

# SeaFood

 **BUSINESS**

[www.seafoodbusiness.com](http://www.seafoodbusiness.com)

*Your Trusted Authority on Buying & Selling Seafood*

## 2012 MEDIA KIT

*“SeaFood Business reports out on the trends surrounding the kinds of seafood that are most purchased, (i.e. shrimp, salmon, crab, etc.) and that information and its advertisers help us adjust our buying decisions.”*

*— James Iverson, South Beach Fish Market*



“SeaFood Business reminds me of who has the products that I need. General advertising is a great way to remind the busy buyer of what is available.”

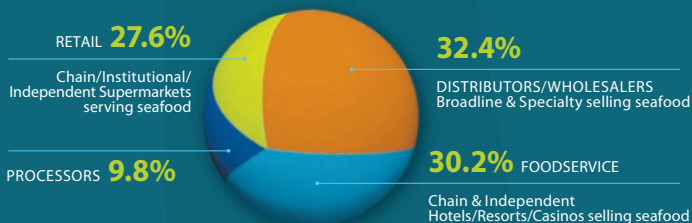


— Ron Steckler, Chang International



**SeaFood Business is the trusted authority for seafood buyers and sellers.**

**ONLY SEAFOOD BUSINESS FOCUSES EXCLUSIVELY ON PEOPLE WHO BUY AND SELL SEAFOOD.**



SOURCES: SeaFood Business BPA Circulation Statement, June 2012



### THE SEAFOOD BUSINESS READER...

- 95%** of readers provided an overall magazine rating of either 4 or 5 where 5 is considered to be “Excellent.”
- 89%** expect their company’s seafood purchases to increase or remain the same next year.
- 86%** make or influence key purchasing decisions to buy seafood and related equipment and services for their companies.
- 81%** became aware of a new product/service as a result of an advertisement in *SeaFood Business*.
- 58%** use *SeaFood Business* to help make their purchasing decisions.

Publishers Own Data Supplied From 2011 SeaFood Business Reader Survey.

“By reading *SeaFood Business* I find new products that I didn't know existed and ask my seafood supplier about these products.”



— Nash Barreca, Nash's Restaurant

## **SeaFood Business** readers can count on in-depth editorial each month.



Seafood professionals need to keep track of a wide range of information and data with their busy schedules – from supply metrics to dining and retail trends. Only *SeaFood Business* delivers this wide range of relevant industry information each and every month.

### **A SAMPLE OF OUR EDITORIAL FEATURES**

#### **Top Story**

Every month *SeaFood Business* gives seafood buyers a thorough analysis of a key issue that directly impacts them. Readers find these articles “set the agenda” for the industry.

#### **The Buyers Turn**

Join the editors as they feature a retail and restaurant buyer who has gone the extra mile to market seafood.



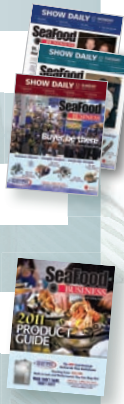
Working together with SeafoodSource.com to bring you the most timely, up-to-date industry information.



# 2012 Editorial & Advertising **PLANNING CALENDAR**



	Ad Close	Ad Materials Due	Mailing Date	Top Species	Special Feature(s)	BONUS DISTRIBUTION
▶ <b>JANUARY</b>	Dec 2	Dec 8	Jan 3	Cod	Software	
<b>FEBRUARY</b>	Jan 6	Jan 13	Feb 2	Farmed Shrimp	Marinades/Seasonings   <b>IBSS/SPA Preview</b>	
<b>MARCH</b>	Feb 3	Feb 10	Mar 2	Yellowfin Tuna	Display Cases   <b>IBSS/SPA Guide</b>	<b>IBSS/SPA Mar 11-13</b>
▶ <b>APRIL</b>	Mar 2	Mar 9	Apr 5	Wild Shrimp	Cobia   <b>IBSS/SPA Review</b>	<b>ESE/SPE Apr 24-26</b>
<b>MAY</b>	Apr 6	Apr 13	Apr 30	Wild Salmon	Trout   <b>Top Seafood Suppliers</b>	
<b>JUNE</b>	May 4	May 11	June 1	Halibut	Chilean Sea Bass   <b>ESE/SPE Review</b>   <b>Product Guide</b>	
▶ <b>JULY</b>	June 1	June 8	July 6	Pangasius	Soups/Chowders   <b>The Buyer's Turn</b>	
<b>AUGUST</b>	July 6	July 13	Aug 3	Crab, King	Swordfish	
<b>SEPTEMBER</b>	Aug 3	Aug 10	Aug 31	Lobster	Retail P.O.S.	<b>ASE Sept 11-13</b>
▶ <b>OCTOBER</b>	Sept 7	Sept 14	Oct 5	Farmed Salmon	Temperature Monitors   <b>Retail Survey</b>	
<b>NOVEMBER</b>	Oct 5	Oct 12	Nov 2	Pollock/Surimi	Crab Cakes	
<b>DECEMBER</b>	Nov 2	Nov 9	Dec 3	Tilapia	Slicers   <b>Foodservice Survey</b>	



## ▶ **SEAFOOD MARKETPLACE**

Marketplace ads run in the January, April, July and October 2012 issues.

