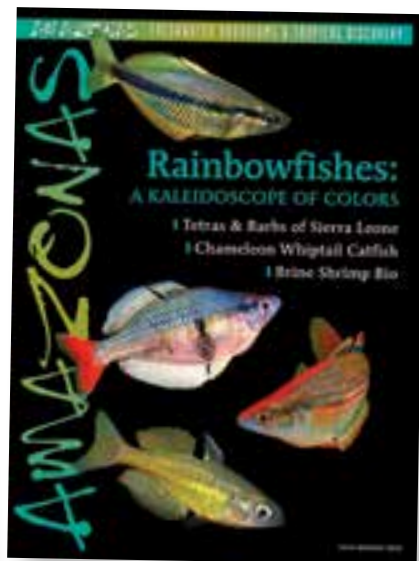
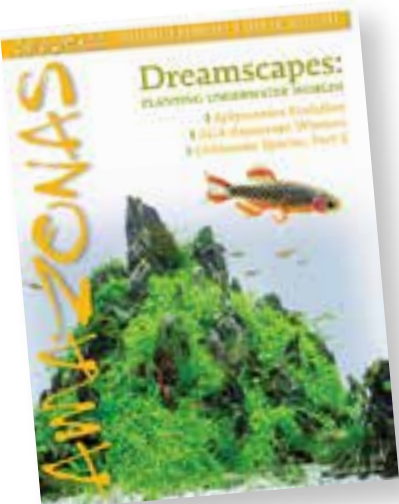
Issue and Closing Dates

| ISSUE DATE | AD DEADLINE | ON SALE DATE |
|---------------------|----------------|--------------|
| A14.2 Mar/Apr 2025 | Dec 26, 2024 | Jan 28, 2025 |
| A14.3 May/June 2025 | Feb 20, 2025 | Mar 25, 2025 |
| A14.4 Jul/Aug 2025 | April 24, 2025 | May 27, 2025 |
| A14.5 Sep/Oct 2025 | June 26, 2025 | Jul 29, 2025 |
| A14.6 Nov/Dec 2025 | Aug 28, 2025 | Sep 30, 2025 |
| A15.1 Jan/Feb 2026 | Oct 23, 2025 | Nov 25, 2025 |
| A15.2 Mar/Apr 2026 | Dec 26, 2025 | Jan 27, 2026 |

Reserve space today: Contact us!

Alex Rose, Ad Sales Director • 630-464-8507

Alex.Rose@aquaticmediapress.com



Print Advertising **RATES**

FREQUENCY DISCOUNTS

| 4-COLOR | 1-2 ISSUES | 3-5 ISSUES (-10%) | 6+ ISSUES (-15%) |
|------------------|----------------|-------------------|------------------|
| Spread | \$4,000 | \$3,600 | \$3,400 |
| Full Page | \$2,400 | \$2,160 | \$2,040 |
| 1/2 Page | \$1,800 | \$1,620 | \$1,530 |
| 1/3 Page | \$1,400 | \$1,260 | \$1,190 |
| 1/4 Page | \$750 | \$675 | \$640 |
| 1/6 Page | \$500 | \$450 | \$425 |

| COVERS | 1X | 3X | 6X |
|--|----------------|----------------|----------------|
| Cover 2 (Inside Front) | \$2,900 | \$2,610 | \$2,465 |
| Cover 2+1 (Inside Front Spread) | \$4,500 | \$4,050 | \$3,825 |
| Cover 3 (Inside Back) | \$2,800 | \$2,520 | \$2,380 |
| Cover 4 (Back) | \$3,500 | \$3,150 | \$2,975 |

BLEED: No charge.

INSERTS: Limited availability. Please inquire.

CONTRACT AND COPY REGULATIONS: See TERMS AND CONDITIONS (page 12).

Digital Advertising **RATES**

| | | |
|----------|---|-----------------------------|
| 1 | Targeted Premium Package Focus your ads to appear on targeted Marine or Freshwater content pages! | \$300 per month |
| 2 | Targeted Global Button High-traffic placements on every page of AquaticMediaPress.com, and CORALmagazine.com or AMAZONASmagazine.com. | \$150 per month |
| 3 | Targeted e-Newsletters Single advertiser per newsletter, prominent position within editorial. | \$500 per mailing |

Your ad in **AMAZONAS** reaches an exceptional audience of involved freshwater enthusiasts.

