

A MONTHLY INTERNATIONAL PET & PET NEEDS MAGAZINE

# PETZOOONE

“The most influential way of international promotion”



[www.petzoonemagazine.com](http://www.petzoonemagazine.com)

e-mail: [sales@img.com.tr](mailto:sales@img.com.tr)

PRINTED COPIES  
**13,000**

DIGITAL COPIES  
OVER **50,000**

AT ALL MAJOR  
EVENTS

Istanbul Magazine Group has been trusted since 1982



## ABOUT US

PetZooone magazine is dedicated only to the pet products industry with rich contents and wide distribution network. The magazine covers all recent news, new products and technologies, company profiles, special interest topics selected from the industry, events and more.

PetZooone bimonthly magazine has print and digital versions. (Print: 13,000 Digital: 48,000)

The magazine is distributed by cargo and e-mailing in 87 countries on every continent.

## HARD COPY DISTRIBUTION PROFILE

- Pet material importers
- Pet material wholesalers
- Leading supermarket chains
- Pet food manufacturers
- Pet material manufacturers
- Pet food importers

## BY REGION

Europe:	% 20
North America:	% 38
South America:	% 22
Asia:	% 10
Middle East:	% 6
Africa:	% 4



## SOFT COPY DISTRIBUTION

Besides hard copy, digital copy of the magazine reaches to over 50,000 international manufacturers and buyers every month by e-mailing.

## TECHNICAL SPECIFICATIONS

- ▶ PetZooone magazine's full-page trim size is 20 cm x 27 cm. (Trim size is the actual document size.)
- ▶ The live area of a full-page ad is 19 x 25 cm. Keep all type and important information in the live area. (Type/information should be at least one cm away from the trim edges.)
- ▶ Bleed is any element or background extending outside of the trim of a full page or spread. (Add .3 mm to all edges of trim/document size.)
- ▶ Minimum 300 dpi ready-to-print ad designs should be delivered at PDF format

Ad Sizes	CM
Full Page Trim Size	20 x 27
Bleed Size	20,6 x 27,6
Live Area	19 x 25
Two-Page Spread with No Bleed: Ad & Live	38 x 25
Two-Page Spread with Bleed	40,6 x 27,6

# PETZOOONE

## 2022 EDITORIAL CALENDAR

### January-February

**Main Topics:**

Supplementary Pet Supplies & Small Animals

### March-April

**Main Topics:**

Pet Food Processing Technologies  
Pet Packaging

**Event Distribution:**

Anuga Foodtech

### May-June

**Main Topics:**

Pet Food Technologies  
Pet Foods & Food Ingredients  
Pet Accessories

**Event Distribution:**

Interzoo 2022 & Ipack Ima

### July-August

**Main Topics:**

Aquaria, Terraria, Pet Care Products

### September-October

**Main Topics:**

Pet Health, Pet Food, Pet Accessories

**Event Distribution:**

PetShow Istanbul

### November-December

**Main Topics:**

Pet Health & Pet Care Products

**Event Distribution:**

Pet South America

## 2022 ADVERTISING RATES (EURO)

PAGE	1x	3x	6x
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
	Subject to availability	Subject to availability	Subject to availability
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	800
<b>LOOSE INSERTS</b>	<b>2 PAGES 1,500 EURO</b>		<b>4 PAGES 2,500 EURO</b>

## Website Advertising Website Rates (EURO)

PAGE	1x	3x	6x	12x
Topbar	N.A for 2022			
Sidebar	500	1300	2100	4000
POP-UP	2000	1500	1250	1000



## EDM (e-mailing) Advertising

**E-MAIL SHOT  
50,000**

**VALUABLE E-MAIL ADDRESSES  
3,500 EURO**

We offer EDM service for exporters, importers and manufacturers in order to they can reach their target market.



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**PETZOOONE**

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