



Fisheries

The only publication aimed exclusively at the fisheries professional

General Information

Fisheries was established in January 1976 by AFS, the oldest and largest professional society representing fisheries scientists. The magazine features peer-reviewed technical articles on all aspects of aquatic resource-related subjects, as well as professional issues, new ideas and approaches, education, economics, administration, and law. Issues contain features, essays, American Fisheries Society (AFS) news, current events, book reviews, editorials, letters, job notices, chapter activities, and a calendar of events.

Issuance: Monthly

Circulation: 9,500

Subscription Rates:

- A personal subscription to **Fisheries** is included with AFS membership.
- An institutional print subscription is \$174.

Fisheries readers:

- 68% have graduate degrees; almost one-third hold doctorates
- 54% are employed by government agencies
- 20% are employed by universities
- 9% are self-employed or consultants

Primary job responsibilities include:

- 44% research-laboratory/applied
- 42% fisheries management
- 34% habitat management/inventory
- 33% biological/water monitoring
- 28% education/teaching
- 54% recommend purchases or investigate a product or service

Our readers are:

- In 74 countries worldwide
- Working in a broad range of organizations
- Applying their skills to a variety of disciplines, including research, education, management, administration, aquaculture, engineering, consulting, and government policy making
- Known by a variety of titles, including chief, fisheries manager, biologist, professor, administrator, and researcher
- Required to plan and prepare budgets

Fisheries gives you more for your money:

- **Averages 1.6 readers per copy** — you reach 6,000 additional potential buyers for the same investment.
- **Almost half of **Fisheries** readers refer to an issue several times before finishing** — your ad keeps working for you.
- **74% of **Fisheries** readers keep their copy on file for more than one year**— your ad is always within reach.
- **One full-page, black & white ad in **Fisheries** costs about 10 cents per subscriber**— a less costly alternative to direct mail.

Advertising Rates

Black & White Rates

Size	1x	3x	6x	9-12x
Full	\$1,705	\$1,565	\$1,420	\$1,295
1/2	\$1,065	\$980	\$885	\$805
1/3	\$785	\$710	\$650	\$595
1/4	\$640	\$570	\$475	\$420
1/6	\$445	\$400	\$370	\$330
1/8	\$375	\$345	\$310	\$285

4 Color: \$985

Premium Positions:

- Cover 4: Add 30% to earned black & white rate.
- Cover 2: Add 15% to earned black & white rate.
- All other special positions: Add 10% to earned black & white rate.

Base Design Rate: \$100.

Please contact your sales representative regarding design requests. It is expected that design requests will be made by the Closing Date for any issue. A proof will be provided for review prior to publication.

Rate Policy:

Rates are based on per-issue charge and the number of insertions placed in a 12-month period. Rates are subject to change with 30 days prior notice; however, all advertisers are protected from price increases for the duration of their existing contracts.

Agency Commission:

15% to recognized advertising agencies when paid within 30 days of billing date. Color charges are commissionable.



Fisheries

Rates & Data 2013

Mechanical Requirements

Inches

Size	Vertical	Horizontal
Full Bleed	8.375 x 11	-
Full	7.75 x 10.375	-
1/2	3.458 x 9.583	7.083 x 4.708
1/3	2.250 x 9.583	7.083 x 3.083
1/4	3.458 x 4.708	-
1/6	2.250 x 4.708	3.458 x 3.083
1/8	1.625 x 4.708	3.458 x 2.250

Trim Size: 8.25" x 10.875"

Binding: Saddle-stitched

Press Type: Offset

Bleed Requirements: 8.375" x 11"

Live Image Area: 8" x 10.625"

Artwork Preparation: Acceptable file types: TIFF, PDF, EPS.

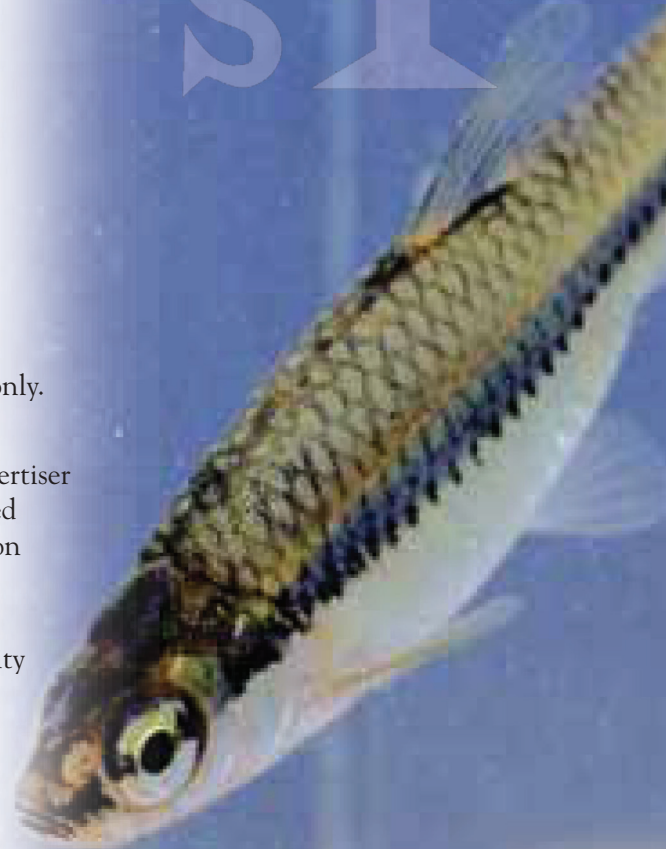
Fonts must be embedded and optimized for print. Colors should be CMYK only. Optimum ink density is 300 dpi.

Artwork Submission: When naming artwork files, please include: the advertiser name, abbreviated journal title, volume and issue. Artwork may be submitted via e-mail (advertisingmaterials@taylorandfrancis.com) or ftp (provided upon request). Files must be received by the Materials Due Date or risk being converted to a pickup for previously run ads; or cancellation for new ads.

If the above specifications are not met, the publisher cannot guarantee quality reproduction. The publisher will not be responsible for files supplied that do not meet the above specifications. Please contact production prior to the due dates listed should you have questions regarding file preparation (e-mail: advertisingmaterials@taylorandfrancis.com). A member of the production department will contact you.

Advertising Deadlines

2013 Issue	Closing Date*	Materials Due**
January	11/13/2012	11/27/2012
February	12/18/2012	1/2/2013
March	1/22/2013	2/5/2013
April	2/19/2013	3/5/2013
May	3/26/2013	4/9/2013
June	4/23/2013	5/7/2013
July	5/21/2013	6/4/2013
August	6/18/2013	7/2/2013
September	7/23/2013	8/6/2013
October	8/20/2013	9/3/2013
November	9/24/2013	10/8/2013
December	10/22/2013	11/5/2013



Advertising Sales:

Media West, Inc.
Contact: Steve West
Phone: 856-432-1501 • Fax: 856-494-1455
Email: steve@afs-fisheries.com

*Closing dates include the following: insertion orders, set copy, design requests & cancellations.

**Material deadline: Materials not received by this date will incur a cancellation charge.