



**CORAL** | THE REEF & MARINE AQUARIUM MAGAZINE

# REEF



## ADVERTISING RATES & DATA 2025

Build your brand with  
the world's premier reef &  
marine aquarium magazine

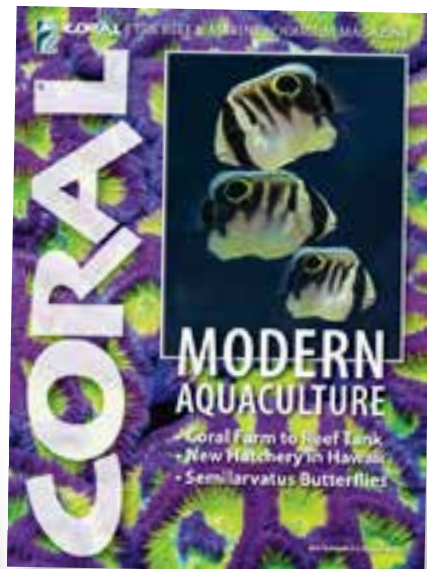
# 2025 Issue and Closing Dates

ISSUE DATE	AD DEADLINE	ON SALE DATE
C22.2 March/April	1/23/25	2/25/25
C22.3 May/June	3/27/25	4/29/25
C22.4 July/Aug	5/22/25	6/24/25
C22.5 Sept/Oct	7/24/25	8/26/25
C22.6 Nov/Dec	9/25/25	10/28/25
C23.1 Jan/Feb	11/27/25	12/30/25
C23.2 March/April	1/22/26	2/24/26

Reserve space today: Contact us!

Alex Rose, Ad Sales Director • 630-464-8507

[Alex.Rose@aquaticmediapress.com](mailto:Alex.Rose@aquaticmediapress.com)



# Print Advertising **RATES**

## FREQUENCY DISCOUNTS

4-COLOR	1-2 ISSUES	3-5 ISSUES (-10%)	6+ ISSUES (-15%)
<b>Spread</b>	<b>\$4,000</b>	<b>\$3,600</b>	<b>\$3,400</b>
<b>Full Page</b>	<b>\$2,400</b>	<b>\$2,160</b>	<b>\$2,040</b>
<b>1/2 Page</b>	<b>\$1,800</b>	<b>\$1,620</b>	<b>\$1,530</b>
<b>1/3 Page</b>	<b>\$1,400</b>	<b>\$1,260</b>	<b>\$1,190</b>
<b>1/4 Page</b>	<b>\$750</b>	<b>\$675</b>	<b>\$640</b>
<b>1/6 Page</b>	<b>\$500</b>	<b>\$450</b>	<b>\$425</b>

COVERS	1X	3X	6X
<b>Cover 2</b> (Inside Front)	<b>\$2,900</b>	<b>\$2,610</b>	<b>\$2,465</b>
<b>Cover 2+1</b> (Inside Front Spread)	<b>\$4,500</b>	<b>\$4,050</b>	<b>\$3,825</b>
<b>Cover 3</b> (Inside Back)	<b>\$2,800</b>	<b>\$2,520</b>	<b>\$2,380</b>
<b>Cover 4</b> (Back)	<b>\$3,500</b>	<b>\$3,150</b>	<b>\$2,975</b>

**BLEED:** No charge.

**INSERTS:** Limited availability. Please inquire.

**CONTRACT AND COPY REGULATIONS:** See TERMS AND CONDITIONS (page 10).

# Digital Advertising **RATES**

<b>1</b>	<b>Targeted Premium Package</b> Focus your ads to appear on targeted Marine or Freshwater content pages!	<b>\$300</b> per month
<b>2</b>	<b>Targeted Global Button</b> High-traffic placements on every page of AquaticMediaPress.com, and CORALmagazine.com or AMAZONASmagazine.com.	<b>\$150</b> per month
<b>3</b>	<b>Targeted e-Newsletters</b> Single advertiser per newsletter, prominent position within editorial.	<b>\$500</b> per mailing

# Your ad in **CORAL** reaches an exceptional audience of involved marine enthusiasts.

**The world's leading paid-circulation marine-only aquarium magazine. Published bi-monthly, concurrent print & digital editions.**

Lively, insightful, and on the cutting edge, CORAL is the definitive read for the world's most dedicated reefkeeping enthusiasts who are passionate about their home aquariums and keeping up with the latest information, products, and services.



