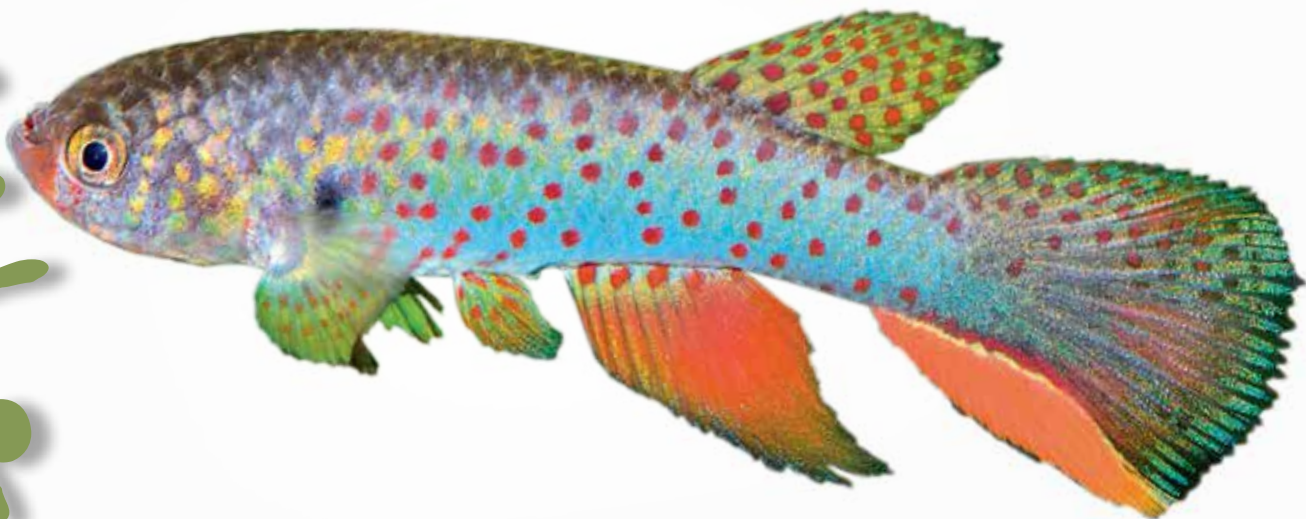


FRESHWATER AQUARIUMS & TROPICAL DISCOVERY

Aquariums



ADVERTISING
RATES & DATA
2017

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

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

Europe's most-respected and most successful freshwater aquarium magazine, *AMAZONAS* provides wide-ranging, expert editorial coverage of fishes, plants, and invertebrates, system design and technology, explorations of wild tropical places, profiles, interviews, and world-class color photography.

Lively, insightful, and on the cutting edge, *AMAZONAS* in English is the definitive read for a growing number of North Americans who are passionate about their home aquaria and keeping up with the latest information, products, and services.



ABOUT AMAZONAS MAGAZINE READERS*

- **Average Age: 48**
- **Average Household Income: \$77,860**
- **91% have college educations**
- **84% are keeping aquariums totaling 100 gallons or more**

2016 VERTICAL RESPONSE SUBSCRIBER STUDY

GENDER

Men	89%
Women	11%

EDUCATION

Post-graduate degree	27%
Post-graduate studies	5%
Graduated college	25%
Attended college	21%
Two-year college	8%
Graduated high school	9%

AGE

20–34	11%
35–44	23%
45–59	33%
60+	32%

HOME

Own	87%
Rent	13%

HOUSEHOLD INCOME

\$150,000+	13%
\$100,000–149,999	21%
\$75,000–99,999	18%
\$50,000–74,999	24%
\$25,000–49,999	18%
Under \$25,000	6%

AQUARIUM SIZE (LARGEST OWNED)

