



ZOOQUARIA

Advertising Opportunities

EAZA Executive Office, October 2011

Zooquaria is the quarterly magazine of the European Association of Zoos and Aquaria, read by thousands of zoo professionals across Europe and beyond. Each 32-page issue is packed with news reports, feature articles and opinion pieces covering the wide spectrum of issues facing zoos and aquariums today. Over a period of more than ten years it has become an essential source of information for EAZA members, including Directors, CEOs, curators, keepers, vets, marketers and educators.

1,000 copies of each issue are printed with most of these mailed to the directors of EAZA member institutions, selected other zoos around the world, conservation organisations and other interested individuals. The remaining copies are distributed at EAZA conferences and events. An electronic PDF version of the magazine is also made available through the EAZA website and the full EAZA mailing list is notified when a new issue is published. Over 2,000 visitors clicked through to the magazine page on the website in Q3 2011. **All of this adds up to a unique opportunity to directly target the decision makers in Europe's zoos and aquariums.**

Advertising Rates

A limited amount of advertising space is available in each issue – up to a maximum of six pages out of a total of 32. The applicable rates are presented below. To reserve space in the next issue of the magazine, please complete the space order form.

Zooquaria Rate Card – 2011/2012

Size	Price Per Advertisement	
Full Page	800 EUR	plus 10% for outside back cover or inside front cover
Half Page	600 EUR	
Quarter Page	300 EUR	less 20% if booked for full year

With a view to recognising the longer term commitment of our **Corporate Members**, a **discount of 25%** is offered on the total price of any advertising order. Other size requirements and series discounts can be discussed.

The Advertising Space Order Form needs to be completed for all advertising orders. For more information contact Michael Sullivan (michael.sullivan@eaza.net).

Mechanical Data (in mm)

Full page: Trim: 297h x 210w | Type: 277h x 190w | Bleed: 303h x 216w
Half page: 130h x 190w
Quarter page: 130h x 92w

Formats Accepted:

PDF – actual size – high resolution, with all fonts and images embedded
Jpeg – actual size – high resolution (300dpi), with all fonts and images embedded
Tiff – actual size – high resolution (300dpi), with all fonts and images embedded