## ABOUT CORAL MAGAZINE READERS

- Median age: 49 | 86% Married or partnered
- Median household income: \$110,500
- 83% have college educations
- Median aquarium system volume: 200+ gallons (757+ liters)
- 97% keeping “reef”-type marine systems

## CORAL 2022 | CONSTANT CONTACT SUBSCRIBER STUDY

### GENDER

Male	88%
Female	12%

### EDUCATION

Post-graduate degree	13%
Professional degree	19%
Post-graduate studies	5%
College graduate	31%
Attended college	16%
High school graduate	17%

### AQUARIUM EXPERIENCE

Professional	10%
Expert	29%
Intermediate	50%
Beginner	11%

### AQUARIUMS MAINTAINED

200 gallons or more	52%
100 gallons or more	77%
Average # aquariums	2.1%

### HOUSEHOLD INCOME

\$150,000+	39%
\$100,000-\$149,999	22%
\$75,000-\$99,999	10%
\$50,000-74,999	12%
\$25,000-49,999	13%
Under \$25,000	4%

### HOME

Own	84%
Rent	16%

### AQUARIUM PURCHASING

Local Brick & Mortar	80%
Online Specialty	78%
Online Big Box	35%

### MENTOR OR ADVISE OTHERS

In person	51%
Online   Social Media	28%
Public Speaker	8%





# Readership **REACH**

## Why your ad in **CORAL** is so effective—the power of *print and digital combined.*

The most popular and longest-running reef and marine aquarium magazine, *CORAL* provides wide-ranging, expert editorial coverage of reef fishes and invertebrates, aquarium system design and technology, explorations of wild reefs, profiles, interviews, and world-class color photography.

Every time your print ad appears in *CORAL* Magazine, your message is also being delivered simultaneously in all of our Digital Editions (desktops, laptops, tablets, smartphones) with links directly to your website. Every back issue sold, every complimentary copy shared at events, and every digital archive view, extends the life of your ads at no additional cost.

**Plus, your advertisement is being seen by over 1,200 independent aquarium retailers with every issue of *CORAL*—or every month if you also advertise in *AMAZONAS*!**

The result? A unique, extremely cost-effective boost for your marketing message in the publication that sets the standard for quality in the aquarium trade.

### **CORAL MAGAZINE IMPACT**

<b>CORAL Per-Issue Readership Estimate</b>	Approximately 28,000 <sup>1</sup>
<b>CORAL Magazine Digital Edition</b>	2,124 unique users; 264,513 pageviews (GA G4) <sup>2</sup>
<b>CORAL Independent Retailer Reach</b>	1,200+
<b>CORAL Newsletter Subscribers</b>	27,270

### **PRINT DISTRIBUTION BY REGION:**

<b>United States</b>	<b>92%</b>
<b>Canada</b>	<b>3%</b>
<b>Rest of the world</b>	<b>5%</b>

1. Readership calculations are an industry standard that factor into advertiser considerations. For more on readership, visit <https://nmc-mic.ca/2019/02/06/what-is-readers-per-copy-and-how-can-you-calculate-it/>

