

Seafishdirectory.com Media Kit

Seafishdirectory.com offers a comprehensive directory of seafood suppliers, distributors, equipment and service suppliers from around the world. Attracting over 1,000,000 hits from buyers and suppliers from over 104 countries in the first 8 months of business, Seafishdirectory is fast becoming the leading global directory for fishing industry professionals who value access to a single reliable source.

Since we launched the site in May 2009 we have recruited over 900 specialist companies from over 70 countries worldwide.

Seafishdirectory supports all sectors who contribute to our thriving industry:- Fishing, Aquaculture, Retail, Eco-Fish, Services, Processing, Equipment and Merchants and has been purpose-built for the fishing industry by British industry professionals and Internet specialists.

Our goal is to offer a reliable, accurate, accessible and comprehensive one stop directory for the global industry offering secure and targeted business to business networking opportunities unmatched by our competitors. Using state-of-the-art software and a dynamic database seafishdirectory is evolving and expanding to meet industry needs.

By 2011:-

We aim to be showcasing new industry products and supporting new businesses whose aims are to support the industry in it's positive growth and development.

By 2012 we aim to host a classified advertisements/marketplace area in which our trusted audience can buy and sell their products quickly, reliably and securely. Searchable by category, region or keyword this will become the global marketplace for the industry to do business efficiently and effectively.

Here's what our members are saying:-

“Our company markets the AC-ROV underwater inspection system. We have used the seafishdirectory messaging service to promote our business. We've found the messaging system is focused, fast and functional.” - **Callum Magee of AC-CESS Co UK Ltd**

When we first received an invitation to join www.seafishdirectory.co.uk I was a bit sceptical, another B2B-website. However after due consideration we decided to join the website, just to check what it had to offer. We were amazed to see the possibilities, the speed and the user friendliness of the website. The website is full of useful contacts for the seafood industry, both buyers and sellers alike.

We are looking forward to seeing www.seafishdirectory.co.uk going global in January 2010!” - **Rein Kramer - Noordzee International BV**

Early investment - why advertise with seafishdirectory?

When you advertise with seafishdirectory you are connecting with thousands of active industry professionals every day. From site sponsorship to business upgrades seafishdirectory offers a package to suit everyone - from e-mail campaigns, brand promotion, lead generation, boosting your market share or driving traffic to your website.

Seafishdirectory delivers targeted exposure in industry sectors and specific species markets. Advertising on seafishdirectory gives you the opportunity to be highly selective and therefore highly effective when targeting an audience.

The sites youth means that our rates our highly competitive and promise to boost your business growth as we continue to develop and grow. So now is the time to get a great investment in an exciting and innovative new business which promises success and long term exposure.

We are already working with recognised partners who are valued and respected within the industry.

Here's what they are saying about us

“Seafishdirectory is the only on-line directory we recommend to our members. It is the most comprehensive, easy to use and effective business to business directory available for fishing businesses. For anyone who wants to build their business network, seafishdirectory is the best place to be.” **Shellfish Association of Great Britain. Director - Dr Tom Pickerell**

“Seafood North West has a strategy to promote and develop the entire fishing industry throughout north west England. Seafishdirectory is the only directory that can match our aims, and I'm delighted that it's a north-west business that is leading the way. Seafood NW is listed in the directory, as well as my family business, AM Seafoods in Fleetwood. As Chair of Seafood NW and as a businessman, I can recommend seafishdirectory to any and all fishing businesses.” **seafishdirectory member and chair of Seafood North West - Peter Merrick**

We also support charities and NGO's such as Friend of the Sea and Global G.A.P. by offering advertising opportunities in return for partnerships which offer a mutual value

Sponsorship Packages

For just pennies per impression, your company can connect with industry buyers and suppliers eager to get access to the latest products, services and equipment in the market. With Display Advertising you will:

- Strengthen your Brand
- Boost Market Share
- Stand out from the competition
- Drive Traffic to your Website

As a sponsor with seafishdirectory you have exposure to buyers and suppliers

searching the full industry spectrum. Put your message directly in front of seafood buyers in our prominent and limited header spaces. Our sponsorship package offers two options:-

Home Sponsor

Our most prominent and exclusive Package - open to 1 company only.

