



2024 Media Kit

Put your company and products
in front of buyers and new
business partners across the world.



The go-to source for the international pet industry

GlobalPETS inspires, informs and connects pet professionals in 130+ countries. Our online and print publications are the go-to sources for insights into the latest trends, developments and markets across the world.

Advertising with us can help you:

- > Increase brand recognition through reach and repetition
- > Position your company as an industry leader
- > Tell your company's story via content marketing
- > Generate leads for your sales team

” It's like the Harvard Business Review of the pet industry. “

” The only industry newsletter I read every single time. “

” Not just advertising, but actually useful information. “



Reach a global audience of decision makers

Build new relationships with key decision makers across the world through our different publications and channels.

If you're looking to connect with distributors, retailers or manufacturers, our growing audience of decision makers (executives, C-level, directors...) is always interested in learning about new potential partners.

Your only job is to put the right message and creative in front of them to instigate or strengthen the relationship.

60,000

Yearly print circulation

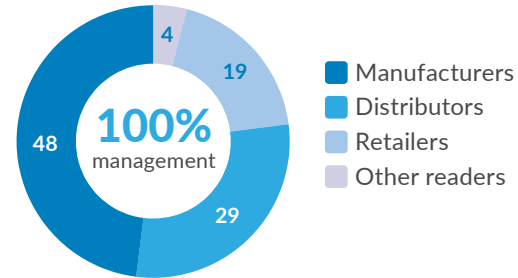
78,000+

Monthly web visits

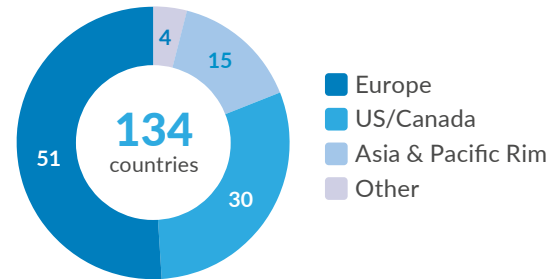
30,500+

Engaged email subscribers

Audience profile



Geographical spread





Kirsten Seidl,
Head of Brand Marketing
International, Josera petfood

”

GlobalPETS supports our Josera brand activities in all marketing channels and we benefit from the perfect mix of online and offline publications. Besides this perfect mix, we enjoy the personal contact and flexibility of the GlobalPETS team.

“



Jesper Bach Sørensen,
CEO,
Schulze Heimtierbedarf

”

Our partnership with GlobalPETS helps us reach the right audience by allowing an international presence with both online and offline channels. This combination is contributing successfully to our marketing activities, reaching new and existing clients.

“



Federica Gabasio
Product Development Manager,
Farm Company

”

GlobalPETS doesn't just allow us access to a worldwide market, but also provides a well targeted and professional audience. We have evolved with the magazine and seen our visibility grow through our Premium Profile – such a versatile tool, perfectly matching the needs of a rapidly evolving company.

“

The industry's favorite international trade publication

Even in this digital age, our print publication is still dubbed by executives as 'their favorite way to catch up on trends and developments'.

What makes PETS International special?

- The largest and most read global trade publication featuring experts and writers from across the globe
- Trend reports, insights and analyses by experts from different fields: professors, trend analysts, scientists, marketing and retail experts
- It covers all topics across the industry: from food and ingredients to accessories, care and global trends

60,000
Yearly print circulation

48,000+
Readers per issue

Since 1988



Magazine editorial calendar

February

25% BONUS
CIRCULATION

Topics

- > **Food & ingredients**
 - Vegan & flexitarian
 - Natural ingredients
 - Veggies & fruit
- > **Accessories & pet care**
 - Cat accessories
 - Supplements & vitamins
 - Training & behavior
- > **Other features**
 - Sustainability
 - Pet tech
 - Horses
 - United States & Canada
(Country presentations)