The world's leading paid-circulation freshwater-only aquarium magazine. Published bi-monthly, concurrent print & digital editions.

Lively, insightful, and on the cutting edge, AMAZONAS is the definitive read for the world's most dedicated freshwater aquarium enthusiasts who are passionate about their aquariums and keeping up with the latest information, products, and services.

ABOUT **AMAZONAS** MAGAZINE READERS

- Average age: ≈56 | 81% Married or partnered
- Average household income: >\$82,500
- 78% report having college educations
- Average Annual Aquarium Spending: >\$1,780
- Average Years Aquarium Experience: ≈29

AMAZONAS 2024 | DIVE IN SUBSCRIBER SURVEY

GENDER

| | |
|--------|-----|
| Male | 83% |
| Female | 16% |

EDUCATION

| | |
|----------------------|-----|
| Post-graduate degree | 34% |
| College graduate | 44% |
| High school graduate | 22% |

AQUARIUM EXPERIENCE

| | |
|--------------|-----|
| Professional | 7% |
| Expert | 36% |
| Intermediate | 50% |
| Beginner | 6% |

AQUARIUMS MAINTAINED

| | |
|----------------------|-------|
| Average # aquariums | >10.5 |
| 1000 gallons or more | 15% |
| 200-999 gallons | 42% |
| 100-199 gallons | 18% |
| <100 gallons | 26% |

HOUSEHOLD INCOME

| | |
|---------------------|-----|
| \$150,000+ | 24% |
| \$100,000-\$149,999 | 17% |
| \$75,000-\$99,999 | 24% |
| \$50,000-74,999 | 17% |
| \$25,000-49,999 | 15% |
| Under \$25,000 | 4% |

HOME

| | |
|------|-----|
| Own | 84% |
| Rent | 16% |

WHERE THEY SHOP:

| | |
|----------------------|-----|
| Local Brick & Mortar | 84% |
| Online Specialty | 68% |
| Online Big Box | 35% |

INFLUENCERS ADVISING OTHERS

| | |
|------------------------|------|
| In person | >68% |
| Online Social Media | >41% |
| Professionals/Creators | >10% |



Readership **REACH**

Why your ad in **AMAZONAS** is so effective—the power of *print and digital combined.*

Combining cutting-edge content from the best aquarists and scientists in Europe with original US-exclusive features from some of the world's leading experts, **AMAZONAS** provides wide-ranging, expert editorial coverage of freshwater fishes, plants and invertebrates, aquarium system design and technology, explorations of wild habitats, profiles, interviews, and world-class color photography.

Every time your print ad appears in **AMAZONAS** Magazine, your message is also being delivered simultaneously in all of our Digital Editions (desktops, laptops, tablets, smartphones) with links directly to your website. Every back issue sold, every complimentary copy shared at events, and every digital archive view, extends the life of your ads at no additional cost.

Plus, your advertisement is being seen by over 1,200 independent aquarium retailers with every issue of **AMAZONAS—or every month if you also advertise in **CORAL**!**

The result? A unique, extremely cost-effective boost for your marketing message in the publication that sets the standard for quality in the aquarium trade.

AMAZONAS MAGAZINE IMPACT

| | |
|---|-----------------------------------|
| AMAZONAS Per-Issue Readership Estimate | Approximately 20,000 ¹ |
| AMAZONAS Magazine Digital Edition | 3,245 unique users ² |
| AMAZONAS Independent Retailer Reach | 1,200+ |
| AMAZONAS Newsletter Subscribers | 13,153 |

PRINT DISTRIBUTION BY REGION:

| | |
|--------------------------|------------|
| United States | 92% |
| Canada | 3% |
| Rest of the world | 5% |

1. Readership calculations are an industry standard that factor into advertiser considerations. For more on readership, visit <https://nmc-mic.ca/2019/02/06/what-is-readers-per-copy-and-how-can-you-calculate-it/>