### **Terms & Conditions**

**Agency Discount.** 15% commission to accredited advertising agencies. No commission on accounts unpaid 60 days from billing date. Agencies must supply suitable digital materials to earn commission.

**Cancellations and Stipulations.** Full ad price will be charged for any cancellations after space closing date. Verbal commitments to advertise must be confirmed in writing by publisher and are binding. Advertising placed by written contract is protected for term of contract after

announcement of any rate increase. Contracts may be canceled by either party with 30 days written notice, except cover positions, which require 60 days written notice. Cancellation of a contract is subject to short rate. Publisher does not guarantee: key changes or copy changes received after the materials due date, ad index listing, or ads supplied with incorrect dimensions or otherwise not conforming to the digital requirements stated in this media kit.

**Terms.** Invoices payable in U.S. currency drawn on a U.S. bank. Net 30 days. Accounts 30 days past due subject to interest charges of 1½% per month on balance. First-time

advertisers must pre-pay first insertion and complete a credit application.

**Publisher's Protective Clause.** Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising.

**Joint Liability.** Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser.

Space billed to an agency and unpaid 60 days after billing may be rebilled direct to the advertiser. Any account sent to an outside collection or legal agency will be responsible for the fees charged on the money owed.

**Future Communication.** By providing your fax, email, address, and phone, and by signing an insertion order for advertising space, you are agreeing to receive promotions from our company via fax, email, direct mail or telephone that may be of interest to you.

# AD SPECIFICATIONS

## HOW TO SUBMIT ADVERTISING MATERIALS

*SeaFood Business* is produced using an entirely digital work flow. Printing plates are made directly from digital files for optimum reproduction quality without the use of film.

For more details on submitting digital files and accepted file formats for all advertising materials, visit <http://www.seafoodbusiness.com/adspecinfo.aspx>. Email materials to Wendy Jalbert at [wjalbert@divcom.com](mailto:wjalbert@divcom.com)

## AD SIZES

Full Page and Spread Ad Sizes	Full Page (width x height)	2-Page Spread (width x height)
Live Area	7.375" x 10.125"	15.5" x 10.125"
Trim Size	8.125" x 10.875"	16.25" x 10.875"
Bleed	8.3785" x 11.125"	16.5" x 11.125"

\*\* Ads requiring production work must be received seven days in advance of Ad Space Closing Date.

Fractional Ad Sizes	Vertical	Horizontal
Junior Page	4.925" x 7.565"	
1/2-Page	3.375" x 9.475"	6.625" x 4.675"
1/3-Page	2.25" x 9.475"	6.625" x 3.1375"
1/3-Page Square	4.365" x 4.675"	
1/4-Page	3.2175" x 4.675"	6.625" x 2.3575"

## Trim Size & Printing

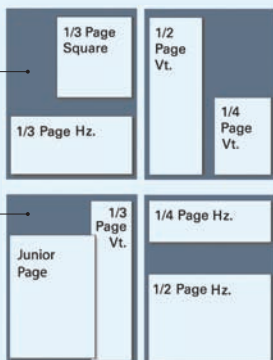
8.125" x 10.875" Web offset on coated stock

## Spreads

Copy other than headline type should not cross the gutter in a spread. When supplying files for spreads in two pieces, add 1/4" bleed for gutter crossover.

## Display Ad Configurations

\*NOTE: *SeaFood Business* does not place fractional ads at the top of the page. This chart at right is to show ad shapes relative to a page of editorial.



# Reserve Your **SPACE** Now!

## DISPLAY ADVERTISING

### Advertising Sales

Sue Kogan, Sales Manager  
Miami, FL  
305-598-0757  
Fax: 305-598-0758  
skogan@divcom.com

### Classified Advertising

121 Free Street  
Portland, ME 04101  
Toll Free: 800-842-5603  
Fax: 207-842-5687  
classifieds@divcom.com

### Advertising Coordinator

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## EDITORIAL/PUBLISHING OFFICE

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**diversified**  
BUSINESS COMMUNICATIONS

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## SEAFOOD RESOURCES



**International  
Boston Seafood Show  
and Seafood Processing  
America**

**March 11-13, 2012**

Boston, Massachusetts USA  
[www.BostonSeafood.com](http://www.BostonSeafood.com)



**European  
Seafood Exposition  
and Seafood Processing  
Europe**

**April 24-26, 2012**

Brussels, Belgium  
[www.EuroSeafood.com](http://www.EuroSeafood.com)



**Asian  
Seafood Exposition**  
**September 11-13, 2012**  
Hong Kong, China  
[www.AsianSeafoodExpo.com](http://www.AsianSeafoodExpo.com)



**Your Global Seafood Solution**  
[www.SeafoodSource.com](http://www.SeafoodSource.com)



**Your Trusted Authority  
on Buying & Selling Seafood**  
[www.SeaFoodBusiness.com](http://www.SeaFoodBusiness.com)