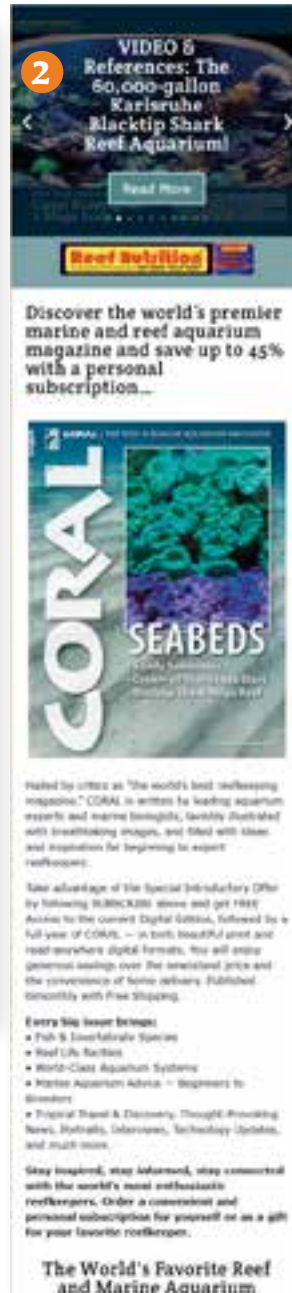
2. Digital edition user numbers include the freely viewable sample issue and may represent some password sharing as well. These are the actual numbers as reported by Google Analytics over the 12-month period ending October 6, 2022.

# PLATFORMS & Placements

## All screens. All devices. All the time.

Whether our readers use high-resolution desktop displays or small-screen smartphones, our digital platforms (websites, emails, digital editions) deliver an experience perfectly tailored for their viewing devices. Responsive templates are adaptable to all devices.

### Desktops/Laptops/Tablets/Smartphones



Here's how your digital ads would be displayed online:

1. CORALmagazine.com desktop
2. CORALmagazine.com mobile
3. CORAL email newsletter
4. AquaticMediaPress.com back issues webstore

# DEMOGRAPHICS & Performance

## THE SOCIAL COMPONENT:

### FACEBOOK @coralmagazine

<b>Page Follows:</b>	15,322
<b>Gender: Male</b>	79%
<b>Female</b>	20%

### X (formerly Twitter) @CORALmagazine

<b>Followers:</b>	7,759
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### PINTEREST @aquaticmediapress

<b>Followers:</b>	3,675*
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\*While we still have CORAL and AMAZONAS separate boards, Pinterest no longer reports data specifically to the board, only in aggregate to our main account. As such, the followers number is for the total AMP now.

### INSTAGRAM @CORALmagazine

<b>Followers:</b>	2,881
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### YOUTUBE @CORALmagazine

<b>Subscribers:</b>	332*
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\*Our YouTube channel was newly launched in 2024

## E-NEWSLETTER SUBSCRIBERS

<b>Subscribers:</b>	27,270
<b>Total Average Open Rate</b>	57%
<b>Average Initial Open Rate</b>	39%
<b>Average Resend Open Rate</b>	30%

### CORALmagazine.com Languages (top 5):

English .....	84.8%
Chinese .....	2.3%
French .....	1.9%
Spanish .....	1.6%
German .....	1.6%

### CORALmagazine.com Platforms:

Mobile .....	54.1%
Desktop .....	44.0%
Tablet .....	1.9%
SmartTV .....	< 0.02%

### e-Newsletter Recipient Gender:

Male: .....	79.9%
Female: .....	14.0%
Other: .....	<0.1%
Unknown: .....	6.2%

### Newsletter Recipient Age:

18-24 .....	1.3%
25-34 .....	6.6%
35-44 .....	26.1%
45-54 .....	27.7%
55-64 .....	16.6%
65+ .....	15.6%

## DIGITAL AUDIENCE DEMOGRAPHICS

October 24, 2023 to October 23, 2024

Starting in 2024, Saltwater-specific advertising runs on CORALmagazine.com and AquaticMediaPress.com, to reach your audience wherever they surf.

Due to migration of content from Reef2Rainforest.com in 2024, our most recent data is incomplete and not representative of a full year at this time.

Furthermore, with the change from classic Google Analytics data reporting to the new and different G4 platform, Google has changed how data is gathered and calculated; results cannot be compared with past historical reports. G4 has blocked gender and age data reporting, so this data is now from MailChimp.