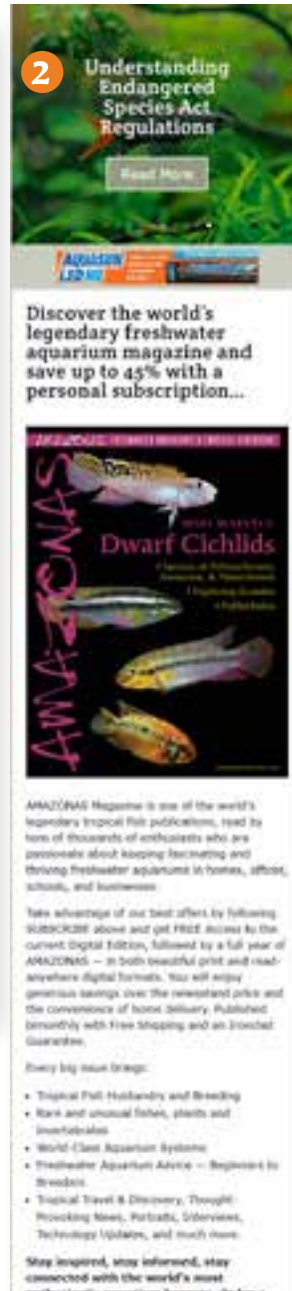
2. Digital edition user numbers include the freely viewable sample issue and may represent some password sharing as well. G4 analytics no longer provides pageview data of the digital edition. These are the actual numbers as reported by Google Analytics over the 12-month period ending January 20, 2025.

PLATFORMS & Placements

All screens. All devices. All the time.

Whether our readers use high-resolution desktop displays or small-screen smartphones, our digital platforms (websites, emails, digital editions) deliver an experience perfectly tailored for their viewing devices. Responsive templates are adaptable to all devices.

Desktops/Laptops/Tablets/Smartphones



Here's how your digital ads would be displayed online:

1. AMAZONASmagazine.com desktop
2. AMAZONASmagazine.com mobile
3. AMAZONAS email newsletter
4. AquaticMediaPress.com back issues webstore

DEMOGRAPHICS & Performance

THE SOCIAL COMPONENT:

FACEBOOK @amazonasmagazine

| | |
|----------------------|--------|
| Page Follows: | 15,763 |
| Gender: Male | 86.5% |
| Female | 13.5% |

X (formerly Twitter) @amazonasmagazine

| | |
|-------------------|-------|
| Followers: | 1,529 |
|-------------------|-------|

PINTEREST @aquaticmediapress

| | |
|-------------------|--------|
| Followers: | 3,675* |
|-------------------|--------|

*While we still have separate CORAL and AMAZONAS boards, Pinterest no longer reports data specifically to the board, only in aggregate to our main account. As such, the followers number is for the total AMP account.

INSTAGRAM @amazonasmagazine

| | |
|-------------------|-------|
| Followers: | 2,570 |
|-------------------|-------|

YOUTUBE @AMAZONASmagazine

| | |
|---------------------|-------|
| Subscribers: | 1,050 |
|---------------------|-------|

E-NEWSLETTER SUBSCRIBERS

| | |
|----------------------------------|--------|
| Subscribers: | 13,153 |
| Total Average Open Rate | 55% |
| Average Initial Open Rate | 41% |
| Average Resend Open Rate | 14% |

AMAZONASmagazine.com Languages (top 5):

| | |
|---------------|-------|
| English | 83.2% |
| German | 2.3% |
| French | 1.6% |
| Dutch | 1.5% |
| Spanish..... | 1.4% |

AMAZONASmagazine.com Platforms:

| | |
|---------------|---------|
| Mobile..... | 64.5% |
| Desktop | 32.7% |
| Tablet..... | 2.9% |
| SmartTV | < 0.03% |

e-Newsletter Recipient Gender:

| | |
|----------------|-------|
| Male: | 80.0% |
| Female: | 19.8% |
| Other: | 0.0% |
| Unknown: | 0.2% |

e-Newsletter Recipient Age:

| | |
|------------|-------|
| 18-24..... | 1.9% |
| 25-34..... | 8.4% |
| 35-44..... | 21.3% |
| 45-54..... | 22.6% |
| 55-64..... | 17.5% |
| 65+..... | 29.3% |

DIGITAL AUDIENCE DEMOGRAPHICS

January 13th, 2024 to January 12, 2025

Starting in 2024, Freshwater-specific advertising runs on AMAZONASmagazine.com and AquaticMediaPress.com, to reach your audience wherever they surf.

