



# PETS International

part of  GlobalPETS

Products & Services Catalogue 2020



# Who we are

PETS International challenges pet professionals every day to innovate, initiate and work together to allow people and their pets to enjoy. We assist pet professionals and bring inspiration, information and options to connect with others via our magazine, online channels and conferences on a global scale. PETS International plays a crucial role in the pet industry.

## What makes us special?

- **High quality content:** Creating content on all aspects of the pet industry from food, ingredients, accessories to country reports. PETS International is the trusted platform for pet industry professionals.
- **Global reach:** PETS International is the only truly global media platform in the pet industry. Written and read by pet experts from all over the world.
- **Pet Industry Experts:** PETS International is privately owned and operated by industry experts who work in the pet industry. It is not a media conglomerate 'behind a screen', but consists of real pet industry authorities who have developed the community that experts have counted on for more than 30+ years for advice.

- **Eco friendly:** Putting sustainability at our core we not only write about the developments in sustainability, but we are also sustainable at our core. From partnering with the PSC to helping them expand into Europe and gain 25 members. We also work with a top quality printer that manages waste in a responsible way and uses recycled ink to help reduce environmental impact.

Through an integrated campaign there is an opportunity to reach top tier pet industry professionals across the globe through a multitude of touchpoints. PETS International offers new ways to connect with your target audience and impact them in creative ways that convey the values your brand represents.



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# Reach a global audience!

Do you want to expand into new markets? Or are you launching a new product? Whatever your goal is we will help you reach it. Starting today!

Create a multichannel campaign approach through a range of communication tools, that provide a platform to run fully integrated marketing communication campaigns and reach pet industry decision makers.

PETS International provides unique opportunities to connect with our community of pet industry professionals. Whether it is through a magazine at the office, an article online, via the weekly newsletter, or through daily social

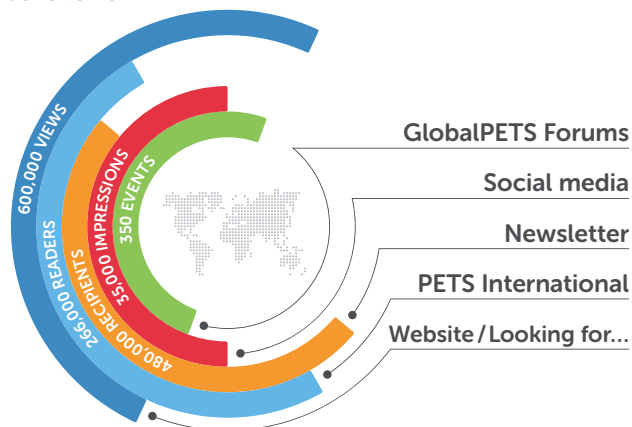
media engagements. There is always a way for you to share your story in a meaningful and organic way.

Via our integrated offline and online channels you will create attractive numbers of brand impressions, views, clicks and leads.

## Global overview of online and offline audience

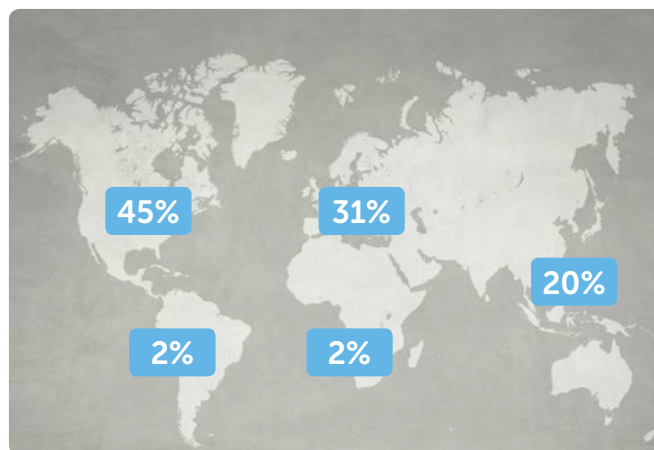
The offline and online channels of PETS International are generating 1+ million brand impressions per year.

They are distributed among the different channels as follows:

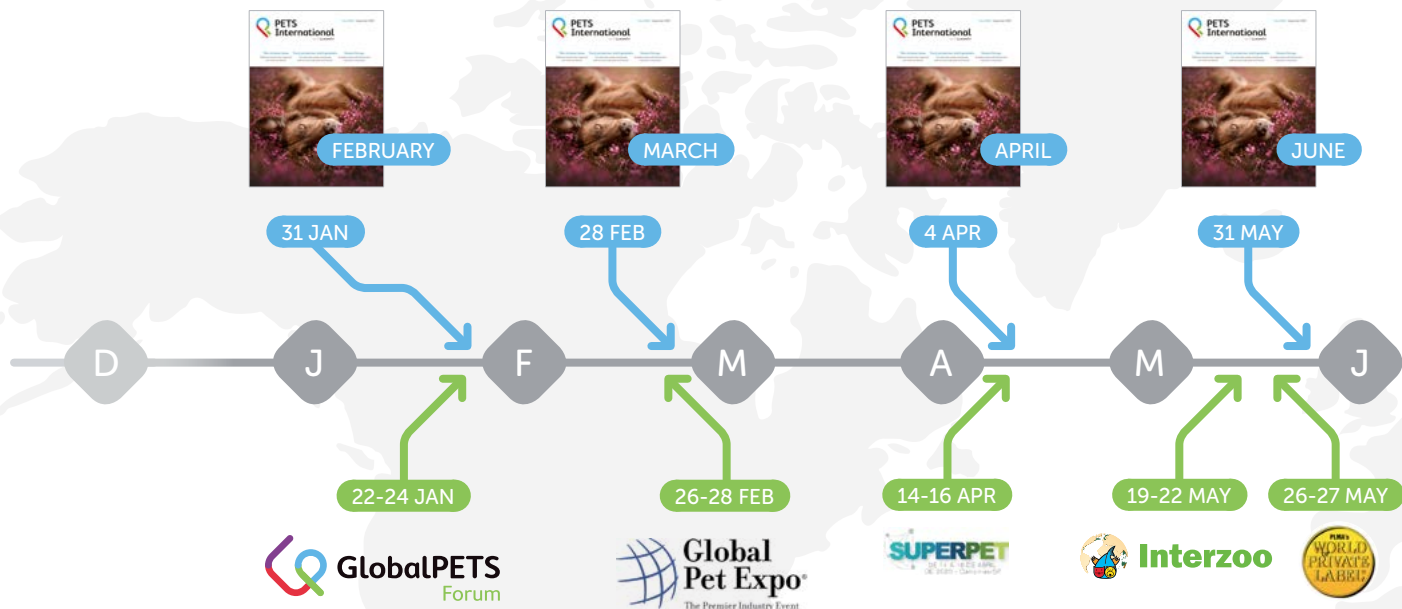


## Online readership per global region

globalpets.community, the home page of the community of PETS International, is visited 600,000+ per year. Where do the visitors come from?



# Integrated pet industry calendar



## Getting started...

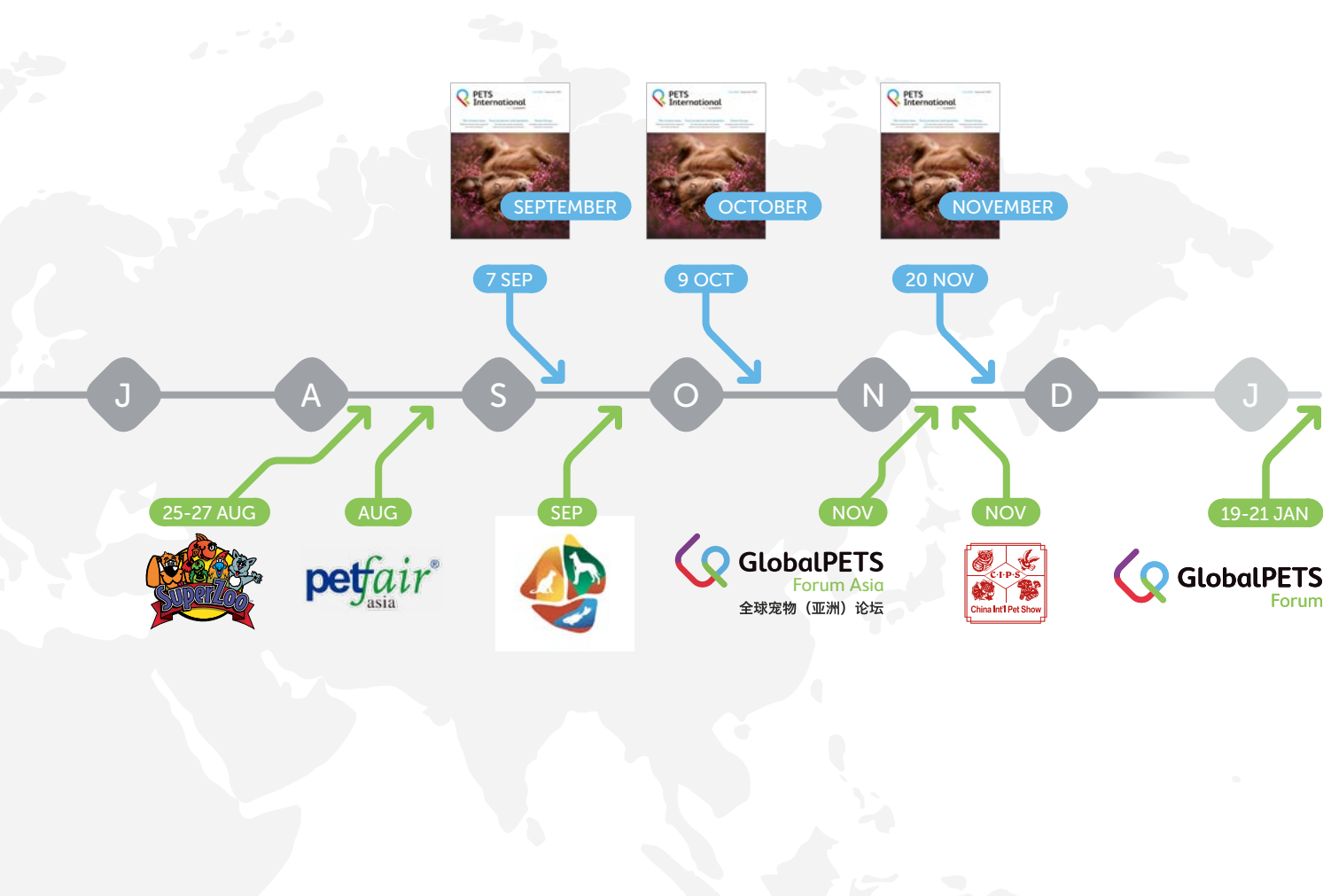
Starting an integrated marketing campaign is not easy. It requires a great deal of planning, time and understanding of the target audience's customer journey. As partners we can work together to help you reach your goals.

