

# Editorial calendar 2020

Publication	Themes	Editorial deadline	Advertising deadline	Published
<b>February</b> <b>Bonus distribution</b> 25% extra circulation Magazine #1  <b>Global Pet Expo</b>	<b>Sustainable food &amp; Pet supplies</b> 50 <sup>th</sup> Anniversary of the Earth Day, impact and changes for the pet industry <ul style="list-style-type: none"> <li>• bio plastic</li> <li>• recycling bags</li> <li>• recycling plastic accessories</li> </ul> How to report on your sustainability efforts and results?  <b>Ingredients &amp; Production</b> Sustainable ingredient alternatives and production methods  <b>Country</b> Scandinavia & Finland	13 December 2019	7 January	31 January
<b>March</b> Magazine #2  <b>Pre-Interzoo</b>  <b>Superpet 2020 (Brasil)</b>	<b>Food</b> Food for all that is small. From small animals, rodents and kittens, till puppies, etc.  <b>Ingredients &amp; Production</b> <ul style="list-style-type: none"> <li>• The changing environment around supplements From CBD to salmon</li> <li>• Authenticity of ingredients versus consumer communication</li> </ul> <b>Accessories</b> Modern consumers and their needs, trends in fashion, design, etc.  <b>Country</b> South America	3 January	31 January	28 February
<b>April</b> Magazine #3  <b>Interzoo</b>  <b>PLMA (Amsterdam)</b>	<b>Food</b> Pet food & snacks for all pets, from puppies, kittens till older pets  <b>Ingredients &amp; Production</b> <ul style="list-style-type: none"> <li>• How to improve sustainability of ingredients?</li> <li>• Ingredients &amp; palatability</li> </ul> <b>Accessories</b> Novelties, innovations and design in basic and luxury product segments  <b>Private label</b> Pet private label as a business strategy  <b>Reptiles &amp; Aquaria</b> Latest trends and innovations  <b>Country</b> Global regions: North America, Asia and Europe (incl. Brexit: an update on key issues for the pet industry)	6 March	27 March	24 April

## How about your name on one of the covers or a section opening spread?

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<b>June</b> Magazine #4	<b>Food &amp; Snacks</b> The vegetarian, bio-active and natural trend  <b>Ingredients &amp; Production</b> <ul style="list-style-type: none"> <li>• Micro ingredients &amp; Health implications</li> <li>• How to maintain the properties of ingredients in production processes</li> <li>• Sensors, equipment &amp; data management</li> </ul> <b>Care and treatment</b> <ul style="list-style-type: none"> <li>• Skin care</li> <li>• Grooming</li> <li>• Litter treatment</li> </ul> <b>Country</b> Middle East	4 April	1 May	29 May
<b>September</b> Magazine #5	<b>Food</b> Health elements in pet food and snacks and their impact on body, mind, bones, age, etc.  <b>Ingredients &amp; Production</b> Sustainable fisheries in pet industry  <b>Accessories</b> <ul style="list-style-type: none"> <li>• Health accessories, such as mental and body exercise, oral &amp; teeth care products</li> <li>• Travelling, training and sporting with pets</li> </ul> <b>Country</b> South East Asia	3 July	31 July	4 September
<b>October</b> Magazine #6  CIPS	<b>Food</b> <ul style="list-style-type: none"> <li>• Wet, raw and all other non-dry options</li> <li>• New packaging solutions for these food types</li> </ul> <b>Ingredients &amp; Production</b> Creating attractive formulations and recipes  <b>Accessories</b> Trends in leashes, lines, beds and cushions  <b>Country</b> Poland & the Baltics	21 August	11 September	9 October
<b>November</b> Magazine #7	<b>Food</b> Premium, Super premium pet food and their claims  <b>Ingredients &amp; Production</b> The art of sourcing of special ingredients  <b>Accessories</b> <ul style="list-style-type: none"> <li>• IoT applications and innovations</li> <li>• Shelf space solutions</li> </ul> <b>Country</b> Benelux	2 October	23 October	20 November