

FRESHWATER AQUARIUMS & TROPICAL DISCOVERY

VOLUME  
**12**  
2023

ADVERTISING  
RATES & DATA  
2023

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

SAFARI

# AMAZONAS reaches the most engaged freshwater hobbyists and professionals.

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 aquarium publication.

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

Lively, insightful, and trusted, 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.

## AMAZONAS MAGAZINE IMPACT

<b>AMAZONAS Per-Issue Readership Estimate</b>	Approximately 20,000 <sup>1</sup>
<b>AMAZONAS Magazine Digital Edition</b>	3,560 unique users; 380,134 pageviews (Google Analytics) <sup>2</sup>
<b>AMAZONAS In-Person Event Reach Estimate</b>	Partial for 2022 – 9,000 <sup>3</sup>
<b>AMAZONAS Back Issue Sales, 12 months prior</b>	1,000 <sup>4</sup>

## ONLINE/SOCIAL REACH<sup>5</sup>

<b>Facebook</b>	15,222 followers
<b>Pinterest (combined CORAL and AMAZONAS content)</b>	3,300 followers, 314,700 monthly views
<b>Instagram</b>	1,792 followers
<b>Twitter</b>	1,345 followers
<b>General Email Newsletter Recipients</b>	12,304 subscribers
<b>Industry Email Contacts</b>	764 subscribers
<b>AMAZONASmagazine.com</b>	152,995 visitors in the last 12 months, 244,539 pageviews (Google Analytics)
<b>Reef2Rainforest.com (combined CORAL and AMAZONAS content)</b>	202,134 visitors, 315,064 pageviews (Google Analytics)
<b>YouTube (10/25/21 to 10/24/22)</b>	Views: 3,100 Watch Time: 251.3 hours Subscribers: 674

1. Readership calculations are an industry standard that factor into advertiser considerations. For more on readership, visit <https://nmc-mic.ca/2019/02/06/what-is-readers-per-copy-and-how-can-you-calculate-it/>

2. Digital edition user numbers include the freely viewable sample issue and may represent some password sharing as well. These are the actual numbers as reported by Google Analytics over the 12-month period ending October 6, 2022.

3. When AMAZONAS attends a show, our magazine is made freely available to every attendee. We estimate the total number of attendees that AMAZONAS reaches as an aggregate of show attendance figures.

4. Aquatic Media Press has decided to report our back issues sales figures starting in this 2023 report. Print advertising lives on after the release of any issue, and back issue sales are an important contribution to ongoing readership of each issue beyond the initial impact of your advertising.

5. As of 10/6/22, 1-year time period, as reported by the platforms.





# 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
<b>Spread</b>	<b>\$3,600</b>	<b>\$3,240</b>	<b>\$3,060</b>
<b>Full Page</b>	<b>\$2,000</b>	<b>\$1,800</b>	<b>\$1,700</b>
<b>1/2 Page</b>	<b>\$1,500</b>	<b>\$1,350</b>	<b>\$1,275</b>
<b>1/3 Page</b>	<b>\$935</b>	<b>\$840</b>	<b>\$795</b>
<b>1/4 Page</b>	<b>\$600</b>	<b>\$540</b>	<b>\$510</b>
<b>1/6 Page</b>	<b>\$400</b>	<b>\$360</b>	<b>\$340</b>
<b>1/12 Page</b>	<b>\$250</b>	<b>\$225</b>	<b>\$200</b>
<b>COVERS</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Cover 2 (Inside Front)</b>	<b>\$2,600</b>	<b>\$2,340</b>	<b>\$2,210</b>
<b>Cover 3 (Inside Back)</b>	<b>\$2,500</b>	<b>\$2,250</b>	<b>\$2,125</b>
<b>Cover 4 (Back)</b>	<b>\$2,750</b>	<b>\$2,475</b>	<b>\$2,338</b>

**BLEED:**

No charge.

**INSERTS:**

Limited availability. Please inquire.