### STEP 1

#### Determine your sales & marketing communication goal(s)

- Branding or strengthening of corporate identity** > We advise a mix of print, online and face-to-face activities. As these are complementary, the combination reinforces your message.
- Increasing visibility** > We advise a Premium Profile in Looking for..., email and website banners.
- Product introduction** > We advise ads or advertorials in print.
- Looking for business partners** > We advise attending GlobalPETS Forum, in addition to targeted partner mailings, a Premium Profile in Looking for..., advertorials and banners.





### STEP 2

#### Determine your milestone moments for 2020

Use the above integrated pet industry calendar to identify important product introductions and trade events you will attend. Determine which moments are key for your brand in terms of visibility and select the corresponding publications to advertise in.

### STEP 3

#### Select products and services

Dive into the details of the available products and services starting on page 6 (print), 13 (online) and 18 (face-to-face).

### STEP 4

#### Contact us for a tailor-made proposal

Contact your local agent (see back cover) for more information. He or she will help you to plan the best and most cost effective campaign. You will receive a tailor-made proposal.

# PETS International magazine

PETS International is the leading trade magazine for the international pet industry, and the most important information source for pet industry professionals worldwide.

## What's in it for you?

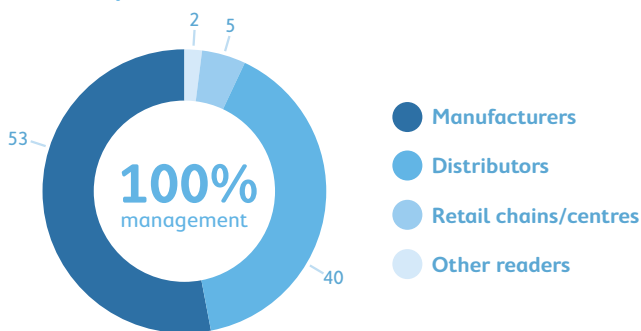
- PETS International is the most important trade magazine for the pet industry
- Readers (over 38,000 per issue) are the decision makers of internationally active pet companies in more than 130 countries worldwide
- Each issue covers several special themes and is packed with trends, market information and Company Profiles



## Facts & figures

PETS print products are publications of the highest quality: quality in content, international visibility, and design.

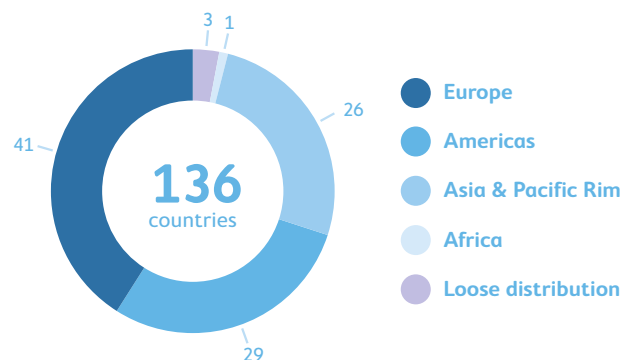
### Reader profile (%)



### PRINTED DISTRIBUTION

- 10,000 copies, 38,000+ readers
- C-level management
- Qualified addresses
- Mainly free circulation
- Number of countries could vary per issue

### Global distribution (%)



### ONLINE DISTRIBUTION

- 15,500+ email addresses

# 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.**

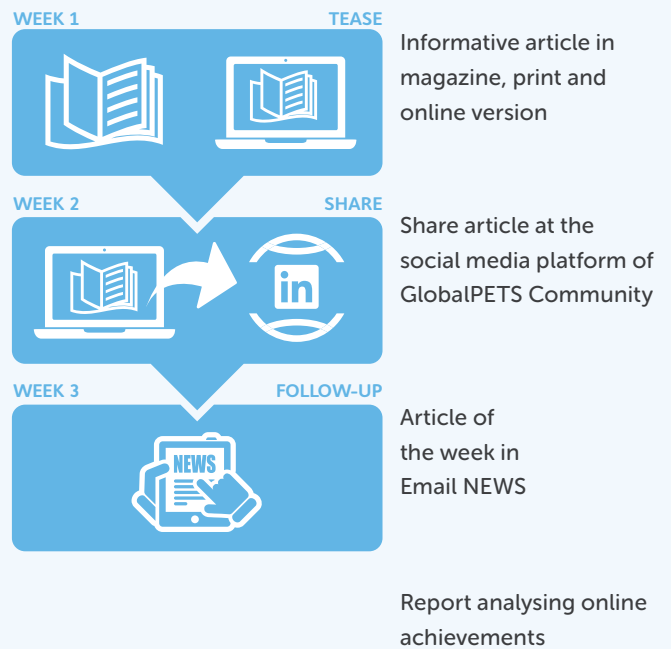
Demonstrate your company's high level of expertise by organically publishing industry relevant content on an independent and trusted information source for pet industry professionals. Through this multichannel approach the PETS International audience can experience your brand in the office or online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

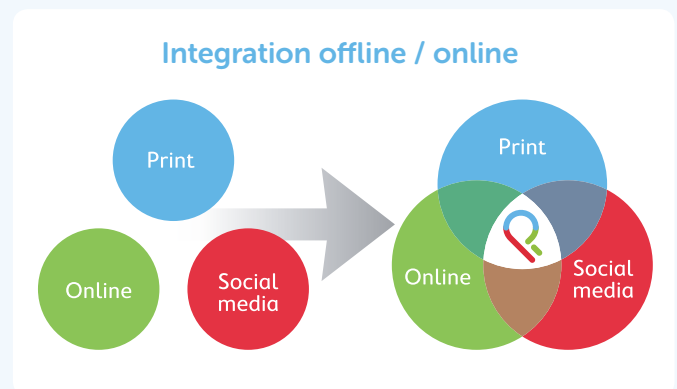
After the campaign you will get a report analysing views, clicks, leads, etc. It will be broken down into sources, countries etc. For further details see page 13.