Due to migration of some content from AMAZONASmagazine.com to AquaticMediaPresst.com in 2024, our most recent data may not encapsulate all traffic at this time.

In addition, due to the change from classic Google Analytics data reporting to the new and different G4 platform, Google has changed how data is gathered and calculated; results cannot be compared with past historical reports, and data reported below may be incomplete. G4 has blocked gender and age data reporting, so this data is now from MailChimp.

AMAZONAS Magazine data (G4, 2024-2025)

Audience Share: 95,976
Average Time On Page: 1:03 minute
Pageviews: 166,820

AquaticMediaPress.com data (G4, 2024-2025)

Audience Share: 12,042
Average Time On Page: 1:07 minutes
Pageviews: 29,603

AMAZONASmagazine.com Country (top 10):

| | |
|------------------|-------|
| US | 51.6% |
| UK | 6.4% |
| Canada | 5.9% |
| Australia..... | 3.7% |
| India | 3.0% |
| Germany..... | 2.2% |
| Poland..... | 2.0% |
| Singapore..... | 1.6% |
| Netherlands..... | 1.4% |
| France | 1.1% |

PRINT DIMENSIONS.....

MAGAZINE TRIM SIZE: **8" x 10.75"** | BINDING: **Perfect Bound** | PRINTING: **4-Color Web Offset**

AD SIZES (WIDTH x DEPTH)