### CORAL Magazine PARTIAL data (G4, 2023-2024)

Audience Share: 61,431  
Average Time On Page: 1 minute  
Pageviews: 127,900

### AquaticMediaPress. PARTIAL data (G4, 2023-2024)

Audience Share: 10,465  
Average Time On Page: 1:02 minutes  
Pageviews: 24,951

### Reef2Rainforest.com PARTIAL data (G4, 2023)

Audience Share: 20,351  
Average Time On Page: 44 seconds  
Pageviews: 29,610

### CORALmagazine.com Country (top 7):

US .....	58.7%
UK .....	5.7%
Canada .....	4.3%
Australia .....	3.3%
China .....	1.6%
Germany .....	1.6%
India .....	1.5%

# PRINT DIMENSIONS

MAGAZINE TRIM SIZE: 8" x 10.75" | BINDING: Perfect Bound | PRINTING: 4-Color Web Offset

## AD SIZES (WIDTH x DEPTH)

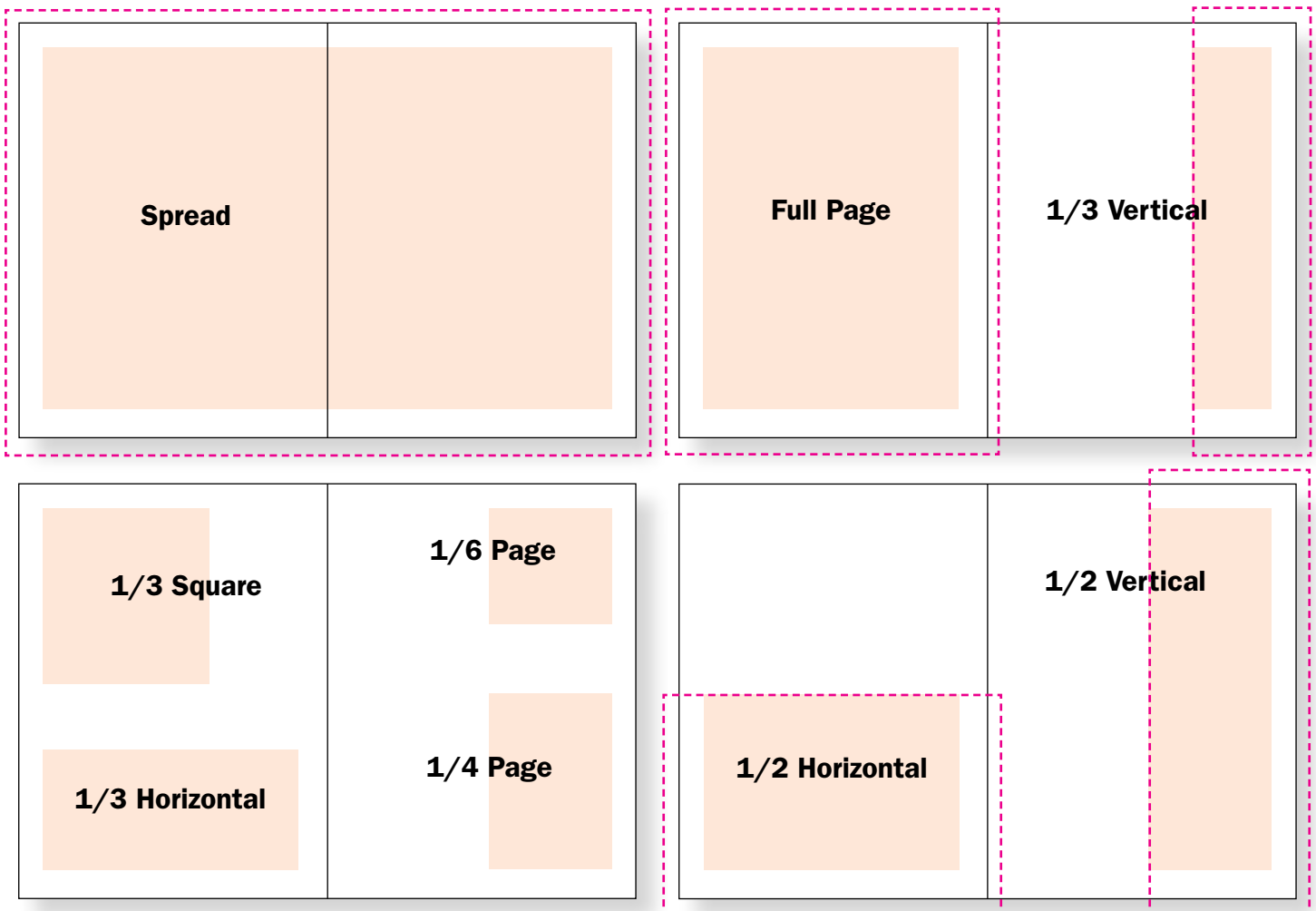
## NON-BLEED

## BLEED (includes .25 on outside edges that will get trimmed off)

AD SIZES (WIDTH x DEPTH)	NON-BLEED	BLEED (includes .25 on outside edges that will get trimmed off)
Spread	14.75" x 9.375"	16.5" x 11.25"
Full Page	6.625" x 9.375"	8.5" x 11.25"
1/2 Page Horizontal	6.625" x 4.5"	8.5" x 5.5"
1/2 Page Vertical	3.1875" x 9.375"	4.0625" x 11.25"
1/3 Page Square	4.3125" x 4.5625"	N/A
1/3 Page Vertical	2.0625" x 9.375"	2.9375" x 11.25"
1/3 Page Horizontal	6.625" x 3"	N/A
1/4 Page	3.1875" x 4.5625"	N/A
1/6 Page	3.1875" x 3"	N/A

## ILLUSTRATING BLEED AD DIMENSIONS:

The dashed pink lines below indicate the bleed area and show the relationship between the bleed dimensions and the trim size (black lines), as well as the page area (tan tint). For a bleed ad, images or backgrounds should extend (or "bleed") .25 inch past the trim to avoid having a white edge. Copy should be at least .25 inch inside the trim line—anything near the trim line is at risk of being cut off. Note that 1/3 Page Vertical, 1/2 Page Island, and 1/2 Page Vertical bleed ads have a right or left orientation and should be designed accordingly (and placement reserved/specified). Trim size and ad measurements are given above.



Page margins: TOP and OUTSIDE = 5/8"; INSIDE and BOTTOM = 3/4" ● BLEED = +1/4"