## 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.



# Editorial calendar 2020

| Publication                                                                                                        | Themes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Editorial deadline  | Advertising deadline | Published   |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------|-------------|
| <b>February</b><br><b>Bonus distribution</b><br>25% extra circulation<br>Magazine #1<br><br><b>Global Pet Expo</b> | <b>Sustainable food &amp; Pet supplies</b><br>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?<br><br><b>Ingredients &amp; Production</b><br>Sustainable ingredient alternatives and production methods<br><br><b>Country</b><br>Scandinavia & Finland                                                                                                                                                                   | 13 December<br>2019 | 7 January            | 31 January  |
| <b>March</b><br>Magazine #2<br><br><b>Pre-Interzoo</b><br><br><b>Superpet 2020 (Brasil)</b>                        | <b>Food</b><br>Food for all that is small. From small animals, rodents and kittens, till puppies, etc.<br><br><b>Ingredients &amp; Production</b> <ul style="list-style-type: none"> <li>• The changing environment around supplements<br/>From CBD to salmon</li> <li>• Authenticity of ingredients versus consumer communication</li> </ul> <b>Accessories</b><br>Modern consumers and their needs, trends in fashion, design, etc.<br><br><b>Country</b><br>South America                                                                                                                                                                                | 3 January           | 31 January           | 28 February |
| <b>April</b><br>Magazine #3<br><br><b>Interzoo</b><br><br><b>PLMA (Amsterdam)</b>                                  | <b>Food</b><br>Pet food & snacks for all pets, from puppies, kittens till older pets<br><br><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><br>Novelties, innovations and design in basic and luxury product segments<br><br><b>Private label</b><br>Pet private label as a business strategy<br><br><b>Reptiles &amp; Aquaria</b><br>Latest trends and innovations<br><br><b>Country</b><br>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?

| Publication                               | Themes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Editorial deadline | Advertising deadline | Published   |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|-------------|
| <b>June</b><br>Magazine #4                | <b>Food &amp; Snacks</b><br>The vegetarian, bio-active and natural trend<br><br><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><br>Middle East | 4 April            | 1 May                | 29 May      |
| <b>September</b><br>Magazine #5           | <b>Food</b><br>Health elements in pet food and snacks and their impact on body, mind, bones, age, etc.<br><br><b>Ingredients &amp; Production</b><br>Sustainable fisheries in pet industry<br><br><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><br>South East Asia                                                                         | 3 July             | 31 July              | 4 September |
| <b>October</b><br>Magazine #6<br><br>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><br>Creating attractive formulations and recipes<br><br><b>Accessories</b><br>Trends in leashes, lines, beds and cushions<br><br><b>Country</b><br>Poland & the Baltics                                                                                                                                                      | 21 August          | 11 September         | 9 October   |
| <b>November</b><br>Magazine #7            | <b>Food</b><br>Premium, Super premium pet food and their claims<br><br><b>Ingredients &amp; Production</b><br>The art of sourcing of special ingredients<br><br><b>Accessories</b> <ul style="list-style-type: none"> <li>• IoT applications and innovations</li> <li>• Shelf space solutions</li> </ul> <b>Country</b><br>Benelux                                                                                                                                                                                             | 2 October          | 23 October           | 20 November |

# 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

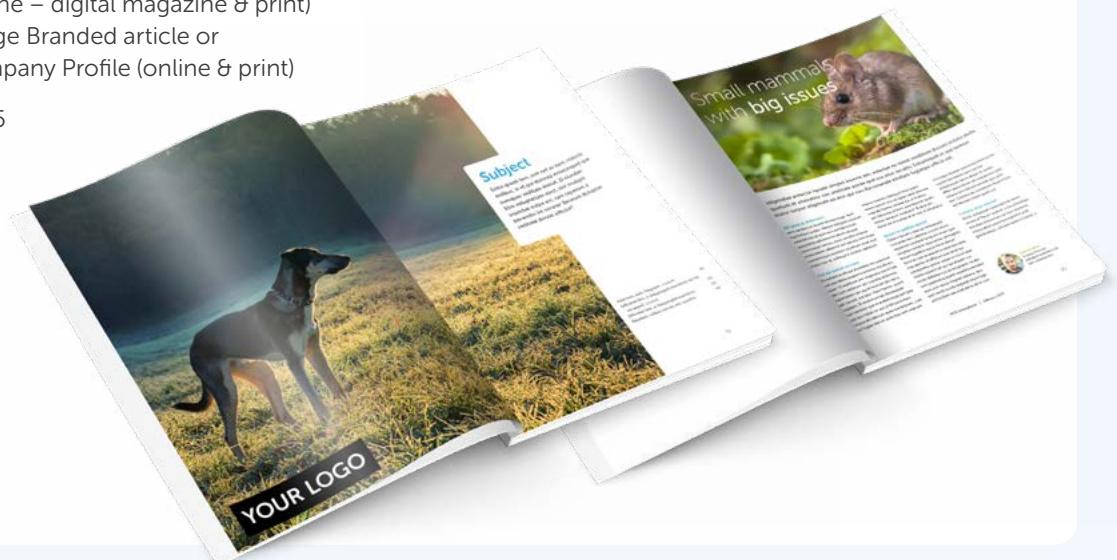
### Section sponsor & article

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](http://globalpets.community/specs)

# Smart online options for integrated communication campaigns

PETS International offers integrated communication solutions via the GlobalPETS Community platform. In today's world, the most effective way to reach your (potential) clients is a smart use of offline and online options. In addition to our offline options we offer a wide range of online tools, which allows you to create an integrated communication campaign.

