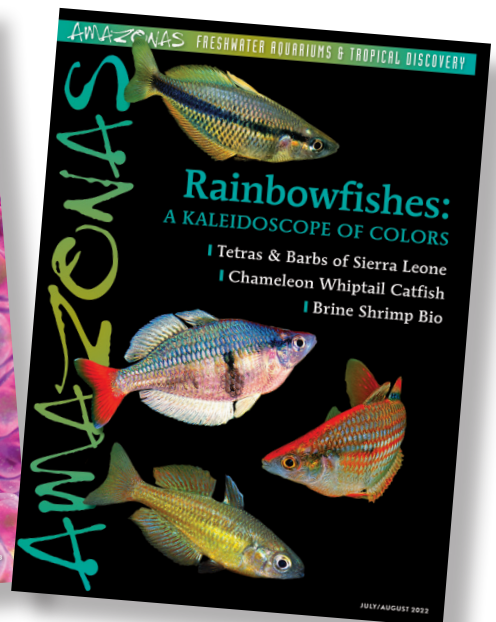


Partner with AMAZONAS and CORAL

PROMOTE YOUR STORE — Join our Retailer Program, starting at only \$199 per title, a \$1,100 value!

Benefits:	<ul style="list-style-type: none"> • Print Copies to Sell: Receive 6 copies of the next 6 issues (36 total - a \$198 value at \$5.50 each, U.S.shipping included) + LFS LOCATOR listing. Need more? Ask! • Digital Advertising: Get a button ad (135x135 pixels) that links to your website from AMAZONASmagazine.com and/or CORALmagazine.com, and AquaticMediaPress.com (a \$900 value). • Sell Subscriptions: Sell <i>1-Year Print + Digital Subscriptions</i> in your store and earn a \$10 retailer program credit per subscription sold.
Cover Price:	US \$9.99 each, back issues are \$12.00-\$25.00 each.
Frequency:	AMAZONAS and CORAL Magazines are each published 6 times per year.
Payment:	Pay by check or ACH. Add 4% for PayPal or credit card payments.
Terms:	Pricing for the USA only. Ask us about international or multi-store options. Prepayment in full is required.
Questions?	Our knowledgeable and friendly customer service team is ready to help you with ANY questions about this program.

To get started, contact retailers@AquaticMediaPress.com



August 2024



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 customer's 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 for a premium price).

Email retailers@aquaticmediapress.com to join the retailer program and start selling our magazines today!