

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

SIZES AND PRICING

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

Package deals

FRONT & CENTER

Magazine cover & Company Profile

The front and center package is the epitome of brand awareness. The cover image offers direct brand exposure to all PETS International readers. The accompanying two-page Company Profile gives your company a chance to illustrate your expertise in a thoughtful and narrative way.

PRODUCT GOALS Brand awareness
Brand positioning

- INCLUDES**
- Magazine cover image logo placement (online – digital magazine & print)
 - Two page Company Profile (online & print)

AVAILABLE Magazine

PRICING €6,395
Magazine selection is based on availability



LEADER PACKAGE

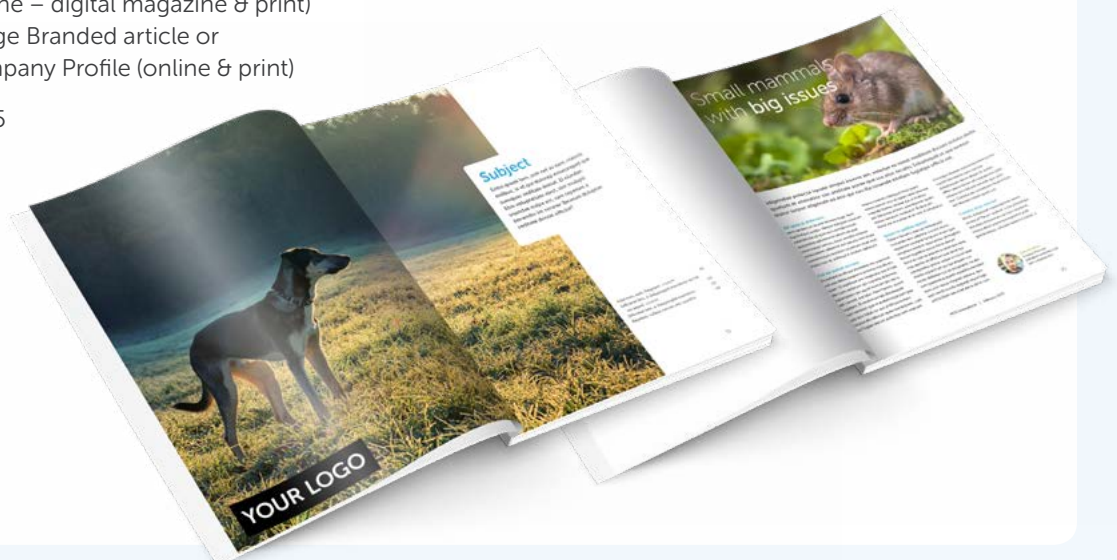
Section sponsor & article

Strengthen your expert position in the pet industry by linking your knowledge to a PETS International section. As a section sponsor you can position yourself as a thought leader on a certain topic.

PRODUCT GOALS Brand awareness
Thought leadership

- INCLUDES**
- Magazine section logo placement (online – digital magazine & print)
 - 1 page Branded article or Company Profile (online & print)

PRICING €4,195



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