## The options we are offering are:

- Weekly Email NEWS
- Home page of our community
- Looking for...
- Social Media
- Partner emailing

By the end of your campaign you will receive a report on online results and achievements.

## Who do you reach?

Via the GlobalPETS Community you will reach the decision makers of the pet industry globally.

## Weekly Email NEWS

- Online reach: 15,500 + email addresses
- Opening rate: 17%
- Click rate: 2.5%
- Yearly 480,000 recipients

## Home page

Unique visitors per month: 16,000+

## Looking for...

- 21,000+ companies with their details
- 300,000+ Company Profile views per year

## Social Media

35,000 impressions

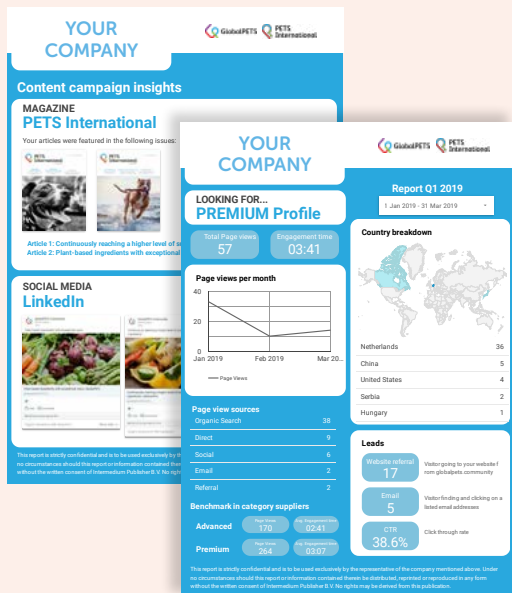
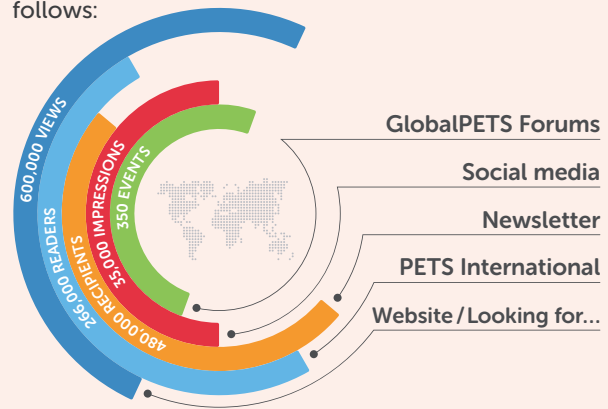
## Partner emailing

Results depending on selection criteria

## Global overview of online and offline audience

The offline and online channels of PETS International are generating 1+ million brand impressions per year.

These are distributed among the different channels as follows:



## Report on your communication campaign

To effectively and efficiently manage your online communication campaign the optimum option is to create your own b-to-b landing page in our community. We provide you with a report after your online campaign. This report shows:

- How many times your page in the GlobalPETS Community has been viewed, plus the number of engaged visitors
- Page views per month
- Page view sources, as well as country breakdown
- Generated leads divided into: website referral, email response and click through rate

Above all, your results will be benchmarked with similar companies.

# Looking for...

The b-to-b  
search engine  
to find any  
pet business



With over 300,000 Company Profile views per year Looking for... has established itself as the most comprehensive search engine and online industry buyers guide for the b-to-b pet industry.

The tool allows anyone, anywhere in the world to find and connect to pet industry related companies in just one click.

The search engine contains over 21,000 companies across all global pet industry fields. Manufacturers, distributors, suppliers, retailers, you name it... and it is there.

- **Increase traffic to your website**
- **Connect to potential leads**
- **Improve your Google ranking**

## Looking for...

### PREMIUM PROFILE

The Looking for... PREMIUM profile allows you to have a fully branded b-to-b landing page and is viewed significantly more often than a basic or advanced profile.

- HIGHLIGHTS**
- Priority search ranking
  - Improve your Google ranking
  - No competitor ads on your profile
  - Fully customisable branded b-to-b landing page
  - Extensive reporting including views, clicks and leads

**PRICING** €990,- for a full year

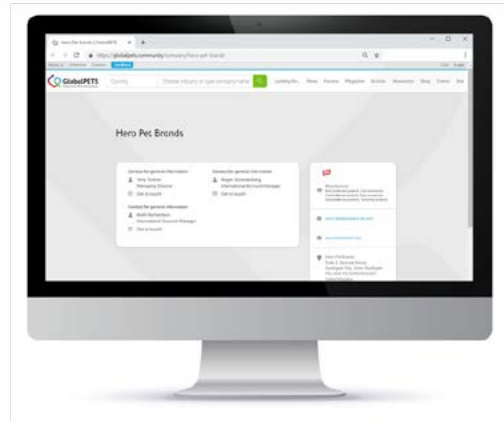


### ADVANCED PROFILE

Improve your search results and have an ad free page with an Advanced profile. The Advanced profile gives you the opportunity to list company details and increase your findability on Google and Looking for...