🕒 Deadlines

Sponsored editorial: 20 December
Advertising: 17 January
Publication: 9 February

Global Pet Expo

April

Topics

- > **Food & ingredients**
 - Functional ingredients
 - Ingredients from the sea
 - Biotics
 - Pet food formulation
- > **Accessories & pet care**
 - Litter
 - Weight control
 - Veterinary
- > **Other features**
 - Retail trends
 - Senior pets
 - South-East Asia
(Country presentation)

🕒 Deadlines

Sponsored editorial: 5 February
Advertising: 28 February
Publication: 28 March

May

Topics

- > **Food & ingredients**
 - Dry food & extrusion
 - Additives
 - Protein sources
- > **Accessories & pet care**
 - Dog accessories
 - Winter accessories
 - Stain & odor control
- > **Other features**
 - Packaging & sustainability
 - E-commerce
 - Aquatics & exotic pets
 - Spain, Portugal, Greece & Turkey
(Country presentation)

🕒 Deadlines

Sponsored editorial: 26 February
Advertising: 20 March
Publication: 18 April

Interzoo

September

Topics

- **Food & ingredients**
 - Wet food
 - Flavoring & palatability
 - Rendered ingredients
- **Accessories & pet care**
 - Toys
 - Hygiene & dental
 - Apparel & fashion
- **Other features**
 - Sustainability
 - M&A
 - Luxury
 - Middle & South America
(Country presentation)

🕒 **Deadlines**

Sponsored editorial: 15 July
Advertising: 7 August
Publication: 6 September

October

Topics

- **Food & ingredients**
 - Insects & alternative ingredients
 - Dog nutrition
 - Pet food machinery
 - Snacks & treats
- **Accessories & pet care**
 - Grooming
 - Beds, crates, cushions
 - Active pets
- **Other features**
 - Private label
 - Pet startups
 - Benelux & Baltics
(Country presentation)

🕒 **Deadlines**

Sponsored editorial: 2 September
Advertising: 25 September
Publication: 18 October

CIPS

November

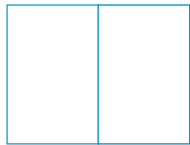
Topics

- **Food & ingredients**
 - Cat nutrition
 - BARF, raw & frozen
 - Digestion & gut health
- **Accessories & pet care**
 - Anxiety, mood & pain
 - Travel
 - Summer accessories
- **Other features**
 - Small animals, rodents & birds
 - DTC
 - Labeling
 - Nordics
(Country presentation)

🕒 **Deadlines**

Sponsored editorial: 7 October
Advertising: 30 October
Publication: 22 November

Print advertising prices



> **Spread:**
€ 4,995

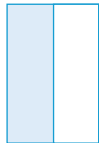


> **Full page:**
€ 3,695



> **Half page:**
€ 2,795

(horizontal)



> **Half page:**
€ 2,795

(vertical)



> **Third page:**
€ 2,295

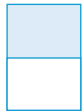
(vertical)



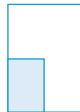
> **Quarter page:**
€ 1,595

Advertorial

Simple, standardized advertisement format, with a product image and text.



> Half page:
€ 1,450



> Quarter page:
€ 725

Premium visibility options

Cover story (Cover image + article)

> 1-page article: € 5,595

Preferred advertisement placement:

> Back cover: +20%

> Rest: +10%

Leaflet/flyer insert

> Request pricing

Discount

- > 3 print advertisement: **5%**
- > 4-5 print advertisement: **10%**
- > 6+ print advertisement: **15%**

Editorial options

Company profile

Present your company, mission, vision and products/services



Magazine + website

- > Published in print magazine
- > Published on the website

€ 3,695

Branded content

Showcase your knowledge and position yourself as the expert



Magazine + website

- > Month-long visibility on website homepage
- > Mentioned as 'Article of the week' in the email newsletter
- > Extra mention as a news item in newsletter
- > Shared on social media channels

€ 4,995 (full-page)

€ 6,995 (two pages)

Sponsored article

A website-only article, written by you, edited and published by us



Website

- > Visible on the website like a regular news article
- > Article remains on the website
- > Mentioned as a news item in the email newsletter

€ 995

Grab your customers' attention online

Put your message in front of decision makers when they're browsing our website or reading the newsletter. An easy way to attract new business partners. With a fresh design, both our number of website visitors and email subscribers are growing every day.