(For bleed ads: Note that type and areas of an image that fall within 1/4" of the trim edge are in the risk zone and could be cut off)



# DIGITAL DIMENSIONS

Digital ad sponsorships on our websites rotate equally among a limited number of select advertisers.

## DIGITAL AD SIZES

Responsive Leaderboard-Style, including:

- Large Leaderboard 970 x 90 px
- Leaderboard 728 x 90 px
- Full Banner 468 x 60 px
- MMA XLG Banner 300 x 50 px

**LARGE LEADERBOARD** 970 x 90 px

**LEADERBOARD** 728 x 90 px

(not actual size)

**FULL BANNER** 468 x 60 px

**MMA XLG BANNER** 300 x 50 px

## Box-style Ads

- Medium Rectangle 300 x 250 px
- Double Density Medium Rectangle 600 x 500 px
- Custom Button 135 x 135 px

(not actual size)

**CUSTOM  
BUTTON**  
135 x 135 px

**MEDIUM RECTANGLE**  
300 x 250 px

**DOUBLE DENSITY  
MEDIUM RECTANGLE**  
300 x 250 px

# RESERVE SPACE TODAY: CONTACT US!

Alex Rose, Ad Sales Director • 630-464-8507

Alex.Rose@aquaticmediapress.com

## Full Page ad template (not to scale):

A PDF of this template at actual size is available on request.



# Print SPECS

## FILE FORMATS AND SPECIFICATIONS:

- **PDF/X-1a files are preferred.**
- Press-quality color proofs at 100% required for press match.
- Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf](http://www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf)
- Other acceptable file formats include Macintosh InDesign files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Be sure to include all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.
- All colors must be in CMYK format: no RGB, Pantone or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened. Note: Please make sure all white type is set to knock out.
- Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.
- Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

## SUBMITTING MATERIALS:

### EMAIL MATERIAL TO:

- Ads (no larger than 10 megabytes) can be e-mailed to: [Alex.Rose@aquaticmediapress.com](mailto:Alex.Rose@aquaticmediapress.com) and [Anne.Linton@aquaticmediapress.com](mailto:Anne.Linton@aquaticmediapress.com)

