

AQUA CULTURE

A s i a P a c i f i c

AQUA CULTURE Asia Pacific is a bimonthly trade magazine exclusively for the commercial aquaculture industry in the Asia Pacific region.

OUR MISSION

- We strive to be the beacon for the regional aquaculture industry.
- We will be the window to the world for Asia-Pacific aquaculture producers and international suppliers.
- We strive to be the forum for the development of self-regulation in the Industry

INDUSTRY TRENDS IN ASIA PACIFIC

As capture fisheries declines, it has been taken for granted that aquaculture will step in with increased supply to satisfy demand. Asia Pacific will lead with more than half of production. However, the industry's priority is not only on volume but on safe and quality fish and shrimp produced in a sustainable way and with regard for the environment. In 2010, the goal will be to build a clean image all along the supply chain. As prices have remained stable, industry has to become more efficient. The focus will be on market access, innovation, efficient production methods, better use of water resources, use of sustainable feed ingredients in performance feeds, strategies in health management and development of domesticated brood stocks.

Shrimp

Intensive culture of the vannamei shrimp will continue to lead the industry into 2010 and the challenge will be managing disease, especially the white spot syndrome virus. Health management requires not only biosecurity measures but also genetic selection programs. Ways to improve productivity will include performance based feeds, feeding protocols and energy saving pond/water management technology. Monodon provides a strong alternative but the species must differentiate itself to merit a premium price.



Tilapia

It is forecasted that production will reach 3.5 million tonnes of which 75% will come from Asia and China alone will produce 1.2 million tonnes. The European market is starting to open up to this mid price 'whitefish', in addition to the better established US market. In 2010, industry will seek to solve bacterial infections in the tilapia, develop faster growing strains and intensify production.



Catfish

Production of the pangasius catfish has reached 1.2 million tonnes in Vietnam and is exported to 107 countries. India, Thailand and Indonesia are also increasing production. The year 2010 will be focused on meeting market demands on food safety, traceability and sustainability. The producer seeks ways to reduce costs of production for better profit margins through performance feeds, water quality and disease management and genetic selection stocks.



Marine fish

Industrialisation of the sector continues with more fillet production of species such as the Asian seabass, snappers and cobia filling the market gap for mid price marine fish products. The high end live fish markets continue to thrive with tiger and other groupers. Current focus is culture technology in land based systems for grow-out and hatchery, controlling diseases and development of stocks selected for growth and disease resistance.



"We continue to see the aquaculture industry grow at a constant rate but what we really need to see is a quantum leap into the next phase of growth. A quantum leap requires thinking out of the box which will bring new opportunities and challenges. During this 6th year of our publication, we will continue to be the catalyst by introducing and debating new ideas to provoke this paradigm shift."

Zuridah Merican, PhD., Editor

EDITORIAL CALENDAR IN 2010

In each issue, **AQUA CULTURE Asia Pacific** covers current issues, trends, latest technology and developments. Topics are selected from all facets of industry in the Asia Pacific region.

Issue focus

Coverage concerning an important topic of current interest to industry.

Industry reviews

Strengths, weaknesses, opportunities and threats facing a particular industry segment together with trends, forecasts and is separated by species and countries.

Features and technical

Advances, R&D and novel ideas to take aquaculture to the next level.

Feed technology

A dedicated section as there is increasing concern that this will be one the biggest threats to the industry. Challenges ranging from feed ingredient, traceability, availability and price will take centre stage. We will look at the aspects that influence the final value of feed for all species, culture systems and environments.

Markets

For several decades, producers in Asia have focused on increasing volumes. Demand for food safety and quality products mean that producers in Asia have encountered difficulties in selected markets. In 2010 we continue a section with reports on opportunities, market trends, regulations and certifications, branding and product development to help producers tap the potential of these markets.

Volume 6 2010						
Number	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Issue focus <i>Current trends and challenges</i>	Aqua feed Production	Hatchery	Sustainable & Responsible Aquaculture	Health & Biosecurity	Cage Culture	Food Safety & Traceability
Industry review <i>with profiles and outlook</i>	Marine Shrimp	Marine Fish	Catfish	Freshwater Fish	Tilapia	Marine Fish
Feed Technology	Processing Technology Animal & plant meals	Larval feeds & processing Feed additives	Feed standards Feed enzymes	Pre and Probiotics Immunostimulants	Processing Technology Feed additives	Nutrition Novel meals & oils
Production Technology	Aeration & Disinfection Technology	Brood stock & genetic Improvement	BMP, Standards and Certification	Recirculation aquaculture technology	Feed management	Health management
Shrimp/Fish culture developments	Coverage on experiences from industry, including role models, benchmarking and opinion articles.					
Markets	Contributed reports on market trends, product development, issues and challenges.					
Show Preview/Issue	Victam 2010, Bangkok, Thailand 3- 5 March World Aquaculture 2010, San Diego, USA 1-5 March	Australasian Aquaculture 2010 Hobart, Tasmania 23-26 May	Vietfish 2010, Ho Chi Minh City, Vietnam 12-14 June		Aquaculture Europe 2010, Porto, Portugal 6-8 October 9th Asian Fisheries and Aquaculture Forum & ISTA 2010, Shanghai, China, 15-19 October	
Deadlines						
Article submission	November 14, 2009	February 2, 2010	April 2, 2010	June 1, 2010	August 2, 2010	October 1, 2010
Advertisement bookings	December 5, 2009	February 5, 2010	April 6, 2010	June 7, 2010	August 6, 2010	October 5, 2010