200 gallons or more	29%
100 gallons or more	84%
349 average gallons maintained	

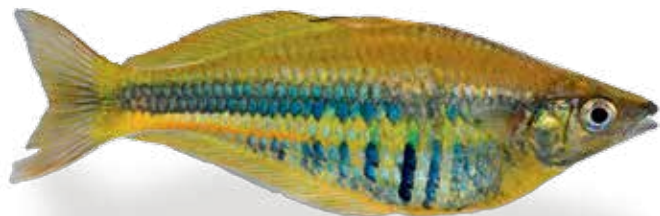
AQUARIUM EXPERIENCE

10 years or more	84.4%
5–9 years	8.3%
1–4 years	6.3%
Beginner	1.0%

MENTOR OR ADVISE OTHER AQUARISTS

In person and online	79%
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Advertising **RATES**



**THE WORLD'S LEADING PAID-CIRCULATION FRESHWATER-ONLY
AQUARIUM MAGAZINE • PUBLISHED BIMONTHLY • SIMULTANEOUS PRINT
& DIGITAL EDITIONS**

4-COLOR	1–2 ISSUES	3–5 ISSUES	6 ISSUES
Spread	\$3,600	\$3,240	\$3,060
Full Page	\$2,000	\$1,800	\$1,700
1/2 Page	\$1,500	\$1,350	\$1,275
1/3 Page	\$935	\$840	\$795
1/4 Page	\$600	\$540	\$510
1/6 Page	\$400	\$360	\$340
1/12 Page	\$250	\$225	\$200

COVERS	1X	3X	6X
Cover 2 (Inside Front)	\$2,600	\$2,340	\$2,210
Cover 3 (Inside Back)	\$2,500	\$2,250	\$2,125
Cover 4 (Back)	\$2,750	\$2,475	\$2,338

BLEED:

No charge.

INSERTS:

Limited availability. Please inquire.

COMMISSION AND PAYMENT TERMS:

Agency Commission: 15% to recognized advertising agencies.

Payment Due: Net 30 days. 1.5% monthly charged on overdue accounts.

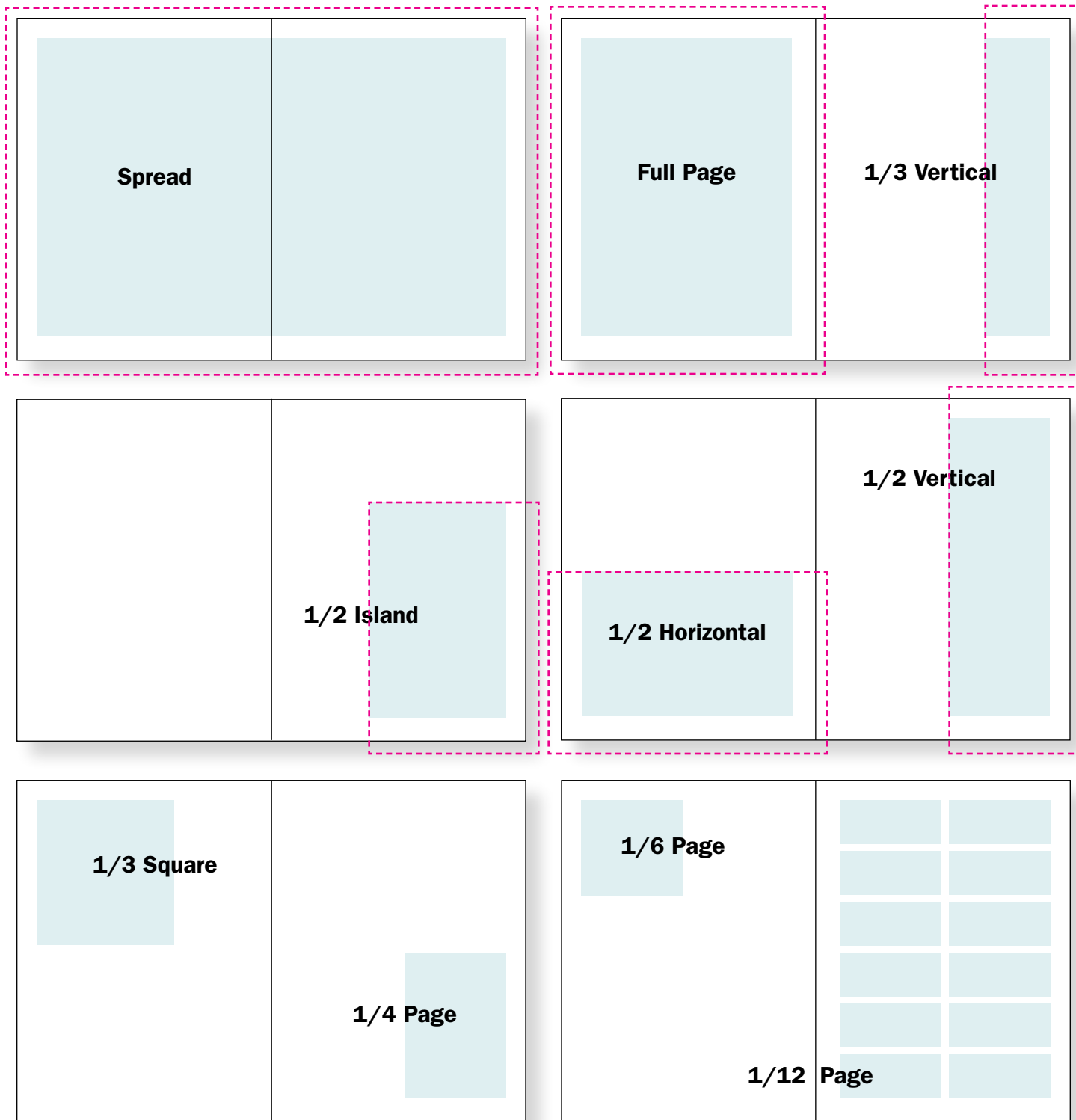
CONTRACT AND COPY REGULATIONS:

Please refer to PUBLISHER'S TERMS AND CONDITIONS, page 8.



Illustrating Bleed Ad Dimensions (see Full Page ad template on last page):

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 on the page at right.



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 of being cut off)

Mechanical SPECIFICATIONS

BASIC SPECIFICATIONS:

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)
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"
1/2 Page Island	4.3125" x 6.75"	5.2085 x 7.75
1/3 Page Square	4.3125" x 4.5625"	
1/3 Page Vertical	2.0625" x 9.375"	2.9375" x 11.25
1/4 Page	3.1875" x 4.5625"	
1/6 Page	3.1875" x 3"	
1/12 Page	3.1875" x 1.375"	

Reserve space today: Contact us!

Mike Tuccinardi, Ad Sales Director • 781.530.6766
michael.tuccinardi@reef2rainforest.com

—OR—

James Lawrence, Publisher • 802.985.9977 ext. 7
james.lawrence@reef2rainforest.com

Material SPECIFICATIONS

FILE FORMATS:

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 Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Send 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.

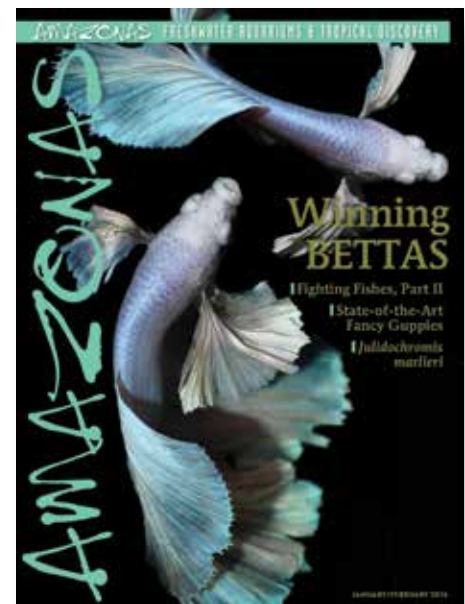
SUBMITTING MATERIALS:

E-MAIL:

- Ads (no larger than 10 megabytes) can be e-mailed to: michael.tuccinardi@reef2rainforest.com and james.lawrence@reef2rainforest.com
- Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

SENDING US LARGE FILES:

- **Go to www.WeTransfer.com**
- **Click** Add Files
- **Select** The file you wish to send from your desktop
- **Enter** "Friend's email": michael.tuccinardi@reef2rainforest.com and james.lawrence@reef2rainforest.com
- **Enter** "Your email"
- **Add** a "Message" if you wish
- **Click** "Transfer"



2017

Issue and Closing Dates

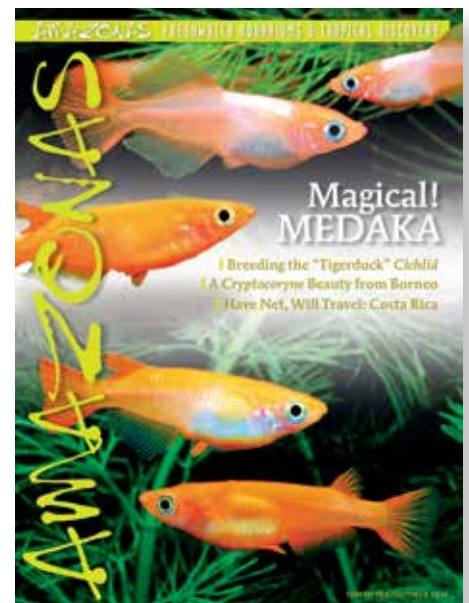
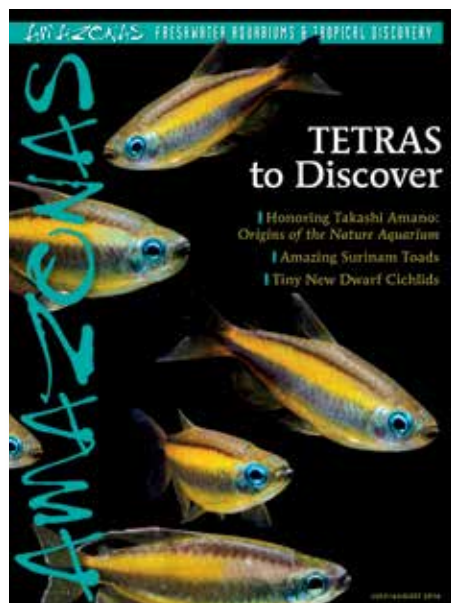
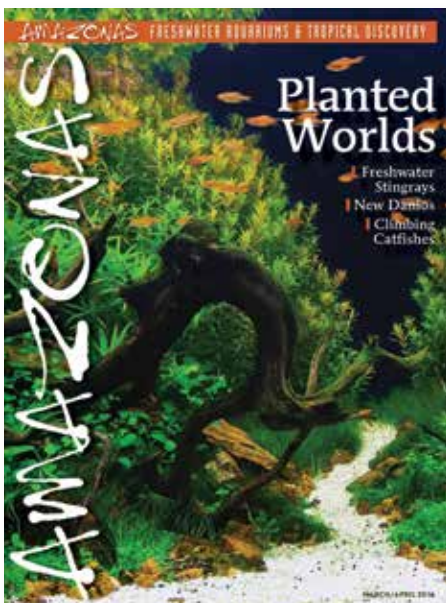
ISSUE DATE	AD CLOSE	MATERIALS DUE	ON SALE DATE
Jan/Feb 2017	Nov 3, 2016	Nov 10, 2016	Dec 6, 2016
Mar/Apr 2017	Jan 5, 2017	Jan 12, 2017	Feb 7, 2017
May/June 2017	Mar 2, 2017	Mar 9, 2017	April 4, 2017
Jul/Aug 2017	May 4, 2017	May 11, 2017	June 6, 2017
Sep/Oct 2017	July 6, 2017	July 13, 2017	Aug 8, 2017
Nov/Dec 2017	Sep 7, 2017	Sep 14, 2017	Oct 10, 2017

Reserve space today: Contact us!