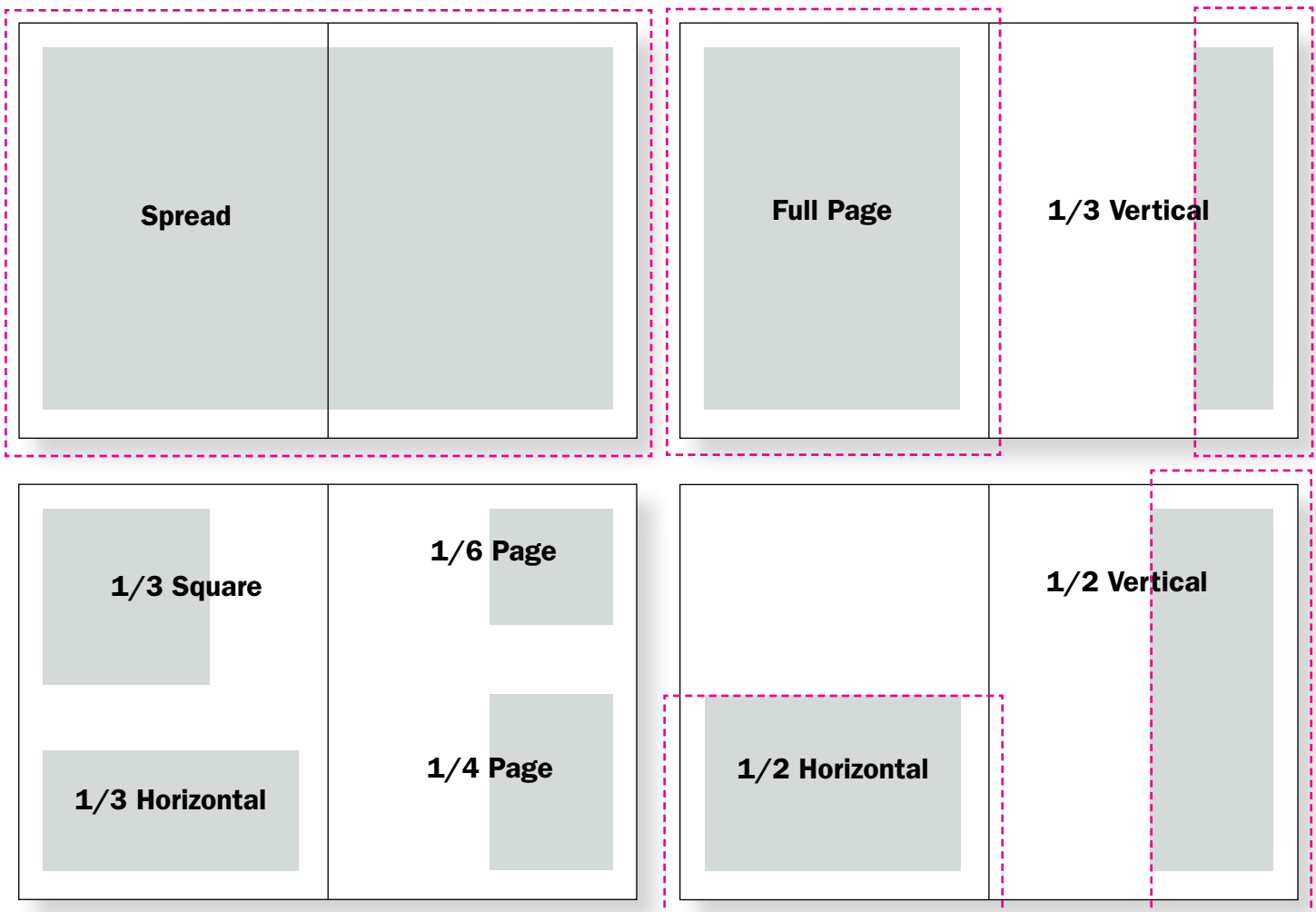
NON-BLEED

BLEED (includes .25 on outside edges that will get trimmed off)

| AD SIZES (WIDTH x DEPTH) | NON-BLEED | BLEED (includes .25 on outside edges that will get trimmed off) |
|----------------------------|--------------------------|---|
| Spread | 14.75" x 9.375" | 16.5" x 11.25" |
| Full Page | 6.625" x 9.375" | 8.5" x 11.25" |
| 1/2 Page Horizontal | 6.625" x 4.5" | 8.5" x 5.5" |
| 1/2 Page Vertical | 3.1875" x 9.375" | 4.0625" x 11.25" |
| 1/3 Page Square | 4.3125" x 4.5625" | N/A |
| 1/3 Page Vertical | 2.0625" x 9.375" | 2.9375" x 11.25" |
| 1/3 Page Horizontal | 6.625" x 3" | N/A |
| 1/4 Page | 3.1875" x 4.5625" | N/A |
| 1/6 Page | 3.1875" x 3" | N/A |

ILLUSTRATING BLEED AD DIMENSIONS:

The dashed pink lines below indicate the bleed area and show the relationship between the bleed dimensions and the trim size (black lines), as well as the page area (tan tint). For a bleed ad, images or backgrounds should extend (or "bleed") .25 inch past the trim to avoid having a white edge. Copy should be at least .25 inch inside the trim line—anything near the trim line is at risk of being cut off. Note that 1/3 Page Vertical, 1/2 Page Island, and 1/2 Page Vertical bleed ads have a right or left orientation and should be designed accordingly (and placement reserved/specified). Trim size and ad measurements are given above.



Page margins: **TOP** and **OUTSIDE** = 5/8"; **INSIDE** and **BOTTOM** = 3/4" ● **BLEED** = +1/4"

(For bleed ads: Note that type and areas of an image that fall within 1/4" of the **trim edge** are in the risk zone and could be cut off)

DIGITAL DIMENSIONS

Digital ad sponsorships on our websites rotate equally among a limited number of select advertisers.

DIGITAL AD SIZES

Responsive Leaderboard-Style, including:

- Large Leaderboard 970 x 90 px
- Leaderboard 728 x 90 px
- Full Banner 468 x 60 px
- MMA XLG Banner 300 x 50 px

LARGE LEADERBOARD 970 x 90 px

LEADERBOARD 728 x 90 px

(not actual size)

FULL BANNER 468 x 60 px

MMA XLG BANNER 300 x 50 px

Box-style Ads

- Medium Rectangle 300 x 250 px
- Double Density Medium Rectangle 600 x 500 px
- Custom Button 135 x 135 px

(not actual size)

**CUSTOM
BUTTON**
135 x 135 px

MEDIUM RECTANGLE
300 x 250 px

**DOUBLE DENSITY
MEDIUM RECTANGLE**
300 x 250 px

RESERVE SPACE TODAY: CONTACT US!

