



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: 5,500

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	\$1,790	\$1,645	\$1,490	\$1,360
1/2	\$1,120	\$1,030	\$930	\$845
1/3	\$825	\$745	\$685	\$625
1/4	\$670	\$600	\$500	\$440
1/6	\$465	\$420	\$390	\$345

4 Color:

Size	
Full	\$1,950
1/2	\$1,275
1/3	\$970
1/4	\$720
1/6	\$650

Premium Positions:

- Cover 2: \$2,200
- Cover 4: \$2,500
- All other special positions: Add 10% to earned black & white rate.

Base Design Rate: \$105.

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 2015

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

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 email (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 (email: advertisingmaterials@taylorandfrancis.com). A member of the production department will contact you.

Advertising Deadlines

2015 Issue	Closing Date*	Materials Due**
January	11/10/2014	11/24/2014
February	12/15/2014	12/29/2014
March	1/12/2015	1/26/2015
April	2/17/2015	3/2/2015
May	3/16/2015	3/30/2015
June	4/20/2015	5/4/2015
July	5/18/2015	6/1/2015
August	6/15/2015	6/29/2015
September	7/20/2015	8/3/2015
October	8/18/2015	9/1/2015
November	9/21/2015	10/5/2015
December	10/19/2015	11/2/2015

Online Advertising

Size:

Left hand column ad slot:
140 px (W) x variable (H)
(Height can be no more than 300 px.)

Right hand column ad slots:
1 to 4: 180px(w) x 150px(h)

Max size limit: 40 kb

Digital Artwork Preparation: Please supply digital ad files in jpeg or gif formats and optimized for web.

Rates: 1 Month	3 Months	6 Months
\$400	\$1025	\$1900

We also have exclusive placement options available for a premium. Please contact us for pricing and current availability.

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.

Taylor & Francis Advertising Sales Contract Terms & Conditions

Applicability of Terms

These advertising terms shall apply to all print and electronic (online, e-mail, etc.) Advertisements (“Advertisements”) that are submitted to Taylor & Francis Group (“Taylor & Francis”), and which Taylor & Francis accepts for publication. The Advertiser, by submitting an Advertisement to Taylor & Francis, agrees to be bound by these Terms & Conditions. “Advertiser” shall be defined to include any agent, broker, or other intermediary submitting an Advertisement, as well as the ultimate customer whose products or services are advertised in the Advertisement. The laws of the Commonwealth of Pennsylvania shall govern all contracts established between Taylor & Francis and the Advertiser.

Approval and Acceptance

All Advertisements are subject to review and approval by the journal’s editors in advance of publication. Taylor & Francis reserves the right to reject or cancel Advertisements at any time due to professional or ethical considerations. All Advertisements submitted for publication must comply with applicable U.S. and International laws, and may not be indecent, obscene, or defamatory.

Advertising Specifications

All Advertisements must comply with the relevant advertising specifications as noted on the pertinent rate card(s). Ad sizes, ad rates, closing dates, technical requirements are other miscellaneous conditions noted in rate cards shall govern all contracts and transactions, and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Taylor & Francis will not be responsible or accept liability for errors that may occur due to Advertisements that do not meet all advertising specifications.

We accept specific advertisement position requests, though requested positions are not guaranteed unless stated as a paid position and formally granted. All advertisement positions are ultimately subject to the discretion of the layout designer. Space availability and the nature of a given issue’s layout contribute to the determination of where and how advertisements are positioned. Space availability varies by issue.

New copy/artwork for the next scheduled issue containing a contracted Advertisement must be submitted by the materials due date (see rate cards or Advertising Sales Representative for more information). If new copy/artwork is not provided by the materials due date, the most recent advertisement run in the same publication will be repeated.

Should Taylor & Francis be contracted to design or otherwise set copy submitted by the Advertiser for an Advertisement, proofs will be supplied to the Advertiser for review. Corrections must be requested (if applicable), and proofs must be approved in writing (via email is preferable). Corrections and approvals will not be accepted verbally.

Taylor & Francis is not liable to correct any errors or omission unless the Advertiser returns corrections to Taylor & Francis by the time Taylor & Francis stipulates that such changes be received. This is to enable Taylor & Francis to make corrections, issue new proofs and receive approval from the Advertiser before the relevant publication goes to press or is otherwise finalized prior to publication.

Taylor & Francis is not liable for proofs approved which contain errors or omissions. The ultimate responsibility for the review and approval of proofs lies with the Advertiser. Taylor & Francis will print what the Advertiser approves for press. Should the press deadline pass and a proof approval has not been received from the Advertiser, Taylor & Francis will proceed to press with the last version of the proof that was submitted to the Advertiser for review.

While all reasonable care will be taken to avoid mistakes, Taylor & Francis is not responsible for any errors or omissions caused by inaccurate or ambiguous copy instructions, the corruption of file formats during transmission to the publisher and/or printer, differences between Advertiser, Taylor & Francis and/or printer’s pdf settings, or due to any acts, circumstances or defaults beyond its control.

The Advertiser must ensure that any loose inserts are received by Taylor & Francis at least three working days prior to the “to press” date of the relevant publication. Taylor & Francis is not responsible for the omission of any inserts in the relevant publication where this timeframe is not met and fees in full shall still be payable in respect of the agreed inserts.

Payment and Cancellation Terms

Each insertion will be billed at the applicable rate for the size of the Advertisement. Written cancellation of a contract must be received thirty days prior to a subsequent monthly deadline. No cancellation will be accepted without written acknowledgement from Taylor & Francis confirming receipt. Otherwise, the Advertiser will be billed and agrees to pay for full insertion cost. Insertions made after printed space reservation deadline may not be cancelled.

Advertiser agrees to pay for Advertisements within thirty days of invoice issue date. No new Advertisements will be accepted for publication until the Advertiser’s outstanding invoice(s) is paid in full. Advertiser is responsible for payment in the event that their agent fails to pay invoice. It is strongly recommended, though not required, that Advertisers pre-pay for their Advertisements.

Advertising rates are commissionable to recognized agencies. Additional charges are non-commissionable. When establishing a contract, the frequency is determined by the number of insertions made within twelve months of the first insertion.

Please contact your Advertising Representative with any questions or concerns.