Sponsorship & Advertising

Media & Events Kit

2024
Event: Responsible Seafood Summit

Attendance
350-450

Attendee Profile
40% - Producer
30% - Supplier
15% - Buyer
5% - Government, Institutional
10% - Other (NGO, Academia, Finance)
ENGAGEMENT

Magazine: Responsible Seafood Advocate

4
Consecutive years with 1 million-plus Unique Page Views (UPVs)

100K
UPVs per month in 2023

7K
Weekly email newsletter recipients

2:30
Average session duration

62
Number of newsletters per year

22.5%
Average open rate for weekly email newsletter

Editor’s Note
Monthly commentary and curated content for newsletter subscribers only

Artículos en Español
Spanish articles are a top traffic driver to the site
Engagement

Advocate Demographics

Advocate Readership By Continent (As Measured By Pageviews)

- Europe | 13%
- North America | 31%
- Asia | 36%
- South America | 14%
- Africa | 4%
- Australia | 2%

Gender:
- 44% Female
- 56% Male

Device:
- 50% Mobile
- 50% Desktop

Questions about sponsorship or advertising?
Email Us
Podcast: Aquademia

136K
Number of downloads all time

160
Number of countries represented by listeners

237
Number of episodes all time

174
Number of guests all time

11K
Number of minutes of content released all time

3K
Number of minutes of content released in 2023
Event Sponsorship

Summit Sponsorship

Benefits

**Copper | $5,000**
- Logo placement on event webpage
- Logo placement in all event emails
- Logo placement in event venue (on print and digital signage)
- Sponsor a hole for golf tournament (flagstick, signage)
- One complimentary registration

**Silver | $20,000**
- Sponsor of a breakfast (for Day 1 or Day 2)
- Sponsor of morning and afternoon breaks (for Day 1 or Day 2)
- Sponsor of hotel key cards
- Sponsor of charging stations
- Sponsor of elevator and public bathrooms
- Three complimentary registrations

**Bronze | $10,000**
- Social media (5 posts across GSA’s social media channels)
- Literature and/or gift placement in delegate bags
- Exhibit space in hallway of conference facility (signage to be provided by sponsor, table and chairs provided by event organizer)
- Two complimentary registrations

**Gold | $30,000**
- Sponsorship of a lunch (for Day 1 or Day 2)
- Sponsor of 12th annual Responsible Seafood Innovation Awards & Reception (Day 1)
- Sponsor of delegate bag
- Sponsor of lanyard
- Sponsor of chair slipcovers for plenary tables
- Sponsor of branded notepad and pens on all plenary tables
- Sponsor of airport and field-trip transportation
- Sponsor of web-based file sharing / polling and Q&A tool
- Sponsor of delegate gift or care package (room drop at Fairmont and Old Course)
- Sponsor of Zephyr Sports Bar for planned activity (simulated golf, trivia, etc.)
- Sponsorship of Kittocks Den
- Four complimentary registrations

**Diamond | $40,000**
- Sponsor of golf tournament, including lunch in clubhouse (Day 3)

**Platinum | $50,000**
- Sponsor of opening reception (Day 0)

**Co-Host | $200,000**
- Sponsorship of a gala-style reception
The Global Seafood Alliance has been encouraging collaboration and facilitating dialogue throughout the seafood community for 23 years. This is the world’s only seafood event focused on bridging the differences and nurturing the commonalities between aquaculture and fisheries, with the goal of building a more unified front for seafood.

No two events are the same! The Responsible Seafood Summit has been held in 19 cities on four continents since 2001. Each event is unique, embracing the identity and culture of the host country while providing an entertaining, casual atmosphere for seafood professionals to learn and network through an education program, meals and receptions, and field trips to production facilities.

The 23rd edition of the Responsible Seafood Summit, co-hosted by Seafood Scotland, will be held at the Fairmont St. Andrews in historic St. Andrews on Scotland’s east coast from Oct. 21 to 24, 2024.
### Advocate Advertising

#### Desktop Ad Placements

1. **WEBSITE LEADERBOARD**
   - 1272 x 300 pixels
   - .jpeg/.png/.gif
   - $50/CPM (per 1,000 impressions)
   - (advertiser to provide artwork; Advocate can create artwork for a $500 fee)

2. **WEBSITE SKYSCRAPER**
   - 350 X 500 pixels
   - .jpeg/.png/.gif
   - $500/week
   - (includes three banner ads across one newsletter)

3. **WEBSITE BANNER**
   - 1050 X 125 pixels
   - .jpeg/.png/.gif

4. **NEWSLETTER BANNER**
   - 600 X 150 pixels
   - .jpeg/.png/.gif

#### Mobile Ad Placements

1. **WEBSITE LEADERBOARD**
   - 1272 x 300 pixels
   - .jpeg/.png/.gif

2. **WEBSITE SKYSCRAPER**
   - 350 X 500 pixels
   - .jpeg/.png/.gif

3. **WEBSITE BANNER**
   - 1050 X 125 pixels
   - .jpeg/.png/.gif

4. **NEWSLETTER BANNER**
   - 600 X 150 pixels
   - .jpeg/.png/.gif

### Ad Specs & Rates
Advocate Advertising

Sponsored Content & Targeted Emails

Let us help you tell your story and engage your buyers through custom-content solutions.
Advocate Advertising

Tiers & Rates

01 | One-off Article $1,250
Do you prefer to lead story development from start to finish? This tier is for you. You write the article in-house and our editorial team touches up the final product. This tier includes:

- Search engine optimization
- Backlinks
- Story appears on home page for minimum of 10 days
- One newsletter placement

02 | Targeted Emails $1,500
Are you looking to reach our audience of 12,000 “engaged” weekly email newsletter recipients? Work with us to create a targeted email featuring your content. Limit to one per month.

03 | Custom-Content Campaign $10,000
Are you looking for guided storytelling combined with robust content strategy? This tier is for you. You bring your ideas. We manage the production. This tier includes:

- Development of up to four articles in 12 months
- Two discovery sessions with our editorial team
- Editorial team takes lead on commissioning writers, conducting interviews with client, fact checking and story production
- Robust keyword research and integration
- Story appears on home page for minimum of 30 days
- One newsletter placement
- Desktop and mobile ad placements (100,000 impressions)
- Five social media posts
- Backlinks
Podcast Reads

Hosted by Global Seafood Alliance’s Justin Grant and Maddie Cassidy, Aquademia is your go-to podcast for a fresh take on all things seafood. Each monthly episode features interviews with professionals from all facets of the seafood world and is streamed by thousands of listeners all over the globe.

Podcast Content Categories

- Career Pathways
- Seafood Innovations
- Country Spotlight
- Species Spotlight
- Event Focus

Rates & Specs

<table>
<thead>
<tr>
<th>Rates</th>
<th>Specs</th>
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<tbody>
<tr>
<td>$1,000 per episode</td>
<td>30-second read of sponsor’s message in the middle of the episode, plus a mention at the beginning and end of the episode</td>
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<tr>
<td>$3,000 per four episodes</td>
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Reach & Contact

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