Alex Rose, Ad Sales Director • 630-464-8507

Alex.Rose@aquaticmediapress.com

Full Page ad template (not to scale):

A PDF of this template at actual size is available on request.



Print SPECS

FILE FORMATS AND SPECIFICATIONS:

- **PDF/X-1a files are preferred.**
- Press-quality color proofs at 100% required for press match.
- Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf
- Other acceptable file formats include Macintosh InDesign files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Be sure to include all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.
- All colors must be in CMYK format: no RGB, Pantone or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened. Note: Please make sure all white type is set to knock out.
- Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.
- Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

EMAIL MATERIAL TO:

- Ads (no larger than 10 megabytes) can be e-mailed to: Alex.Rose@aquaticmediapress.com and Anne.Linton@aquaticmediapress.com

SENDING FILES OVER 10MB:

- **Go to www.WeTransfer.com**
- **Click** "Add Files"
- **Enter** "Friend's email": Alex.Rose@aquaticmediapress.com and Anne.Linton@aquaticmediapress.com
- **Enter** "Your email" and **Click** "Transfer"

TECHNICAL QUESTIONS:

- Anne.Linton@aquaticmediapress.com

Digital SPECS

FILE FORMATS AND SPECIFICATIONS:

JPG: 72 DPI, RGB, max file size 100 kb

Static GIF: 72 DPI, 256 colors, max file size 100 kb

Animated GIF: 72 DPI, 256 colors, max file size 200 kb, infinite looping permitted.

High Density Ads: 1.5 x and 2 x (double) density ads are supported for high density (high pixel-per-inch) displays. Advertisers can submit ad at 1.5 x and 2 x pixel dimensions, in addition the standard sizes. e.g., A 300 x 250 Medium Rectangle can also be delivered at 450 x 375 (1.5 x density) and 600 x 500 (2 x, double density).

HTML5/Rich Media: Interactive, animated banner ads generally outperform static image banners. Banners deployed through HTML5 can have a more polished impression than a 256-color animated gif. Leveraging HTML5 can also help maximize messaging in small spaces (eg. our 135 x 135 button ads).

For full HTML5 specifications, visit <https://support.google.com/adwordspolicy/answer/176108?hl=en>

Click-through URLs for each ad must be specified.

For additional general platform restrictions and recommended creative guidelines, please visit Google's Adwords policy page:

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

SUBMITTING MATERIALS:

We are happy to help you with any design questions and campaign strategies (including A/B testing) to maximize your impact on our digital platforms.

DIRECT QUESTIONS TO:

- Alex.Rose@aquaticmediapress.com
- Matt.Pedersen@aquaticmediapress.com

EMAIL MATERIALS TO:

- Matt.Pedersen@aquaticmediapress.com

SENDING LARGE FILES:

- **Go to www.WeTransfer.com**
- **Click** "Add Files"
- **Enter** "Friend's email": Matt.Pedersen@aquaticmediapress.com
- **Enter** "Your email" and **Click** "Transfer"

TECHNICAL QUESTIONS AND SUPPORT:

- Matt.Pedersen@aquaticmediapress.com

TERMS & Conditions

ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

- A. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" above or below any copy.
- B. Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.
- C. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- D. Advertisements received after closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.
- E. All advertising is published upon the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- F. The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the Publisher. All advertising insertion orders are accepted subject to the condition that the Publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing, or distributing CORAL Magazine or CORAL Magazine Online.

PAYMENT TERMS:

- 1. New Advertisers** will prepay their first ad placement, unless other arrangements are made with the Publisher.
- 2. Invoices** are emailed upon publication, with payment due net 30 days. The Publisher will supply the Advertiser with at least one bound copy of the issue containing the advertisement.
- 3. Payments** should be made to:
Aquatic Media Press, LLC
3075 Rosemary Ln NE
Rochester, MN 55906
- 4. Late Payment** fees are assessed at 5% monthly and void frequency discounts.
- 5. Cancellation** of ad commitment prematurely negates frequency discounts. Adjustments will be applied to final invoice.
- 6. Any questions** regarding invoicing can be directed to Stephan Tanner, Business Manager, at Stephan.Tanner@aquaticmediapress.com.





