

FRESHWATER AQUARIUMS & TROPICAL DISCOVERY



Aqua
Reviews
Magazine



ADVERTISING
RATES & DATA
2021

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

AMAZONAS reaching the most engaged freshwater hobbyists and professionals since 2011.

Combining cutting-edge content from the best aquarists and scientists in Europe with original US-exclusive features from some of the world's leading experts, AMAZONAS is the premier English language freshwater enthusiast publication.

Your ad in AMAZONAS will be seen by a broad audience of serious hobbyists, breeders, retailers, and industry members in unmatched high quality print format that will be reread and enjoyed for years to come.

Lively, insightful, and on the cutting edge, AMAZONAS Magazine 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**

KEY STATISTICS 2018-2019:

- **24% increase in Subscription sales 2019-2020 YTD**
- **Average print run: 10,500**
- **Paid subscribers: 6,000**
- **1,000+ Independent Aquatic Specialty Retailers**
- **400+ National Chain Stores**
- **59 Countries (including US)**
- **5,000+ Digital Edition Views/Issue**



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.

PAYMENT TERMS:

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

2021

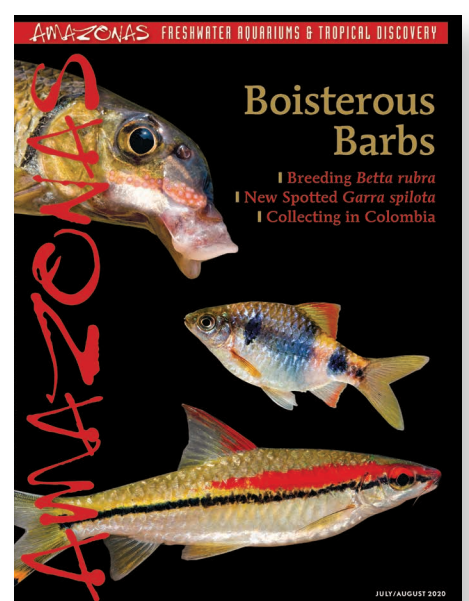
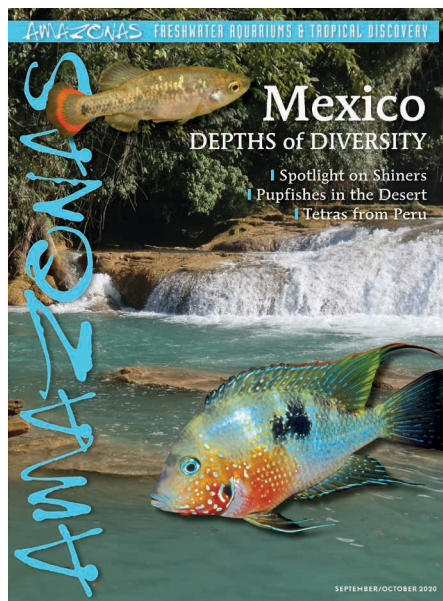
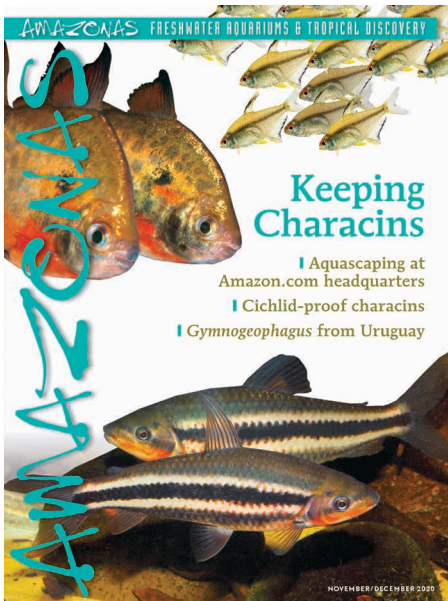
Issue and Closing Dates

| ISSUE DATE | AD DEADLINE | ON SALE DATE |
|---------------------|--------------|--------------|
| A10.2 Mar/Apr 2021 | Dec 30, 2020 | Feb 2, 2021 |
| A10.3 May/June 2021 | Mar 3, 2021 | Apr 6, 2021 |
| A10.4 Jul/Aug 2021 | Apr 29, 2021 | June 1, 2021 |
| A10.5 Sep/Oct 2021 | Jul 1, 2021 | Aug 3, 2021 |
| A10.6 Nov/Dec 2021 | Sep 2, 2021 | Oct 5, 2021 |
| A11.1 Jan/Feb 2022 | Nov 4, 2021 | Dec 7, 2021 |

Reserve space today: Contact us!

Alex Rose, Ad Sales Director • 630-464-8507

Alex.Rose@aquaticmediapress.com





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