

OceanLaw

Advertising Opportunities

2007



OceanLaw Information and Consultancy Services
www.oceanlaw.net

Internet Guide to International Fisheries Law 2007
International Fisheries Law and Policy Review 2007
www.intfish.net

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Advertising Brochure

**Internet Guide to International Fisheries Law
International Fisheries Law and Policy Review**

This advertising brochure contains information on advertising solutions in OceanLaw's "Internet Guide to International Fisheries Law" and "International Fisheries Law and Policy Review" – leading resources on international marine living resource law, policy and practice. For further information, please contact the Marketing Manager using one of the contact methods at the back of this brochure.

What is OceanLaw?

OceanLaw Information and Consultancy Services ("OceanLaw") is a specialist company focusing on international law of the sea and international fisheries law research, resource development and consultancy. Formed in 1998, OceanLaw has a primary specialisms in international and European fisheries law and is recognized as a leading provider of expertise in these areas. OceanLaw is also the publisher of a number of major resources in the field of international fisheries law, including the leading Internet Guide to International Fisheries Law website and (to be launched in 2007): International Fisheries Law and Policy Review, International Fisheries Law Yearbook and International Fisheries Agreements Online.

What is the Internet Guide to International Fisheries Law?

The Internet Guide to International Fisheries Law (IGIFL) is a major resource project, which was first published in 1999. It is now widely recognized as the leading on-line resource for international fisheries law and is used extensively by lawyers, academics, national and international civil servants, government representatives and other policy-makers, NGO workers, students and researchers. These users come from scientific, economic and other backgrounds as well as legal backgrounds. Most of the information on the Internet Guide is available freely, drawing many users to the site and making IGIFL one of most widely-accessed resources in ocean law and policy (with 15,000 users per month).

What is International Fisheries Law and Policy Review?

International Fisheries Law and Policy Review is a new peer-reviewed journal (on-line and print) which will be launched in full in 2007. IFLPR will be published 6 times a year, together with a monthly electronic supplement *Current Developments in International Fisheries Law and Policy* and – with OceanLaw's expertise and track-record combining with the journal's internationally-renowned advisory board and editorial team – it is expected to establish itself quickly as another leading resource in the field. The journal will contain regular contributions from a team of experienced researchers and also contributions from internationally-recognized experts in relevant fields.

Further information on IFLPR and OceanLaw's other fisheries publications is available at: www.intfish.net/igifl2007.

Why advertise with OceanLaw?

There are many reasons why advertising on the Internet Guide to International Fisheries Law and International Fisheries Law and Policy Review is advantageous compared to alternative advertisement solutions. These include:

Uniquely specialist services in international fisheries law

While there are several resources available which concern the law of the sea in general or, alternatively, commercial fishing, the Internet Guide and IFLPR are the only leading resources dedicated to international fisheries law and policy and the law of marine living resource conservation and management. This makes them the obvious first choice for advertising other products and services in these specialist fields.

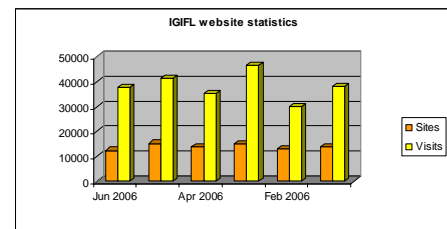
A highly receptive and highly targeted readership

Because of IGIFL and IFLPR's leading reputation in a specialist field, the resources reach a large number of users, of varying professional disciplines, with a common interest in international fisheries law and policy. Research has shown that in comparison with conferences, direct mail and salespeople, speciality journals are quoted by professionals as the most useful information source in the purchase of new products and services. Advertisements on the Internet Guide or in IFLPR therefore offer the best opportunity reach a specific and highly receptive target market.

Substantially higher exposure

Due to its wide-recognition as a leading resource, IGIFL is used extensively and its popularity means that it receives substantially higher exposure than alternative resources and journals. The website is used by 12-15,000 individual visitors per month (corresponding to an estimated total usership of more than 15,000) and statistics show that there is considerable return traffic.

Month	Monthly totals				
	Sites (visitors)	Kilobytes	Visits	Pages	Hits
Jun 2006	12410	2292176	37881	87333	129990
May 2006	15233	2902953	41547	113480	173992
Apr 2006	13955	2658705	35191	96394	145387
Mar 2006	15117	2724092	46727	107413	165875
Feb 2006	13036	2579770	30178	92926	143989
Averages	13950	2631539	38305	99509	151847



Source: OceanLaw Internet Service Provider statistics
More detailed website statistics are available on request.

Benefit further from the IGIFL 2007 marketing campaign

In 2007, OceanLaw is relaunching the IGIFL website and launching several new publications through IGIFL. OceanLaw's own IGIFL 2007 promotional campaign – which has more than 20,000 direct targets – will drive further traffic to the website in 2007, leading to further increased exposure.

Competitive pricing

Advertising with OceanLaw is extremely cost efficient when compared to alternative advertising media, particularly taking into account product usership and advertisement potential. Further, OceanLaw can also offer substantial discounts for certain groups and for longer term advertising and sponsorships – please contact us to discuss pricing further.

Announcements

If you simply want to make a non-commercial announcement in International Fisheries Law and Policy Review, we can provide this service free of charge. We can also post relevant documents on-line or provide additional space in the print journal, although both of these additional services may be subject to a small administration fee. Please contact us for more information. If you would like to enter an announcement, please e-mail us with contact information for your organization or company, the text you want to use (less than 100 words, if possible) and the date at which the announcement is no longer required.

Advertising costs

Please see the separate Advertising Rates Schedule for our current advertising charges.

Technical Information

Advertisers are expected to provide all of their own advertising materials. However, we can provide limited production assistance free of charge. More detailed technical work can also be carried out, subject to small charges. We use common technical standards in the printing and web-publishing of advertisements but can also provide flexible technical solutions to meet advertiser needs.

Detailed technical information is available on request or at www.intfish.net/advertising/technical.htm.

Terms and Conditions

Our terms and conditions are available separately or are set out in full at:
www.intfish.net/advertising/terms.htm.

Contact

If you wish to discuss advertising possibilities further, please contact:

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