Reader REVIEWS

“AMAZONAS is widely regarded as among the finest publications in the aquarium hobby...”

It's fair to say that there currently exists no better publication for dedicated hobbyists with each issue featuring cutting-edge articles on fishes, invertebrates, aquatic plants, field trips to tropical destinations plus the latest in husbandry and breeding breakthroughs by expert aquarists, all accompanied by excellent photography throughout.

—MATT FORD, SERIOUSLY FISH

“Wunderbar!”

I know the parent edition of AMAZONAS from having family in Berlin, and it is simply the best freshwater magazine in the world.

—HEIKE KOCH

“Best fish magazine on the market...”

If you're mourning the loss of *Aquarium Fish International*, take out a subscription to AMAZONAS, pronto! It's more for the advanced fishkeeper, but it's the best fish magazine on the market right now.

—NICOLE PUTNAM, AMAZON.COM REVIEWS

“Subscriber for life!”

AMAZONAS in English?! You have me as a subscriber for life. I have been following this magazine for three years, after discovering it in the Munich airport during Oktoberfest. AMAZONAS is the finest freshwater aquarium magazine I've ever seen. The Germans are as passionate about their aquariums as their beer. I am thrilled to see that the English edition is not being watered down. We want Hofbräu, not Bud Lite.

—TIM SINOTTE

“Priceless!”

I have followed AMAZONAS since it first appeared in 2005, and I don't read a word of German. Having it in English now is priceless for me!

—RAY LUCAS, KINGFISH SERVICES



Take it from Steve

STEVE FREED IS THE FOUNDER OF FISH PLANET, one of the Chicago area's longest running and most successful independent aquarium specialty retailers. He also happens to be a retailer of *AMAZONAS* and *CORAL* Magazines.

While talking with Aquatic Media Press at an aquarium event, Steve said he felt that retail aquarium shops were really “missing out” if they weren't offering *AMAZONAS* and *CORAL* in their stores. We asked why, and if he'd be willing to share his answer with other fish store operators. Clearly, we have a passionate partner in Steve; here's what he had to say.

“Fish Planet caters to a wide range of fish lovers, but my store has limited space, so every inch of retail has to be well thought out and appropriate. ***AMAZONAS* and *CORAL* not only sell themselves, they are a silent salesperson that customers can consult with at any time.**”

Steve Freed's list of reasons why you'll find *AMAZONAS* and *CORAL* for sale at Fish Planet:

1. THEY ARE AUTHORITATIVE

- They're well written, and the photography has no peer
- They help expand knowledge of fish you already thought you knew about
- The best aquarists in the world are writing the articles
- There's no agenda, it's all informational

2. THEY BUILD RETAIL COMMUNITY AND EXPAND THE HOBBY

- These magazines motivate customers to grow their aquarium hobby with new fish, plants, corals and invertebrates they read about
- Customers like *AMAZONAS* and *CORAL* and eagerly wait to buy new issues that arrive
- Reading and selling magazines fosters connections with customers – you can talk like you're just two people passionate about fish keeping
- I'm still a hobbyist at heart and having informed customers makes my interactions exciting

3. *AMAZONAS* AND *CORAL* FOSTER DISCOVERY

- We look forward to finding newest trends
- We look forward to finding new fish and additions to the hobby
- We look forward to each new issue; it's exciting to get it!

“Personally, I watch for new fish and coral introduced to the hobby, and I enjoy giving both new and existing customers that ‘new fish’ rush. When I find these new offerings for the store, having seen them in *AMAZONAS* or *CORAL* helps me get them into my customers' tanks.

“When you start reading these magazines, you can't put them down! If you don't carry *AMAZONAS* or *CORAL* you are missing out on revenue in this already competitive market.”

**— Steve Freed,
Founder of Fish Planet,
Established 2003, Deerfield, IL, USA**

AMAZONAS and *CORAL* Magazines are the one thing in your shop that won't spoil, won't expire, won't leak, won't break, and never dies on you or your customers. Unsold issues? They actually appreciate in value! Back issues are truly collectors' items (we know, we've sold thousands at AquaticMediaPress.com for a premium price).

Email retailers@aquaticmediapress.com to join the retailer program and start selling our magazines today!