Your Display Ad will run as a header on the home page, the search page and all administrative pages throughout the site.

Your logo will be added to all e-marketing campaigns created by seafishdirectory which reach over 6000 businesses per week.

Your Display Ad will link directly to your company website boosting your web profile and Internet search ranking. It can be animated or still and should be provided in tif or gif format.

Cost: £3750 per year Size: 768 x 120 pixels

Sector Sponsor

Our second most prominent and exclusive Package - open to 8 companies only.

Your Display Ad will run as a header on one of the sector specific pages.

When you run your Display Ad on a Sector Page, your ad will also appear on the Search Results Pages giving you added exposure to buyers searching the full spectrum of the fishing industry.

Your Display Ad will link directly to your company website boosting your web profile and Internet search ranking. It can be animated or still and should be provided in tif or gif format.

Cost: £2125 per year Size: 768 x 120 pixels

Tile Display Advertising Packages

For just pennies per impression, your company can connect with seafood buyers eager to learn about the latest products, services and equipment in the market. With Tile Display Advertising you will:

- Strengthen your Brand
- Boost Market Share
- Stand out from the competition
- Drive Traffic to your Website

Put your message directly in front of seafood buyers in our prominent and limited Tile Display Advertising spaces. Our Tile Display Advertising package offers two options:-

Tile Display Advertising - home page package

Gives you maximum exposure and value for money.

Your Tile Display Advert will run on the home page, the search page and all administrative pages throughout the site.

Your Tile Display Advert will link directly to your company website boosting your web profile and Internet search ranking. It can be animated or still and should be provided in tif or gif format.

Costs:

3 months - £600

6 months - £1080

12 months -£2040

Size: 125 x 125 pixels - 8 spaces available

Tile Display Advertising - Sector page package

Gives you maximum exposure to a specific market.

When you run your Tile Display Advert on a Sector Page, your advert will also appear on the Search Results Pages giving you added exposure to buyers searching the full spectrum of the fishing industry.

Your Tile Display Advert will link directly to your company website boosting your web profile and Internet search ranking. It can be animated or still and should be provided in tif or gif format.

Costs:

3 months - £450

6 months - £810

12 months -£1530

Size: 125 x 125 pixels - 8 spaces available in each sector

Directory listing - upgrade package

Seafishdirectory.com offers a comprehensive directory of seafood suppliers, distributors, equipment and service suppliers from around the world. Attracting over 742,642 hits from buyers and suppliers from over 104 countries in the first 6 months of business, Seafishdirectory is fast becoming the leading global directory for fishing industry professionals who value access to a single reliable source.

Our upgrade package puts your company's products and services right in front of buyers and suppliers. This great value for money package ensures you stand out from the competition, gives you the edge and ensures you are seen first in the race for new business. The upgrade package includes:-

A prominent position on our Featured Businesses section on the site. The initial selection of companies on the Featured Businesses viewer is random so that every business gets an equal presence and visitors to the site can then scroll through the companies featured.

A highlighted listing in directory search results - making sure you stand out from the crowd

A direct link to your company website in directory search results boosting your web profile and Internet search ranking.

Costs: £50 per year - can be processed by directory members directly on the site and is effective immediately

Custom built partnerships

Working together is a great way of enhancing your brand, gaining credibility, raising company profile and generating new business. We are always interesting in discussing how we might work in partnership with your company.

Speak with us about customizing a partnership with seafishdirectory.com.

Summary of rates

Home Sponsor

Our most prominent and exclusive Package - open to 1 company only.

Cost: £3750 per year Size: 768 x 120 pixels

Sector Sponsor

Our second most prominent and exclusive Package - open to 8 companies only.

Cost: £2125 per year Size: 768 x 120 pixels

Tile Display Advertising - home page package

Gives you maximum exposure and value for money.

Costs:

3 months - £600

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Size: 125 x 125 pixels - 8 spaces available

Tile Display Advertising - Sector page package

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Costs:

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6 months - £810

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Size: 125 x 125 pixels - 8 spaces available in each sector

Directory listing - upgrade package

Making sure you stand out from the competition

Costs: £50 per year - can be processed by directory members directly on the site and is effective immediately

Custom built partnerships

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