



THE REEF & MARINE AQUARIUM MAGAZINE

DIGITAL MEDIA KIT 2022

REEF



PHOTO CREDIT: MATTHEW L. WITTEBRUGH, PHD

Reach Your Audience

Reef2Rainforest.com

Reach them where they think,
where they dream, and where
they get to know your brand...



REEF2RAINFOREST.COM
Dynamic Web Site



CORAL
Flagship Magazine



CORAL MAGAZINE
e-Newsletters



MOBILE MEDIA APPS
IOS, Kindle, Android



CORAL MAGAZINE
Digital Edition

Three Ways to Advertise

Reef2Rainforest.com

1	Targeted Premium Package - Marine Focus your ads to appear on targeted Marine content pages! Includes Leaderboard, Large Badge and Button	\$100 per month
2	Global Button A high traffic introductory choice for placement on every page of Reef2Rainforest.com.	\$75 per month
3	Targeted eNewsletters - Marine Single advertiser per newsletter, weekly mailings, prominent position within editorial. Large Badge, one mailing per month.	\$125 per month

Be in touch today!

Reserve space today: Contact us!

James Lawrence, Publisher • 802-343-0360

james.lawrence@reef2rainforest.com

-or-

Judy Billard, Business Manager • 802-734-6604

judy.billard@reef2rainforest.com

AD SIZES

Ads in all spaces on Reef2Rainforest.com will rotate equally among a limited number of select advertisers.

LEADERBOARD 728 x 90px

**LARGE BADGE
283 x 135px**

**BUTTON
135 x
135px**

**MEDIUM
RECTANGLE
300 x 250px**

(Not actual size)

Platforms & Placements

Reef2Rainforest.com

All screens. All devices. All the time.

Whether our readers use high-resolution desktop displays or small-screen smartphones, Reef2Rainforest.com delivers an experience perfectly tailored for their viewing devices. Responsive templates are adaptable to all devices.

Desktops/Laptops/Tablets/Smartphones



Leaderboard banners may not appear on some tablets and smartphones.

Demographics & Performance

Reef2Rainforest.com

THE SOCIAL COMPONENT:

FACEBOOK

CORAL Magazine

Page Likes:	12,989
Page Follows:	14,314
Avg. Daily Reach:	743
Peak Single-Day:	4,569
Gender: Male	79%
Female	20%

TWITTER

Followers:	7,068
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PINTEREST

Followers:	2,483
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INSTAGRAM

Followers:	1,152
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E-NEWSLETTERS

Weekly mailings

CORAL Magazine

Emails per mailing	31,140
Open rate	25%
Click-through rate	19%

DIGITAL EDITION MAGAZINES

CORAL Magazine

Unique visitors per issue	625
Impressions per issue	42,115

REEF2RAINFORREST.COM ANNUAL DATA (AUGUST 1, 2019 TO JULY 31, 2020)

Audience share: 308,502 unique visitors

Average time on page: 3:09 minutes

Pageviews: 506,824

Language (top 5):

English	84.7%
Spanish	1.5%
Chinese	1.3%
German	1.3%
French	1.2%

Platforms:

Mobile	58.2%
Desktop	37.0%
Tablet	4.8%

Gender:

Male	72%
Female	28%

Age:

18-24	11.7%
25-34	32.8%
35-44	22.2%
45-54	15.1%
55-64	10.9%
65+	7.3%

Country (top 5):

US	58.5%
UK	6.6%
Canada	4.7%
Australia	2.8%
Singapore	1.7%

In the last
12 months, our
online ad space
outperformed industry
standards by as much as

10:1

Digital Material Specs

FILE FORMATS AND SPECIFICATIONS:

JPG: 72 DPI, RGB, max file size 40kb

Static GIF: 72 DPI, 256 colors, max file size 40kb

Animated GIF: 72 DPI, 256 colors, max file size 60kb, max animation time 30 seconds

HTML5/Rich Media: Interactive, animated banner ads generally outperform static image banners. Banners deployed through HTML5 can have a more polished impression than a 256-color animated gif. Leveraging HTML5 can also help maximize messaging in small spaces (eg. our 135 X 135 button ads).

For full HTML5 specifications, visit <https://support.google.com/adwordspolicy/answer/176108?hl=en>

Click-through URLs for each ad must be specified.

For additional general platform restrictions and recommended creative guidelines, please visit Google's Adwords policy page:

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

SUBMITTING MATERIALS:

EMAIL MATERIAL TO:

- james.lawrence@reef2rainforest.com and matt.pedersen@reef2rainforest.com

SENDING LARGE FILES:

- **Go to www.WeTransfer.com**
- **Click** "Add Files"
- **Enter** "Friend's email": james.lawrence@reef2rainforest.com and matt.pedersen@reef2rainforest.com
- **Enter** "Your email" and **Click** "Transfer"

TECHNICAL QUESTIONS AND SUPPORT:

- matt.pedersen@reef2rainforest.com

Terms & Conditions

ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

A. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" or "sponsor" above or below any copy.

B. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.

C. The Publisher will make its best efforts to deliver all media and ads on a timely basis, but will not be held legally responsible for temporary or transitory delays or downtime of digital services that are beyond its control and that prevent the Publisher from partially or completely producing, publishing, or distributing CORAL Digital Media. In all such cases the Publisher will provide a pro-rata refund or offer "make-good" space and time equivalent to the cost of the advertising.

D. All advertising is published with the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted or published.

E. The Publisher will accept revised or replacement ad materials on a once-a-month basis and have new or changed ads active within five business days from time of receipt, but typically within one business day.

F. The Publisher will change or correct links from ads to the Advertiser's chosen URL within five business days from time of receipt, but typically within one business day.

G. The layout, form, and delivery mechanism of digital ad spaces may be subject to change by Google or the Publisher. Advertisers will be given ample notice to provide new creative if required.

PAYMENT TERMS:

1. New Advertisers will prepay their first ad placement unless other arrangements are made with the Publisher.

2. Print Magazine Advertisers may elect to be invoiced for digital ads with their print bills or separately. Print magazine invoices are mailed upon publication, with payment due net 30 days.

3. Payments should be made to:

Reef to Rainforest Media
PO Box 490
Shelburne, VT 05482

4. Payments may also be made via PayPal to:

Orders@reef2rainforest.com

5. Credit card payment may be arranged. Call the business office at (802) 734-6604.

6. Any questions regarding invoicing should be directed to Judy Billard, Business Manager, at Judy.Billard@reef2rainforest.com, or call (802) 734-6604.