**PAYMENT TERMS:**

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

# 2023

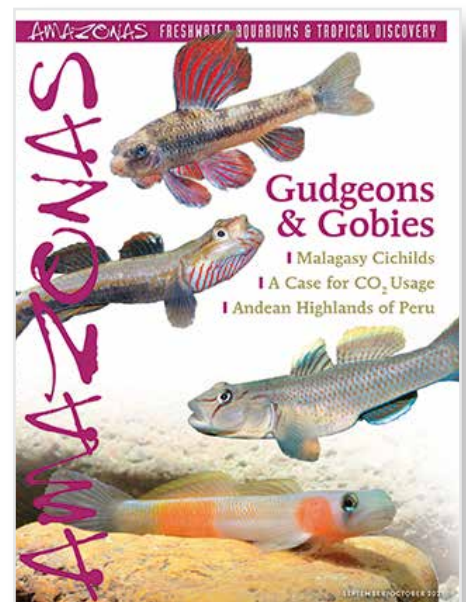
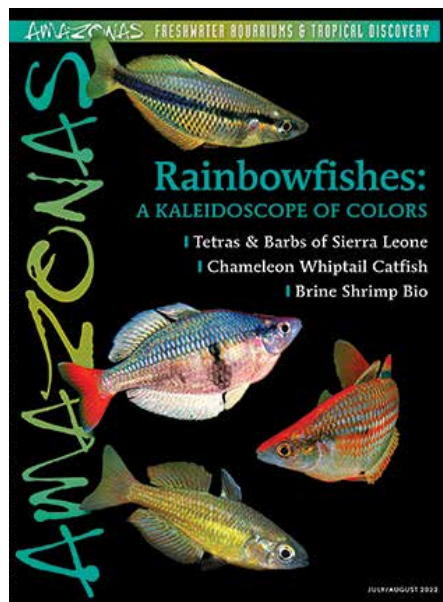
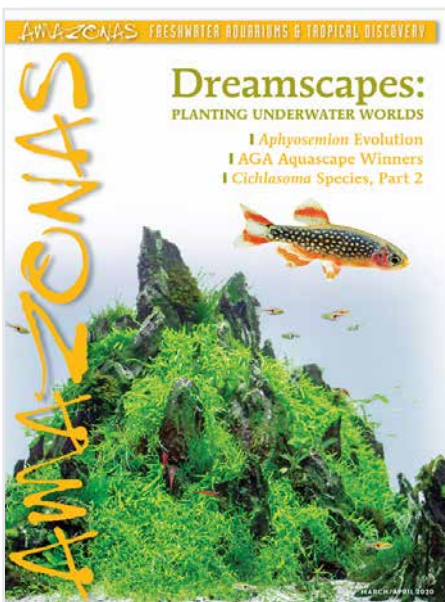
## Issue and Closing Dates

ISSUE DATE	AD DEADLINE	ON SALE DATE
A12.2 Mar/Apr 2023	Dec 22, 2022	Jan 31, 2023
A12.3 May/June 2023	Feb 23, 2023	Mar 28, 2023
A12.4 Jul/Aug 2023	April 27, 2023	May 30, 2023
A12.5 Sep/Oct 2023	June 22, 2023	Jul 25, 2023
A12.6 Nov/Dec 2023	Aug 24, 2023	Sep 26, 2023
A13.1 Jan/Feb 2024	Oct 26, 2023	Nov 28, 2023
A13.2 Mar/Apr 2024	Dec 21, 2023	Jan 30, 2024

## 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



AMAZONAS



**"AMAZONAS not only sells itself, it's a silent salesperson that customers can consult with at any time."**

Steve Freed is the founder of Fish Planet, one of the Chicago area's longest running and most successful independent aquarium specialty retailers. He also happens to be a retailer of AMAZONAS Magazine. While talking with AMAZONAS at an aquarium event, Steve said he felt that retail aquarium shops were really "missing out" if they weren't offering AMAZONAS in their stores. We asked why, and if he'd be willing to share his thoughts. Here's what he had to say:

"Fish Planet caters to a wide range of fish lovers, but my store has limited space, so every inch of retail has to be well thought out and appropriate."

- "AMAZONAS Magazine is a source of discovery for me and my store. When it comes to fish, it's the authority of complete information. It also helps build community and expand the hobby."
- "AMAZONAS content is written by the best in the world. There's always more to learn, and the articles complete your understanding of familiar fishes. It's one of the reasons Fish Planet does so well with what we carry and how we inform our customers."
- "I get motivated to find new fish that are detailed in articles, and I know my customers that read AMAZONAS feel the same. This shared excitement fosters lasting connections."
- "I get excited about the newest trends, and AMAZONAS is my conduit to that information. I have this sense of discovery reading about new fish and additions to the hobby, and I use my store to bring some of these latest trends to my own community."

AMAZONAS Magazine is the one thing in an aquarium store that won't spoil, won't expire, won't leak, won't break, and never dies. Unsold issues? They actually appreciate in value! Back issues are truly collectors' items (we know, we've sold thousands at [AMAZONASmagazine.com](http://AMAZONASmagazine.com) for a premium price).

**"Personally, I watch for new fish introduced to the hobby, and I enjoy giving both new and existing customers that 'new fish' rush. When I find these fish for the store, having seen them in AMAZONAS helps me get them into my customer's tanks."**

**"When you start reading this magazine, you can't put it down! If you don't carry AMAZONAS you are missing out on revenue in this already competitive market."**

— Steve Freed  
 Founder of Fish Planet  
 Established 2003  
 Deerfield, IL, USA

**Have a shop? Email [Janine.Banks@aquaticmediapress.com](mailto:Janine.Banks@aquaticmediapress.com) to start selling AMAZONAS today!**