- HIGHLIGHTS**
- Higher search ranking
  - Improve your Google ranking
  - No competitor ads on your profile

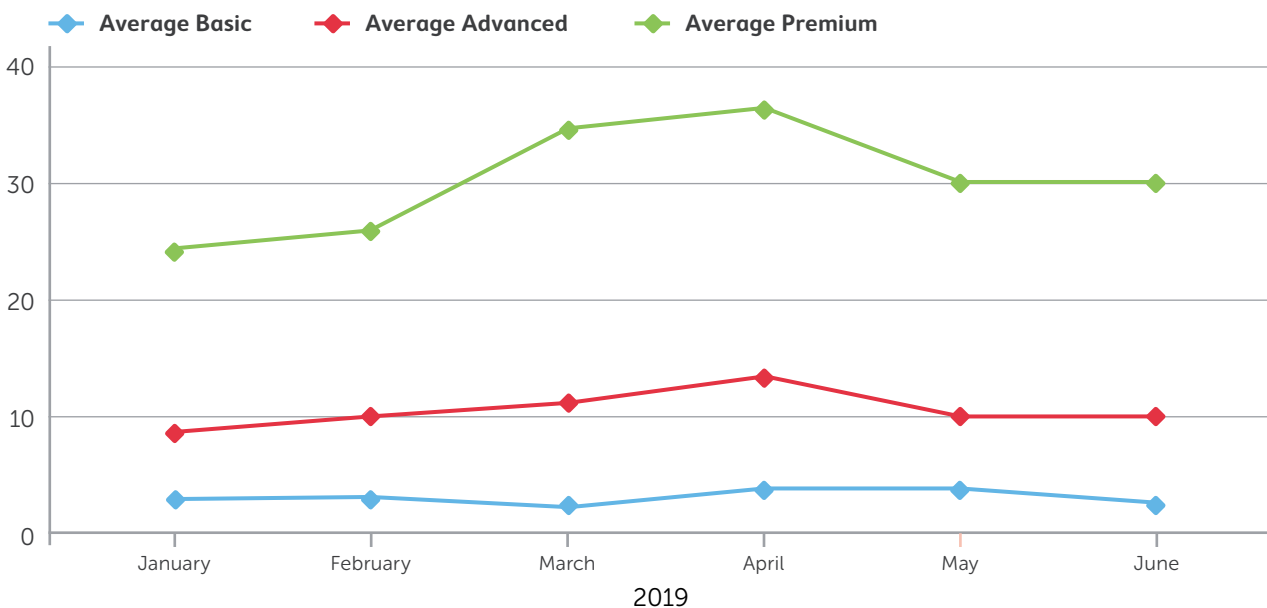
**PRICING** €490,- for a full year



## Looking for...

In addition to an increase in ranking on Google, companies with a **PREMIUM profile** by far get the most views, clicks and leads.

### Average numbers of potential clients visiting a profile, per month



## WEBSITE ADVERTISING

Generate extra online traffic to your website by placing your banner on the globalpets.community website. The banner ads can be placed in different sections of the website to suit your needs.

**PURPOSE**

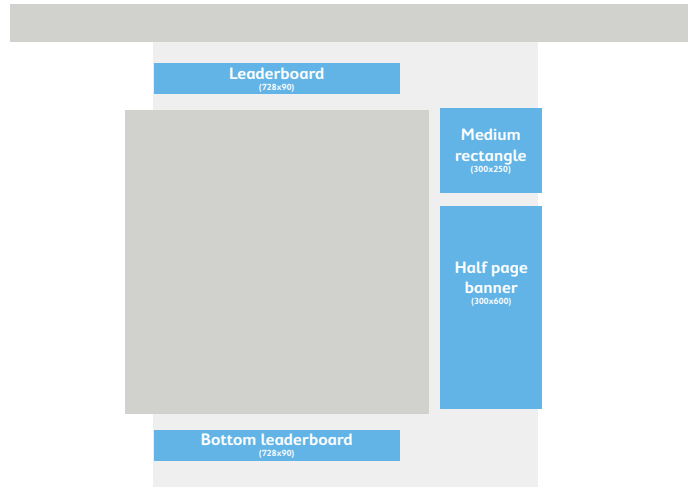
- Branding
- Finding new business partners
- Product promotion

**RESULT** Increased online exposure  
Traffic to your website  
Concrete sales leads

**PLACEMENT** Leaderboard (728x90)  
Medium rectangle (300x250)  
Half page banner (300x600)  
Bottom leaderboard (728x90)

**REPORT** After completion you will get a report on views and clicks

**PRICES PER MONTH** Leaderboard €795  
Medium rectangle €695  
Half page banner €895  
Bottom leaderboard €495



**AVAILABLE FROM 2020**

## NEWSLETTER BANNERS

Appear straight in readers' email boxes and generate traffic from (new) business partners to your website.

