

# Branded content

**Branded content allows companies to have meaningful and authentic interactions with potential partners. It plays a crucial role in going from brand awareness to leads during the customer journey.**

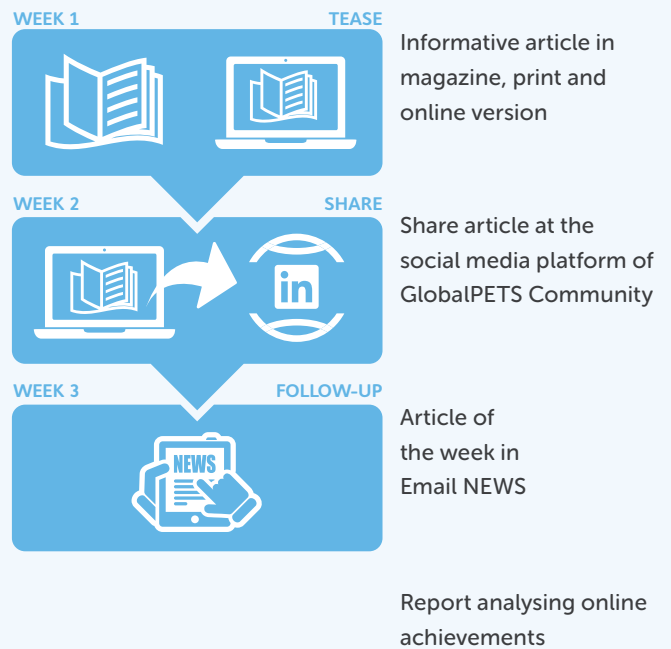
Demonstrate your company's high level of expertise by organically publishing industry relevant content on an independent and trusted information source for pet industry professionals. Through this multichannel approach the PETS International audience can experience your brand in the office or online at any time.

## Investment

€4,995 (one page)

€7,995 (two pages)

Includes the off and online package elements.



**In order to attract the attention of your audience and set them in motion, it is important to share your content via several channels that your (potential) target group uses.**

## What the package contains

In cooperation with PETS International, you will deliver a professional editorial in a 1/1 or in a 2/1 page format. The marketing communications campaign to create awareness and traffic contains:

- Editorial in the printed magazine, reaching 38,000+ readers
- Publication in the online magazine, sent to 15,500+ professionals
- Selected as article of the week in the Email NEWS
- Presented on the home page of GlobalPETS Community
- Shared in different social media channels of GlobalPETS Community

## Create: views, clicks and leads

Within 4-6 weeks, your editorial and your company are getting more and more attention. Go a step further and link your editorial to your Premium Profile in Looking for... thereby creating even more views, clicks and leads (see page 14 and 15).

## Campaign report

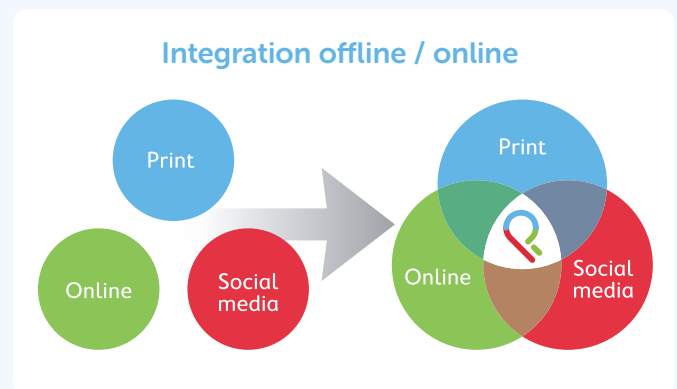
After the campaign you will get a report analysing views, clicks, leads, etc. It will be broken down into sources, countries etc. For further details see page 13.

## How to expand the package?

- A banner ad in Email NEWS and/or on the home page of the GlobalPETS Community.
- Partner email mailing to a targeted audience
- Pack discount is applicable

## Market needs

Our research shows that pet professionals have a need for integrated online and offline communications.



# Advertisement options

## SPREAD ADVERTISEMENT

A two-page spread advertisement offers maximum exposure and is a perfect way to communicate your brand message to the global pet industry.

**PURPOSE** Image building  
Brand awareness  
Brand establishment

**RESULT** High exposure  
Brand recognition

**AVAILABLE** Magazine

**CONDITIONS** Two-page spread

**PRICING** On request

## ADVERTISEMENT

Communicate a specific message to the global pet industry. Different formats offer you an opportunity to create a dedicated campaign or communicate a specific message.

**PURPOSE** Communication of a specific message  
Branding

**RESULT** Exposure  
Brand and product recognition

**AVAILABLE** Magazine

<b>SIZES AND PRICING</b>	Full page	€3,595
	Half page	€2,695
	Third page	€2,195
	Quarter page	€1,495

## ADVERTORIAL

Standardised quarter or half page editorial ad. Perfect for small campaigns or product introductions. Published in the heart of the relevant section.

**PURPOSE** Product promotion  
Finding business partners  
Brand awareness

**RESULT** Brand and product recognition  
New contacts in the global pet market

**AVAILABLE** Magazine

**FORM** Quarter page or half page

**PRICING** Quarter page €625  
Half page €1,250

## COMPANY PROFILE

A Company Profile is an excellent way to inform the pet industry – your (future) partners – about your company's mission, vision, strategy, and products and services.

**PURPOSE** Communication of brand message  
Company exposure

**RESULT** Market presence  
New contacts in the global pet market

**AVAILABLE** Magazine

**FORM** Full page, or two-page spread

**PRICING** €3,595 per page

# Print advertising overview

PACKAGE DEALS	PRICING
Front & Center (magazine cover & Company Profile (2 pages))	€6,395
Leader Package ( section sponsor & Company Profile	€4,195

BRANDED CONTENT	PRICING
One page Branded content + online package, see page 7	€4,995
Two pages Branded content + online package, see page 7	€7,995

ADVERTISEMENT	SIZE	POSITION	PRICING
Spread advertisement	416 x 273 mm*		on request
Full page advertisement	208 x 273 mm*		€3,595
Half page advertisement	101 x 273 mm*	vertical	€2,695
	90 x 218 mm	vertical	
	208 x 131 mm*	horizontal	
	186 x 106 mm	horizontal	
Third page advertisement	68 x 273 mm*	only vertical	€2,195
Quarter page advertisement	90 x 106 mm	only vertical	€1,495

\* Apply bleed of 3 mm on each side

ADVERTORIAL	SIZE	PRICING
Advertorial	quarter page	€625
Advertorial	half page	€1,250
Company Profile	full page	€3,595

On these products discounts are not applicable.

OTHERS	SIZE	PRICING
Leaflet / insert	201 x 270 mm	on request

## Discounts print advertising

5% discount	3 print advertisements per year
15% discount	4, 5 or 6 print advertisements per year
20% discount	7 or more print advertisements per year

Additional free extras such as Company Profiles, banners, etc. are available depending on the size of the contract.

## Preferred placing

Right-hand placing and preferred positions are available at a 10% surcharge. All advertisements in the magazine and supplements will also be published in the online publications at no additional costs.

## Resolution

Image resolution should be 300dpi.

Technical specifications: [globalpets.community/specs](http://globalpets.community/specs)