Mike Tuccinardi, Ad Sales Director • 781.530.6766
michael.tuccinardi@reef2rainforest.com

—or—

James Lawrence, Publisher • 802.985.9977 ext. 7
james.lawrence@reef2rainforest.com



TERMS and 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 *AMAZONAS Magazine* or *AMAZONAS Magazine Online*.

PAYMENT TERMS:

1. New Advertisers will prepay their first ad placement, unless other arrangements are made with the Publisher.

2. Invoices are mailed 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 and one tear sheet of the Advertiser's ad in the issue.

3. Payments should be made to:
Reef to Rainforest Media, LLC
140 Webster Road
BOX 490
Shelburne, VT 05482

4. Payment can also be made via PayPal to:
Orders@reef2rainforest.com

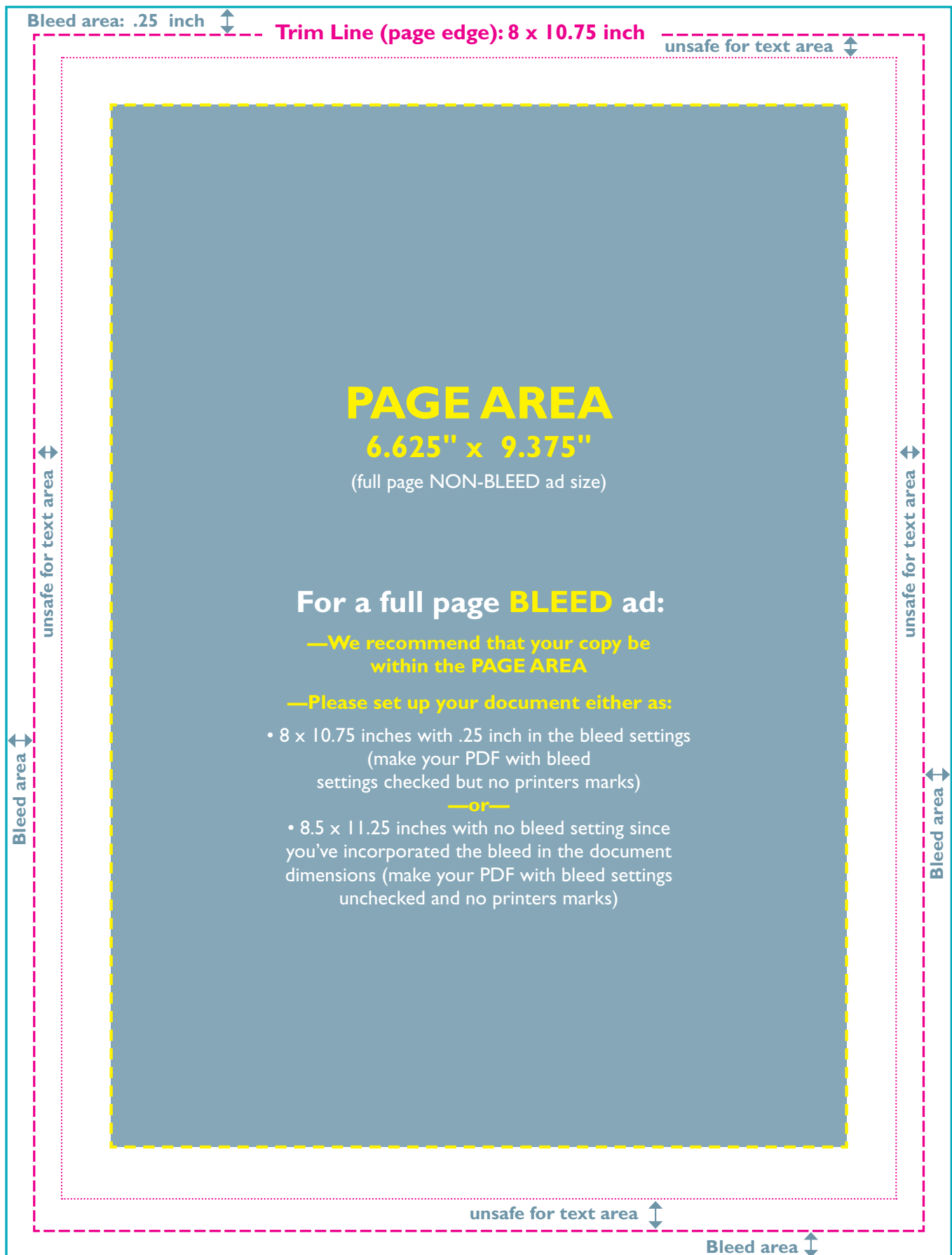
5. Credit card payment can be arranged. Call the business office at (802) 985-9977 x3.