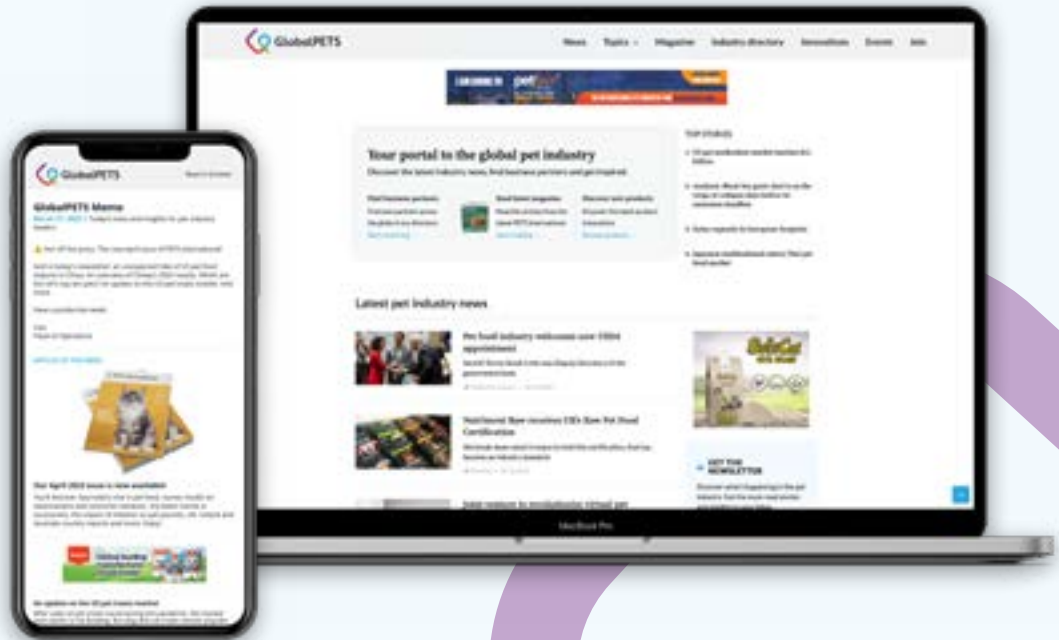
78,000+
Monthly web visits

30,500+

Engaged email subscribers

29.8% / 14.9%
Average open rate / click-through rate

134 countries



Email newsletters

Our twice-weekly newsletter with **30,500+** engaged subscribers and an open rate of **29.8%** is an excellent way to proactively promote your company or products to prospective business partners.

Banners

Classic way to promote your brand/products.

€ 1,195 / month

*4 banners per month

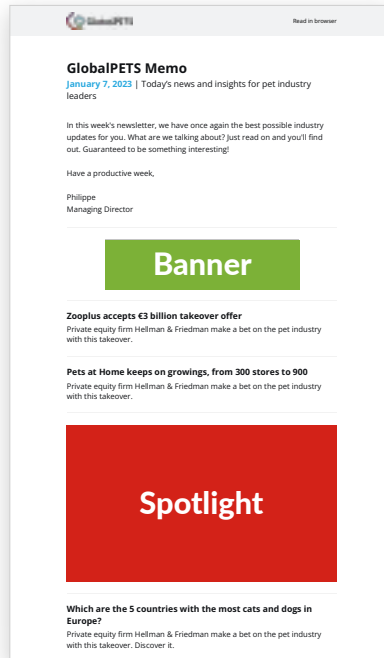
**Total banners per email: Max. 5

Spotlight positions

A highlighted position to promote your product/company.