**PURPOSE**

- Branding
- Finding new business partners
- Product promotion

**REACH** 15,000+ validated email addresses

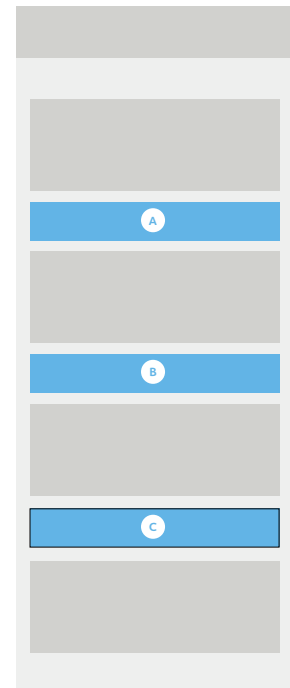
**RESULT** Increased online exposure  
Traffic to your website  
Concrete sales leads

**PLACEMENT** GlobalPETS Email NEWS

**FREQUENCY** Weekly, every Monday

**CONDITIONS** Limited to 5 banners per newsletter

**SEASONAL PRICING** Jan - Feb: €695,- per month  
Mar - May: €895,- per month  
Jun - Aug: €495,- per month  
Sep - Dec: €695,- per month





## PARTNER EMAIL MAILING

Communicate a specific message in your own look and feel to a targeted group via email. Use the extensive and qualified database of PETS International and GlobalPETS to your advantage.

**PURPOSE** • Product promotion  
• Finding new business partners

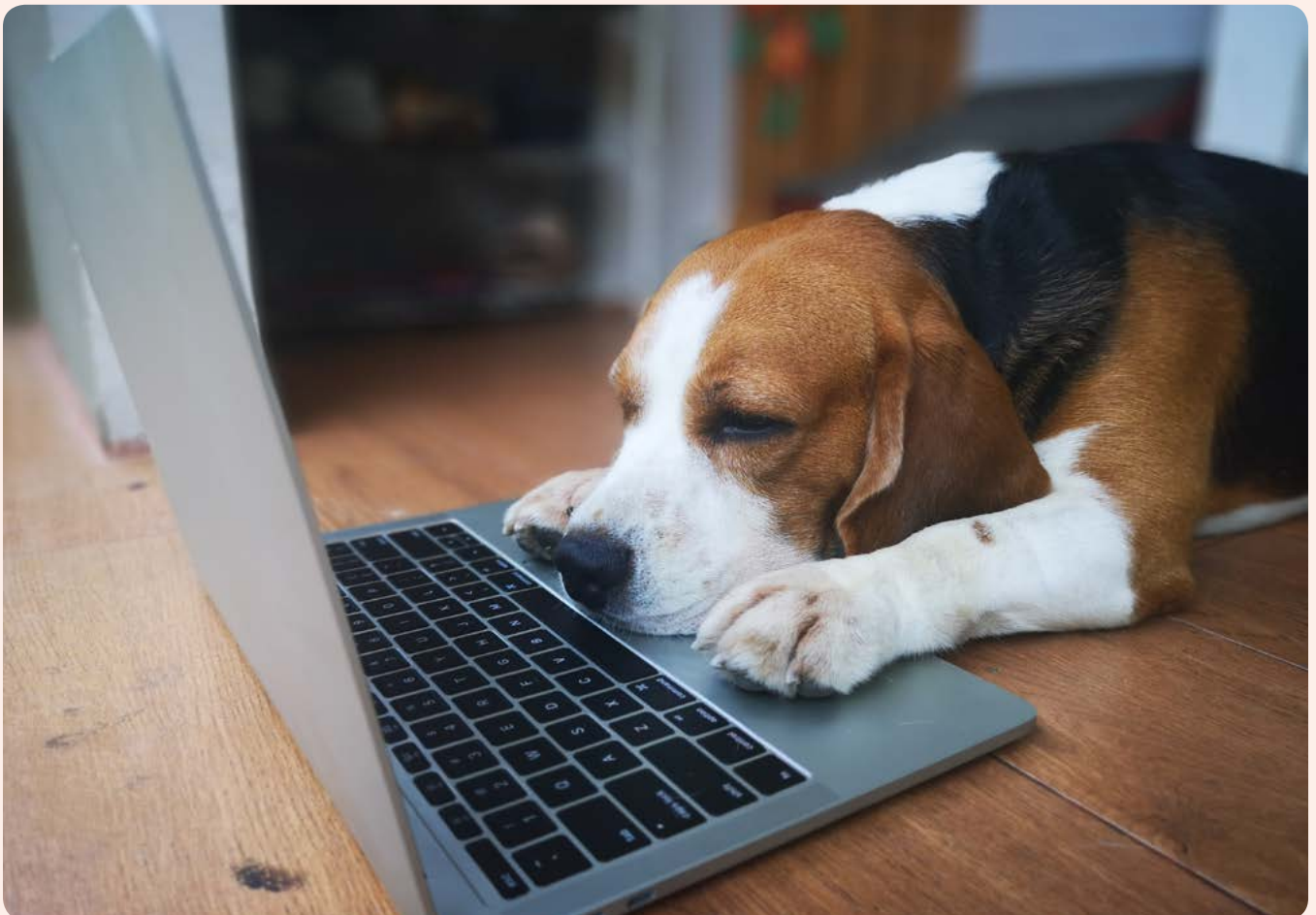
**REACH** 15,000+ addresses.

**EXPOSURE** Brand and product recognition  
Sales leads generator

**REPORT** You will receive a detailed report on the email performance

**FORM** Customised campaign

**PRICING** Project-based, starting at €1,595



# GlobalPETS Forum

GlobalPETS Forum offers a crucial platform to connect in person with top tier decision makers in the pet industry.