6. Any questions regarding invoicing can be directed to Judy Billard, Business Manager, at Judy.Billard@reef2rainforest.com, or call (802) 985-9977 x3.



Full Page ad template (not to scale):

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



Readership **REACH**



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

Every time your print ad appears in *AMAZONAS* Magazine, your message is also being delivered in all of our Digital Editions (desktops, laptops, tablets, smartphones) with links directly to your website.

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.

TOTAL READERS PER ISSUE: 10,500

PRINT READERS PER ISSUE: 32,550

BONUS 1: Digital Magazine

All advertising in the flagship print edition also appears in **AMAZONAS, the Digital Edition**, with all sponsor website URLs and email addresses automatically appearing as "hot links" that are clickable by readers.

DIGITAL EDITION:

**IMPRESSIONS/PAGE VIEWS: 582,179 per year
48,514 [Average per issue]**

AVERAGE MINUTES PER VISIT: 4.6

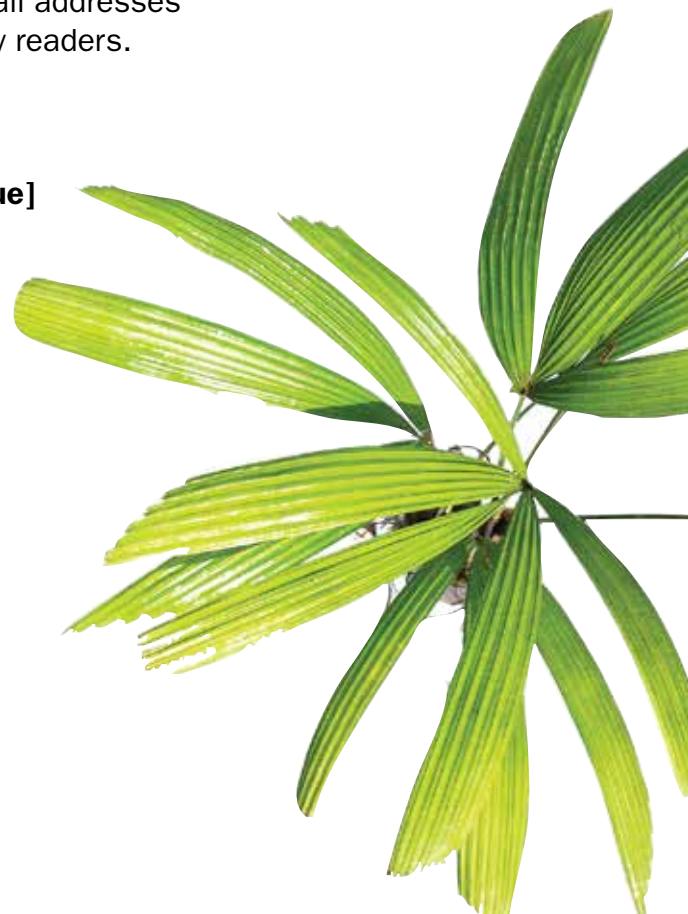
BONUS 2: Magazine Mobile Apps

All advertising in the flagship print edition also appears in **AMAZONAS iOS, Kindle, and Android apps**. All sponsor website URLs and email addresses automatically appear as "hot links" that are clickable by readers.

Geographic Breakdown

DISTRIBUTION BY COUNTRY OR REGION:

North America	90.0% (U.S. 86.0%)
Europe	6.8%
Australia	1.3%
All Other	1.8%





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