€ 545 / spotlight

*Max 1 spotlight per email



Email blast

Send an email with only your message to your preferred selection of our audience

- > Reach your ideal clients directly in their inbox
- > Build brand awareness and become top of mind with (new) clients
- > Drive new clients to take action (*website visits, download prompts, replies...*)

(Request pricing)

Industry directory

Help potential business partners find you in this overview of industry players with more than 20,000 companies.

Premium profile

Stand out from the competition with your fully customizable branded profile.

- › Rank highest in the directory and get 7.5x more visitors to your page.
- › Drive visitors to your own website and offer contact options.
- › Highlighted in the 'Company spotlight' on most of our other website pages.

€ 1,095 / year



**Free bonus:
3 showcases**

Product promotion

Promote your new products where website visitors go to discover new products:

- › Featured in the 'New Products' section
- › Also highlighted in the 'Product spotlight' in the sidebar on most of our other website pages

Single showcase

€ 499 / showcase



Website banners

Attract the attention of our website visitors to generate brand impressions and clicks:

Leaderboard

The dominating top position on every page.

€ 995 / month

Desktop: 728 x 90px

Mobile: 320 x 50px

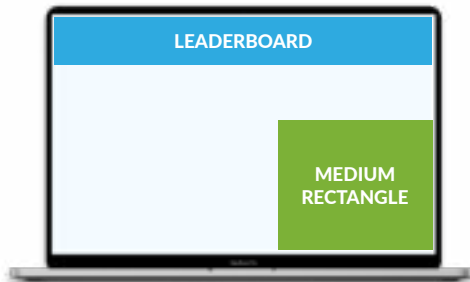
**Submit both formats for optimal visibility*

Medium rectangle

Classic format visitors see on most pages.

€ 795 / month

Desktop + Mobile: 300 x 250px



Whitepapers & webinars

Take thought leadership one step further and collect sales leads in the process:

- Position your company as a thought-leader
- Increase brand awareness while expanding your leads database
- Educate your prospects on why your solutions are important and make selling easier

Whitepapers

- Show off your research or get into the details of your solutions

(Request pricing)

Webinar

- Demonstrate your expertise in (long-form) video format

(Request pricing)

Networking events

Connect with 250 industry decision makers and business partners from all over the world. Our forums have been called 'the place where deals are closed'.

It's also a great place to get inspired by futurists, leading industry players, trend watchers and retail strategists to drive innovation in your business.

GlobalPETS Forums are hosted at five-star venues in Europe and Asia.



Attend

Get inspired and network with new business partners

Europe: € 1,695
Asia: € 595

Exhibit

Create personal touchpoints and visibility for your company

Europe: € 1,795
Asia: € 1,050

Sponsor

Sponsor one of our forums and become top-of-mind with attendees

Contact us

Technical specs

Email newsletter

Banner:

Size: 400 x 100px

Spotlight:

Headline: max 14 words

Text: max 50 words

Image: 360 x 250px

Website

Leaderboard banner:

Desktop: 728 x 90px

Mobile: 320 x 50px

Medium rectangle banner:

300 x 250px

Showcase & Sponsored article:

Header image: 960 x 540px

Premium profile:

Header image & highlights:

960 x 540px

Magazine

Pets international is perfect bound.

Page/trim size: 208 x 273mm,

live area: 186 x 251mm.

High res (300 dpi) and full color.

Spot colors are not supported.

Supported files: PDF, JPG, Photoshop

Sizes:

Spread: 416 x 273mm*

Full page: 208 x 273mm*

Half page vertical: 101 x 273mm*

Half page horizontal: 208 x 131mm*

Third page vertical: 68 x 273mm*

Quarter page: 90 x 106mm

**Apply 3mm bleed on all sides*

Find a complete overview of all client instructions, [here](#).

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