*"GlobalPETS Forum is a key place to increase awareness of our brand."*

Zakaria Faiq,  
Biogance FRANCE

*"Each time I visit GlobalPETS Forum, I take away new things that bring me and my business forward."*

Irina Golovtchenko,  
Valta Pet Products RUSSIA

## UPCOMING EVENTS

### GlobalPETS Forum Europe

22-24 January 2020

Athens GREECE



### GlobalPETS Forum Asia

November 2020

Guangzhou CHINA



# GlobalPETS Forum benefits

- Connect with 250 leading industry decision makers and business partners from all over the world during one of the many networking opportunities. Introduce and showcase your brand
- Opportunities to get involved in the Forum, which has been called 'the place where deals are closed'
- Inspiring and accomplished speakers such as futurists, trend watchers, brand experts, retail strategists, and industry consultants that will delve into the latest trends
- A first class location in a stunning city with international allure



## ATTEND

Be inspired by top level talks and connect to new business partners.

- BENEFITS OF ATTENDING**
- Inspiration
  - Networking
  - Connect with past, present and potential business partners

**PRICING**

EUROPE €1,545  
ASIA €595

## EXHIBIT

Create a personal touchpoint and visibility for products and services.

- BENEFITS OF EXHIBITING**
- Brand awareness
  - Lead generation
  - Connect with past, present and potential business partners

**PRICING**

EUROPE €1,145  
ASIA €1,050

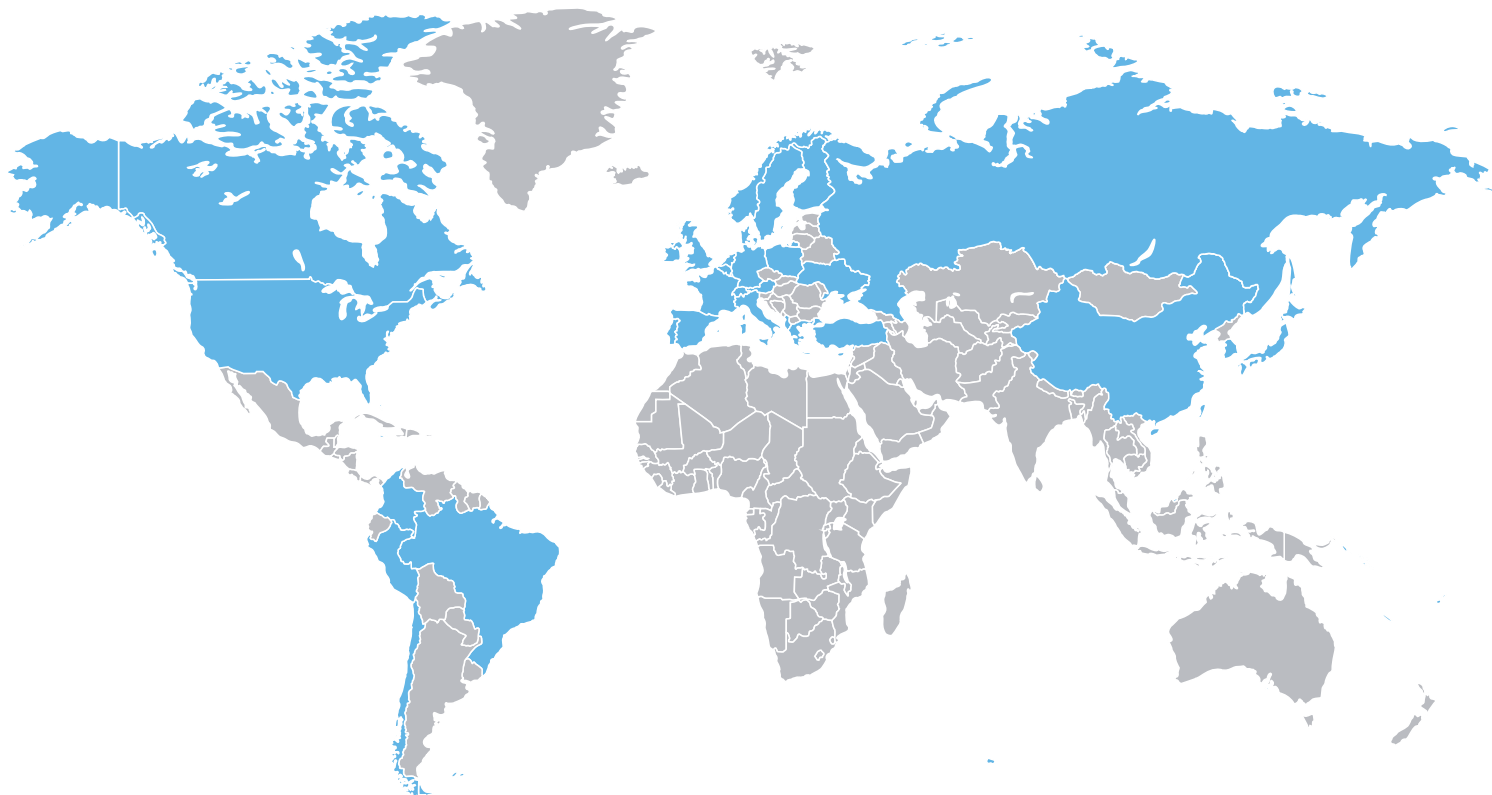
## SPONSOR

Sponsor a Forum and benefit from multichannel publicity across the PETS International and GlobalPETS Forum platforms for a year leading up to the event.

- BENEFITS OF SPONSORING**
- Brand awareness
  - Lead generation
  - Connect with past, present and potential business partners
  - Brand positioning
  - 1 Year partnership
  - Thought leadership
  - Be top of mind among key decision makers

**PRICING** Upon request

# PETS International Worldwide Agent Network



[globalpets.community](https://globalpets.community)  
info@globalpets.community  
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Global PETS Community  
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