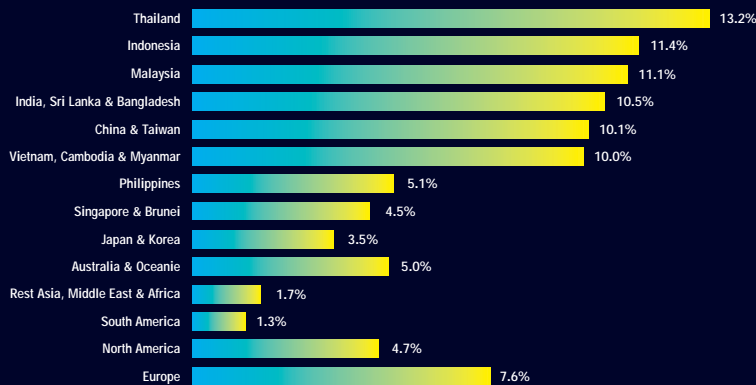
CIRCULATION

A strong presence in Asia Pacific

With each issue, we target all industry stakeholders, mainly in the Asia Pacific region. The magazine is delivered to subscribers, qualified individuals, producer associations, companies and a free readership group. We rotate the free readership based on their sector of interest. Currently, each issue reaches 10,500 readers, based on industry circulation standards.



Geographical distribution by country/region (July 2009). Average print copies in 2010: 3,500/issue



A large presence in shows

From each print run, we disseminate 500 copies to international and regional meetings. From 2010, we will continue to support industry and participate in several international trade shows and conferences. These are indicated in the editorial calendar.

Distribution (%) by Business Activity

Our distribution model follows the supply chain from technicians to the farm owner to investors in this fast moving industry. Profile of readers based on circulation in 2008-2009 is as follows:

Farmers, integrators, hatchery/nursery operators, producer and industry associations	28.2%
Aquafeed and equipment manufacturers, ingredients and feed additives suppliers	21.5%
Aquaculture service providers including suppliers of equipment, chemicals, aeration equipment, cages, nets, probiotics, recirculation systems, water analysis and health diagnostics	25.2%
Support for industry including R&D, certification and standards, legislation, consultancy	14.0%
Seafood processing including importers and exporters	11.1%

How can AQUA CULTURE Asia Pacific work for you

- An insight into markets and industry in Asia Pacific for international suppliers
- Help for regional companies to go global
- Help for international companies to realise their local objectives

ADVERTISING

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Expand in the fastest growing aquaculture industry

Suppliers

Whether you are an aquafeed producer, feed ingredient and equipment supplier or provider of diagnostic health services, you will need to know your market. You want to create industry awareness to your products and target your customers.

Brand Recognition

In today's competitive world, awareness is not enough. Differentiate your products by creating a brand recognition and trust in your company as a reliable supplier who is committed to the industry.

Features & Technical

We develop your article submissions, presenting it with clarity and in an easy-to-read manner that will help you reach your audience.

News & Updates

You can use this channel to update the industry and move your business forward.

Get reprints of your articles

Article reprints are available in print or electronic format.



TECHNICAL

AQUA CULTURE Asia Pacific is published in Singapore in January, March, May, July, September and November

Printing

Sheet fed offset, cover 150g gloss, text 90g matt, stapled

Advert Booking Deadlines

5th of the month prior to publication

Delivery of Material

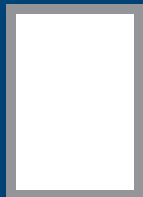
10th of the month prior to the publication (see editorial calendar for exact dates)

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Full page

Trim 297 X 210 mm

Bleed 303 X 216 mm



Half page

Vertical 87 X 267mm

Horizontal 176 x 130mm



One-third page

Vertical 56 X 267mm

Horizontal 176 x 85mm



One-quarter page

Vertical 85.5 x 130mm

Horizontal 176 x 62.5mm

Specifications

We only work with digital files. Advertising material should be supplied as: Digital files on CD-Rom, Macintosh platform presented in Macromedia Freehand, Eng (v.10 [or earlier]) or Chinese (v.8 [or earlier]), QuarkXPress, English V.4.0 (or earlier), Adobe InDesign (CS2 [or earlier]) Adobe Illustrator V.8, or Adobe Photoshop V.5. a) All fonts used must be included plus graphics as hi-res files @ 300dpi. b) A colour proof of the final advertisement must accompany the file. For other possible file formats, please email for information.