



Fisheries

Fisheries is a monthly magazine established in 1976 by the American Fisheries Society, the oldest and largest professional society representing fisheries scientists. This journal features peer-reviewed technical articles on all aspects of aquatic resource-related subjects. In addition, it publishes content related to fish biology and fisheries on:

- Professional issues
- New ideas and approaches
- Education
- Economics
- Administration
- Law

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Editor-in-Chief:
Gary Curtis

Audience:

Fisheries reaches members of North American national and international governmental organizations and NGOs (e.g. USGS). It informs a global readership of researchers, practitioners, and policy makers in the fishing and aquaculture industries.

Learn more about the Aquaculture, Fisheries, & Fish Science Portfolio >>

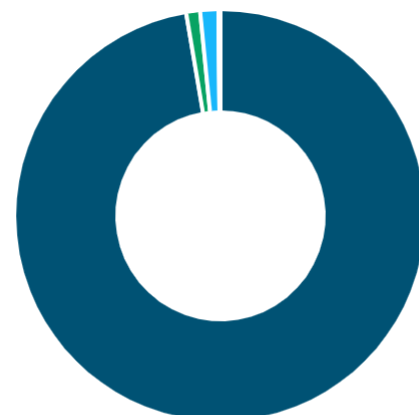
Reach

Print	Total Print (Paid Subscription)	4,482
	Frequency	12 issues per year

Digital	Unique Visitors on Wiley Online Library in 2020	65,399
	Average Monthly Page Views in 2020	16,990
	Full Text Downloads in 2020	54,382

Primary Focus of Professional Activity Promoting and supporting Fisheries and Aquaculture research for the community at large and providing content of interest to the AFS membership.

Print Circulation by Region



■ Americas - 4362 ■ APAC - 49 ■ EMEA - 64 ■ UK - 7

Rates

Pricing

Pricing below is in USD and is established based on publication origin.

Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2022 Price
Full Page Mono	\$ 1,825.00
Half Page Mono	\$ 1,140.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Half Page Mono
1x	\$ 1,825.00	\$ 1,140.00
3x	\$ 1,770.00	\$ 1,106.00
6x	\$ 1,716.00	\$ 1,072.00
12x	\$ 1,661.00	\$ 1,037.00
24x	\$ 1,606.00	\$ 1,003.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 165.00	

Issue Deadlines

Issue date	Booking Deadline	Materials Due	Inserts Due
47:1 January 2022	12-17-2021	12-23-2021	01-06-2022
47:2 February 2022	01-17-2022	01-23-2022	02-07-2022
47:3 March 2022	02-14-2022	02-20-2022	03-07-2022
47:4 April 2022	03-17-2022	03-23-2022	04-06-2022
47:5 May 2022	04-16-2022	04-22-2022	05-06-2022
47:6 June 2022	05-16-2022	05-22-2022	06-06-2022
47:7 July 2022	06-16-2022	06-22-2022	07-06-2022
47:8 August 2022	07-18-2022	07-24-2022	08-08-2022
47:9 September 2022	08-15-2022	08-21-2022	09-05-2022
47:10 October 2022	09-16-2022	09-22-2022	10-06-2022
47:11 November 2022	10-14-2022	10-20-2022	11-04-2022
47:12 December 2022	11-11-2022	11-17-2022	12-02-2022

WILEY

Digital Opportunities

Digital Statistics for Fisheries

Unique Visitors on WOL for Fisheries in 2020: 65,399

Unique Visitors on WOL by Region

Americas	EMEA	UK	APAC	Other
62%	10%	4%	11%	13%

Average Monthly Page Views for Fisheries in 2020: 16,990

Page Views by Region

Americas	EMEA	UK	APAC	Other
71%	8%	3%	7%	11%

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*ePDF ads only available on select publications

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Print Ad Specifications

Journal Trim Size 210 mm x 276 mm 8.25" x 10.875"

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	178.0 x 254.0 mm 7.0" x 10.0"	216.0 x 283.0 mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0 mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0 mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0 mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0 mm 17.125" x 11.125"

Contact your Account Manager for sizes of other opportunities.

Bound/Loose Inserts Specifications	
Bound-in-Inserts	Width / Height
4-Page 8.25" x 10.875"	420.0 x 282.0 mm 17.0" x 11.125"
2-Page 8.25" x 10.875"	215.0 x 282.0 mm 11.125" x 8.5"

Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm 7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm 3.5" x 10.0"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm 7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm 3.5" x 5.0"

Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads

Ad size:
728px
x
90px



MPU Digital Display Ads

Ad size:
300px
x
250px



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Submit all creatives to
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All print ads must have a minimum
resolution of 300dpi

Digital Advertising

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Cover Tip/Belly Bands & Inserts Materials

Submit materials to:
Sheridan Press
450 Fame Avenue
Hanover PA 17331
United States

Contact Information

Print Production

PrintAdTraffic@wiley.com

Digital Production

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