### SENDING FILES OVER 10MB:

- **Go to [www.WeTransfer.com](http://www.WeTransfer.com)**
- **Click** "Add Files"
- **Enter** "Friend's email": [Alex.Rose@aquaticmediapress.com](mailto:Alex.Rose@aquaticmediapress.com) and [Anne.Linton@aquaticmediapress.com](mailto:Anne.Linton@aquaticmediapress.com)
- **Enter** "Your email" and **Click** "Transfer"

### TECHNICAL QUESTIONS:

- [Anne.Linton@aquaticmediapress.com](mailto:Anne.Linton@aquaticmediapress.com)

# Digital SPECS

## FILE FORMATS AND SPECIFICATIONS:

**JPG:** 72 DPI, RGB, max file size 100 kb

**Static GIF:** 72 DPI, 256 colors, max file size 100 kb

**Animated GIF:** 72 DPI, 256 colors, max file size 200 kb, infinite looping permitted.

**High Density Ads:** 1.5 x and 2 x (double) density ads are supported for high density (high pixel-per-inch) displays. Advertisers can submit ad at 1.5 x and 2 x pixel dimensions, in addition the standard sizes. e.g., A 300 x 250 Medium Rectangle can also be delivered at 450 x 375 (1.5 x density) and 600 x 500 (2 x, double density).

**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:

We are happy to help you with any design questions and campaign strategies (including A/B testing) to maximize your impact on our digital platforms.

### DIRECT QUESTIONS TO:

- [Alex.Rose@aquaticmediapress.com](mailto:Alex.Rose@aquaticmediapress.com)
- [Matt.Pedersen@aquaticmediapress.com](mailto:Matt.Pedersen@aquaticmediapress.com)

### EMAIL MATERIALS TO:

- [Matt.Pedersen@aquaticmediapress.com](mailto:Matt.Pedersen@aquaticmediapress.com)

### SENDING LARGE FILES:

- **Go to [www.WeTransfer.com](http://www.WeTransfer.com)**
- **Click** "Add Files"
- **Enter** "Friend's email": [Matt.Pedersen@aquaticmediapress.com](mailto:Matt.Pedersen@aquaticmediapress.com)
- **Enter** "Your email" and **Click** "Transfer"

### TECHNICAL QUESTIONS AND SUPPORT:

- [Matt.Pedersen@aquaticmediapress.com](mailto:Matt.Pedersen@aquaticmediapress.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" above or below any copy.
- B. Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.
- C. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- D. Advertisements received after closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.
- E. All advertising is published upon the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- F. The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the Publisher. All advertising insertion orders are accepted subject to the condition that the Publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing, or distributing CORAL Magazine or CORAL Magazine Online.

## PAYMENT TERMS:

- 1. New Advertisers** will prepay their first ad placement, unless other arrangements are made with the Publisher.
- 2. Invoices** are mailed upon publication, with payment due net 30 days. The Publisher will supply the Advertiser with at least one bound copy of the issue containing the advertisement.
- 3. Payments** should be made to:  
Aquatic Media Press, LLC  
3075 Rosemary Ln NE  
Rochester, MN 55906
- 4. Late Payment** fees are assessed at 5% monthly and void frequency discounts.
- 5. Cancellation** of ad commitment prematurely negates frequency discounts. Adjustments will be applied to final invoice.
- 6. Any questions** regarding invoicing can be directed to Stephan Tanner, Business Manager, at [Stephan.Tanner@aquaticmediapress.com](mailto:Stephan.Tanner@aquaticmediapress.com).





# Reader **REVIEWS**

## “Ultimate Positioning”

“CORAL is just the Best Marine Magazine on the Planet.”

—JOHN ABERNATHY, LLOYD HARBOR, NEW YORK

## “CORAL Rules!”

Great articles, great magazine. CORAL rules the table in our staff room!

