

A MONTHLY INTERNATIONAL PET & PET NEEDS MAGAZINE

PETZOOONE

“The most influential way of international promotion”

www.petzoonemagazine.com

e-mail: sales@img.com.tr



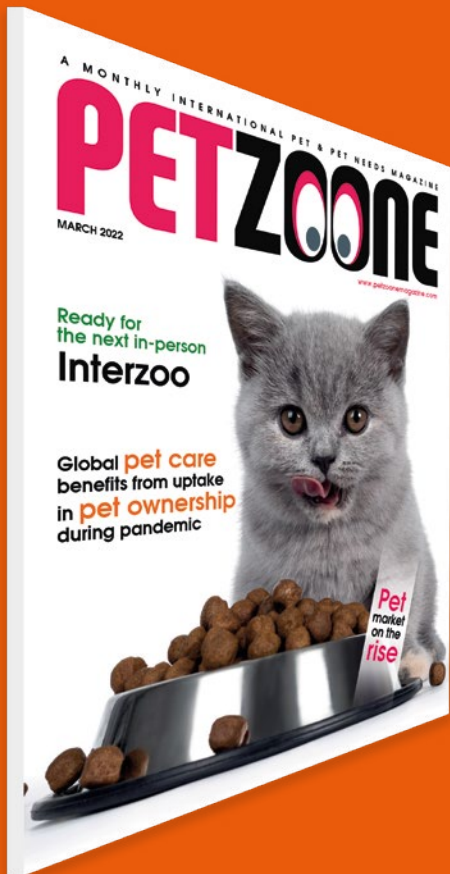
2025 MEDIA KIT

PRINTED COPIES
11,000

DIGITAL COPIES
OVER **40,000**

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: 11,000 Digital: 40,000)

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

2025 Editorial Calendar and Deadlines

January

Main Topics: Pet Nutrition Trends, Sustainable Packaging
Key Events (Distribution):
Ad & Editorial Deadline: Dec 10, 2024
Publication Date: Jan 2, 2025

February

Main Topics: Pet Supplements, Innovative Pet Food Ingredients
Key Events (Distribution):
Ad & Editorial Deadline: Jan 10, 2025
Publication Date: Feb 1, 2025

March

Main Topics: Pet Care & Grooming, Smart Pet Products
Key Events (Distribution): - Global Pet Expo (USA)
Ad & Editorial Deadline: Feb 10, 2025
Publication Date: Mar 1, 2025

April

Main Topics: Veterinary Health, Organic & Natural Pet Foods
Key Events (Distribution): - IFFA
Ad & Editorial Deadline: Mar 10, 2025
Publication Date: Apr 1, 2025

May

Main Topics: Pet Tech & Wearables, Sustainable Pet Accessories
Key Events (Distribution): - Zoomark (Italy)
Ad & Editorial Deadline: Apr 10, 2025
Publication Date: May 1, 2025

June

Main Topics: Pet Treats & Snacks, Raw Diets
Key Events (Distribution):
Ad & Editorial Deadline: May 10, 2025
Publication Date: Jun 1, 2025

July-August

Main Topics: Summer Pet Safety, Travel Accessories for Pets
Key Events (Distribution): - Pet Fair Asia (Shanghai)
Ad & Editorial Deadline: Jun 10, 2025
Publication Date: Jul 1, 2025

September

Main Topics: Pet Food Processing & Equipment, Packaging Innovations
Key Events (Distribution): - Pets Arabia (UAE)
Ad & Editorial Deadline: Aug 10, 2025
Publication Date: Sep 1, 2025

October

Main Topics: Sustainable Pet Businesses, Retail & E-commerce Trends
Key Events (Distribution): - Petzoo Eurasia
Ad & Editorial Deadline: Sep 10, 2025
Publication Date: Oct 1, 2025

November

Main Topics: Functional Pet Foods, New Product Launches
Key Events (Distribution): - CIPS (China International Pet Show)
Ad & Editorial Deadline: Oct 10, 2025
Publication Date: Nov 1, 2025

December

Main Topics: Annual Industry Review, 2026 Trends & Forecast
Key Events (Distribution): - Global Pet Expo (USA)
Ad & Editorial Deadline: Nov 10, 2025
Publication Date: Dec 1, 2025

2025 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
LOOSE INSERTS	2 PAGES 1,500 EURO		4 PAGES 2,500 EURO

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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