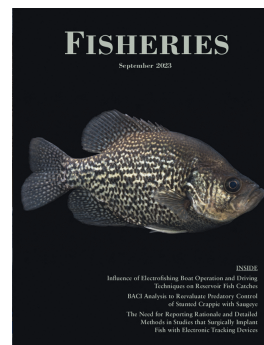


Fisheries

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 >>](#)

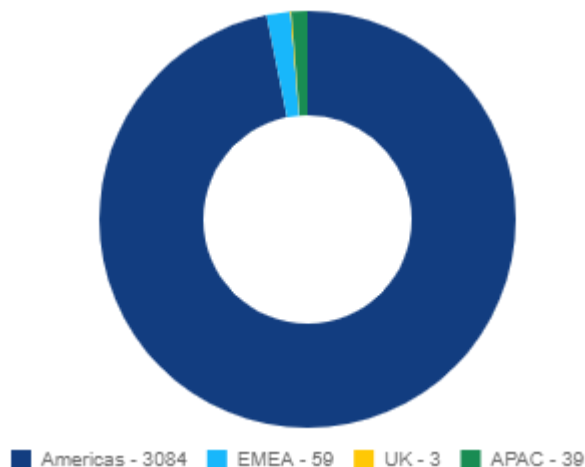
Reach

Print	Total Print (Paid Subscription)	3,185
	Frequency	12 issues per year

Digital	Unique Visitors on Wiley Online Library	63,221
	Average Monthly Page Views	14,664
	Full Text Downloads	63,279

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



For More Information

Katie Tuzzolino, ktuzzolino@cunnasso.com or visit us at corporatesolutions.wiley.com

2024 Advertising Rate Card

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	2024 Price
Full Page Mono	\$ 1,955.00
Full Page Color	\$ 2,130.00
Half Page Mono	\$ 1,225.00
Half Page Color	\$ 1,395.00
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	15%
Cover 3	25%
Cover 4	25%
Other Premium Positions	15%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 1,955.00	\$ 2,130.00
3x	\$ 1,895.00	\$ 2,070.00
6x	\$ 1,840.00	\$ 2,005.00
12x	\$ 1,780.00	\$ 1,945.00
24x	\$ 1,720.00	\$ 1,875.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 175.00	

Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
49:1 January 2024	12-12-2023	12-19-2023	01-04-2024
49:2 February 2024	01-10-2024	01-17-2024	02-02-2024
49:3 March 2024	02-08-2024	02-15-2024	03-04-2024
49:4 April 2024	03-12-2024	03-19-2024	04-04-2024
49:5 May 2024	04-10-2024	04-17-2024	05-03-2024
49:6 June 2024	05-10-2024	05-17-2024	06-04-2024
49:7 July 2024	06-11-2024	06-18-2024	07-04-2024
49:8 August 2024	07-11-2024	07-18-2024	08-05-2024
49:9 September 2024	08-12-2024	08-19-2024	09-04-2024
49:10 October 2024	09-11-2024	09-18-2024	10-04-2024
49:11 November 2024	10-10-2024	10-17-2024	11-04-2024
49:12 December 2024	11-11-2024	11-18-2024	12-04-2024

For More Information

Katie Tuzzolino, ktuzzolino@cunnasso.com or visit us at corporatesolutions.wiley.com



Digital Statistics for Fisheries

Unique Visitors on WOL for Fisheries in 2022: 63,221				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
62.7%	9.5%	3.3%	8.4%	16.1%

Average Monthly Page Views for Fisheries in 2022: 14,664				
Page Views by Region				
Americas	EMEA	UK	APAC	Other
68.7%	6.9%	2.4%	6.2%	15.8%

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Print Ad Specifications

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

Keep all text and images at least 0.3"/8mm away from the trim line.

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 283.0mm 8.5" x 11.125"
Half Page - Vertical	89.0 x 255.0 mm 3.5" x 10.0"	119.0 x 283.0mm 4.675" x 11.125"
Half Page - Horizontal	177.0 x 127.0 mm 7.0" x 5.0"	216.0 x 127.0mm 8.5" x 5.0"
Quarter Page	89.0 x 127.0 mm 3.5" x 5.0"	89.0 x 127.0mm 3.5" x 5.0"
Double Page Spread	355.0 x 254.0 mm 14.0" x 10.0"	435.0 x 282.0mm 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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United States

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