—CAIRNS MARINE (COLLECTION. EDUCATION. RESEARCH) | AUSTRALIA

## “A Keeper”

CORAL Magazine achieves a standard of information and print quality that is second to none. This is a magazine that is to be saved and absorbed over time, not merely glanced at and tossed.

—JULIAN SPRUNG | MIAMI GARDENS, FLORIDA

## “Incredible”

CORAL Magazine skips the basics and ignores the temptation to cater to a more casual crowd with every-other-issue features on tank cycling and the dangers of overfeeding.

Instead, it features less general topics with a slightly more esoteric approach while remaining accessible to average marine hobbyists. Having spent innumerable hours scouring the Web and nearly every forum available on marine aquaculture, I can confidently say one can find novel information and ideas in CORAL Magazine that are rarely, if ever, discussed anywhere else.

This magazine provides incredible photographs, well-written articles, and insightful commentary. Any hobbyist who has spent more than a few hours reading through books or online forums on this subject should greatly appreciate CORAL Magazine.

—BRIAN O’SHAUGHNESSY | AMAZON REVIEWS

## “Simply Awesome”

CORAL is simply awesome, with outstanding photographs and up-to-the-minute information. Truly a 10 out of 10.

—RAMON VASQUEZ | MANATI, PUERTO RICO



# Take it from Steve

**STEVE FREED IS THE FOUNDER OF FISH PLANET**, one of the Chicago area's longest running and most successful independent aquarium specialty retailers. He also happens to be a retailer of *AMAZONAS* and *CORAL* Magazines.

While talking with Aquatic Media Press at an aquarium event, Steve said he felt that retail aquarium shops were really “missing out” if they weren't offering *AMAZONAS* and *CORAL* in their stores. We asked why, and if he'd be willing to share his answer with other fish store operators. Clearly, we have a passionate partner in Steve; here's what he had to say.

“Fish Planet caters to a wide range of fish lovers, but my store has limited space, so every inch of retail has to be well thought out and appropriate. ***AMAZONAS* and *CORAL* not only sell themselves, they are a silent salesperson that customers can consult with at any time.**”

## **Steve Freed's list of reasons why you'll find *AMAZONAS* and *CORAL* for sale at Fish Planet:**

### **1. THEY ARE AUTHORITATIVE**

- They're well written, and the photography has no peer
- They help expand knowledge of fish you already thought you knew about
- The best aquarists in the world are writing the articles
- There's no agenda, it's all informational

### **2. THEY BUILD RETAIL COMMUNITY AND EXPAND THE HOBBY**

- These magazines motivate customers to grow their aquarium hobby with new fish, plants, corals and invertebrates they read about
- Customers like *AMAZONAS* and *CORAL* and eagerly wait to buy new issues that arrive
- Reading and selling magazines fosters connections with customers – you can talk like you're just two people passionate about fish keeping
- I'm still a hobbyist at heart and having informed customers makes my interactions exciting

### **3. *AMAZONAS* AND *CORAL* FOSTER DISCOVERY**

- We look forward to finding newest trends
- We look forward to finding new fish and additions to the hobby
- We look forward to each new issue; it's exciting to get it!

**“Personally, I watch for new fish and coral introduced to the hobby, and I enjoy giving both new and existing customers that ‘new fish’ rush. When I find these new offerings for the store, having seen them in *AMAZONAS* or *CORAL* helps me get them into my customers' tanks.**

**“When you start reading these magazines, you can't put them down! If you don't carry *AMAZONAS* or *CORAL* you are missing out on revenue in this already competitive market.”**

**— Steve Freed,  
Founder of Fish Planet,  
Established 2003, Deerfield, IL, USA**

*AMAZONAS* and *CORAL* Magazines are the one thing in your shop that won't spoil, won't expire, won't leak, won't break, and never dies on you or your customers. Unsold issues? They actually appreciate in value! Back issues are truly collectors' items (we know, we've sold thousands at [AquaticMediaPress.com](http://AquaticMediaPress.com) for a premium price).

**Email [retailers@aquaticmediapress.com](mailto:retailers@aquaticmediapress.com) to join the retailer program and start selling our magazines today!**