

Information and network platform for the pet industry and trade

PETS International has proven its value, having been the leading trade magazine for the international pet industry in the past 25 years. This renowned B2B magazine currently has a circulation of 10,750 copies sent to 36,000 readers in over 130 countries worldwide. However, PETS International has developed into more than just a magazine: it has become a platform linking people's business in a pets' world. Besides PETS International Magazine, other products include PETS International Buyers Guide and Buyers Guide Mobile, Online Special, and the networking event for the pet industry and trade: Global PETS Forum. This leaflet highlights the main details from the online Media Kit 2012. The complete Media Kit is available via www.petsinfo.net/mediakit.html



Publication schedules

B = Buyers Guide, BGM = Buyers Guide Mobile, M = Magazine, O = Online Special

| * Issue | Publication Date | Editorial Specials / Theme | Show Preview | Order & Material Deadline |
|------------|------------------|--|--------------------------------|---------------------------|
| B 1 - 2012 | 27 January | Buyers Guide 2012 | | 6 January |
| BGM | year through | Buyers Guide Mobile | | |
| M 2 - 2012 | 2 March | Small animals Live stock | PATS | 10 February |
| O 2 - 2012 | 20 March | Small animals Live stock | PATS | 2 March |
| M 3 - 2012 | 13 April | Food and Snacks for all pets Accessories for all pets | Interzoo 2012 | 23 March |
| O 3 - 2012 | 1 May | Food and Snacks for all pets Accessories for all pets | Interzoo 2012 | 13 April |
| M 4 - 2012 | 15 June | Healthcare | | 25 May |
| O 4 - 2012 | 3 July | Healthcare | | 15 June |
| M 5 - 2012 | 7 September | Pet food ingredients Accessories for Dogs and Cats Aquaria | Zoosphere | 17 August |
| O 5 - 2012 | 25 September | Pet food ingredients Accessories for Dogs and Cats Aquaria | Zoosphere | 7 September |
| M 6 - 2012 | 19 October | Fashion trends In- and outdoor birds | CIPS Global PETS Forum 2013 | 28 September |
| O 6 - 2012 | 6 November | Fashion trends In- and outdoor birds | CIPS Global PETS Forum 2013 | 19 October |
| M 7 - 2012 | 23 November | Pet Litter Snacks for dogs and cats | | 2 November |
| O 7 - 2012 | 11 December | Pet Litter Snacks for dogs and cats | | 23 November |

Advertising options

PETS International offers a range of advertising options in all its products and services. You will find an overview of all possibilities below. Please note that custom-made proposals can be made for any kind of budget, depending on the wishes of the advertiser. In these proposals, **discounts up to 20% and attractive free extra's** are being offered as well. For more information or a custom-made advertisement proposal, please contact Corine van Winden, corine@pets.nl or +31-33-4225833.

Print advertisements

Magazine & Buyers Guide (Print)

| Size | Width x height | Costs |
|----------|--|--------|
| 2/1 page | 426 x 303 mm* 16.77 x 11.93** | €4,650 |
| 1/1 page | 216 x 303 mm* or 185 x 270 mm 8.27 x 11.93* or 7.23 x 10.55" | €3,350 |
| 1/2 page | 216 x 151 mm* or 96 x 303 mm* or 185 x 130 mm or 90 x 270 mm 8.27 x 5.95** or 3.78 x 11.93** or 7.28 x 5.08" or 3.52 x 10.55" | €2,450 |
| 1/3 page | 185 x 87 mm or 65 x 270 mm 7.28 x 3.40" or 2.54 x 10.55" | €1,795 |
| 1/4 page | 185 x 65 mm or 90 x 130 mm 7.28 x 2.54" or 3.52 x 5.08" | €1,395 |
| 1/8 page | 185 x 30 mm / 7.28 x 1.17" | €995 |

Discounts Magazine & Buyers Guide (Print)

Total number of advertisements placed in PETS International Magazine and/or Buyers Guide.

| | |
|--------------|-----------------------------------|
| 5% discount | 3 advertisements per year |
| 15% discount | 4, 5 or 6 advertisements per year |
| 20% discount | 7 advertisements per year |

Advertorial options magazine

| | |
|---|--|
| Product Special, Product News & Show Preview (print only) | €515 |
| (combination print and Online Special) | €695 |
| International Shop Window / Classified ads | €995 per basic size entry (42 x 42 mm) |
| Company Profile | €2,895 per page |

Online advertisements

Online Special

| Size | Width x height | Costs |
|----------|------------------|--|
| 1/1 page | 950 x 550 pixels | For 'print' advertisers: €545 For advertisers only online: €695 |

Discounts Online Special

Total number of advertisements placed in PETS International Online Special.

| | |
|--------------|-----------------------------------|
| 5% discount | 3 advertisements per year |
| 15% discount | 4, 5 or 6 advertisements per year |

Advertisers in print get an extra discount on their ad(s) in the Online Special, see above. Please note that all kinds of free extras, such as a company profile, can be discussed when closing an advertising contract.

Additional advertising options

Additional advertising options are available in all PETS International products (print and online). For example: banner options in the EmailNEWS, website and Buyers Guide Mobile, editorial options (company profiles and product news items) in the Magazine, show previews in print as well as in the Online Special en visibility increasing options in the Buyers Guide (print and mobile). Further information about all of these options can be found in the complete Media Kit, available through www.petsinfo.net/mediakit.html.

Complete Media Kit 2012

More information, circulation details, advertisement examples, et cetera can be found in the complete online Media Kit 2012 www.petsinfo.net/mediakit.html or on our website www.petsinfo.net

Contact

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Contact the correct persons:

General Director, questions about advertising options
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Editorial questions, general information, subscriptions, and more...
Maria van der Schalie, editor
maria@pets.nl

Technical questions about advertisements
Gert-Jan Jonker, designer
gert-jan@pets.nl

For the contact details of local agents, please visit www.petsinfo.net/contact.html