

2027 Media Kit

Put your company and products in front of buyers and new business partners across the world.

GlobalPETS

Your gateway to the global pet industry.

With the largest and most engaged international audience, GlobalPETS is your gateway to expanding your reach and building partnerships across Europe and around the globe:

- **Increase brand visibility:** Elevate brand awareness through print and online advertisement campaigns.
- **Tell your story:** Go beyond the visual and tell your company's story with our editorial options.
- **Showcase expertise:** Position yourself as a thought-leader and go-to expert through content marketing.

Other brands that advertise with us:



GlobalPETS snapshot

GlobalPETS inspires, informs and connects pet professionals in 130+ countries.

Our online and print publications are the go-to sources for insights into the latest trends, developments and markets, for pet industry decision makers:

- **PETS International:** The leading trade magazine in Europe, since 1988.
- **Newsletter:** One of the most popular newsletters, with 30,700 subscribers.
- **Website:** The go-to online platform for industry news and insights.
- **Conferences:** Exclusive networking events for pet executives in EU & US.



Print & digital readership (magazine)

24,570 (per issue)

Monthly web visits

109,000+

Active email subscribers

30,700+

Global reach, split by region

Europe	**59%**
US/Canada	**24%**
Asia	**10%**
Rest	**7%**

Who are you trying to reach?



Manufacturers/brands (48%)

Nearly half of our readers are the masterminds behind pet products. From major brands to private label specialists, these companies rely on GlobalPETS for market and product insights to support their go-to-market and product development strategies.

"GlobalPETS is a leading media outlet in the pet food industry. The magazine is particularly well-crafted and is read by our clients and prospects. The team is reliable and passionate, attentive to our needs."



– Guillaume Maïo,
Marketing Manager, ADM

Other (3%)

The remainder of the audience includes veterinarians, consultants, suppliers and other players that are interested in the pet industry.



Retailers (22%)

Our retail audience includes online and brick-and-mortar players (multi-locations and large chains). They look to GlobalPETS for product launches, innovations and consumer insights to stay ahead.

Distributors (27%)

From the most known distributors to the smaller ones, distributors look to us for market insights and new products to represent.

> **Note: Looking for new retail and distribution partners? Our audience includes the vast majority of important players across the world.*



"Our partnership with GlobalPETS helps reach the right audience by allowing an international presence with both online and offline channels. This combination is contributing successfully to our marketing activities, reaching new and existing clients."

– Jesper Bach Sørensen, **CEO, Schulze Heimtierbedarf**

What our audience says



"It's like the Harvard Business Review of the pet industry"

"GlobalPETS Forum is the top event in the industry. The best place for discussions with the absolute leaders in our pet world."

– *Torsten Toeller,* ***Fressnapf***

"Not just advertising, but actually useful information."

"I want to say thank you for your amazing magazine and information!"

– *Oleksii B.,* ***Ukrainian supplier***

"The global leading publication for the industry."

– *David,* ***French online pet retailer***

"You're my go-to source for pet industry information. It's been instrumental in broadening my perspective and staying informed."

– *Facundo M.,* ***an Argentinian pet retailer***

"I've followed your magazine for a year now and your content has really helped me in my job."

– *Carlota S.,* ***Spanish manufacturer***

Is GlobalPETS right for you?

When deciding whether GlobalPETS is the appropriate advertising platform for you, here are some things to consider:

- **Where are your clients?** If you're looking to reach new and existing partners across Europe (and beyond), we have the largest international audience in the industry.
- **Who do you want to reach?** Our publications land in the inbox or on the desk of many pet industry decision makers that are raving fans.
- **What about results?** While results are never guaranteed, the fact that most advertisers stay with us for more than 6 years, is a strong sign that it's working for them.



"GlobalPETS supports our Josera brand activities in all marketing channels and we benefit from the perfect mix of online and offline publications. Besides this perfect mix, we enjoy the personal contact and flexibility of the GlobalPETS team."

Josera.

– Kirsten Seidl, Head of brand marketing



"Our branded content campaign gave us visibility and we received many positive comments from a wide range of suppliers, customers, and industry consultants. Several prospects that have reached out to us mentioned having read the article."

Agronutris

– Chloé Champion, Business Development

Magazine editorial calendar

FEBRUARY

Topics

› Food & ingredients
Functional ingredients
Trace minerals & chelates
Protein & rendered ingredients
Plant proteins

› Accessories & pet care
Supplements
Sustainability

› Regional features
France & UK

Deadlines
Sponsored editorial: 4 January
Advertising: 15 January
Publication: 10 February

MARCH

Topics

› Food & ingredients
Yeast & fermentation
Texture
Joint-support & collagen
Extrusion / drying / cooling

› Accessories & pet care
Litter
Longevity & healthy aging

› Regional features
Eastern Europe

Deadlines
Sponsored editorial: 8 February
Advertising: 19 February
Publication: 12 March

MAY

Zoomark special

Topics

› Food & ingredients
Spraying & coating
Marine & algal ingredients
Preservation & antioxidants
Claims, testing & compliance

› Accessories & pet care
Aquatics & exotic pets
Packaging

› Regional features
Italy & Balkans

Deadlines
Sponsored editorial: 8 March
Advertising: 26 March
Publication: 22 April

SEPTEMBER

Topics

› Food & ingredients
Digestion & gut health
Nutraceuticals
Hydrolysates
Wet food

› Accessories & pet care
Snacks & treats
Sustainability

› Other features
US & Canada

Deadlines
Sponsored editorial: 16 August
Advertising: 27 August
Publication: 17 September

OCTOBER

Topics

› Food & ingredients
Alternative ingredients
Fibers & functional carbohydrates
Mycotoxin management
Pet food machinery

› Accessories & pet care
Toys
Private label

› Other features
Asia & Oceania

Deadlines
Sponsored editorial: 20 September
Advertising: 1 October
Publication: 22 October

NOVEMBER

Topics

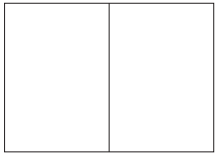
› Food & ingredients
Palatability
Allergies & sensitivities
Amino acids & vitamins
Premixes

› Accessories & pet care
Dog accessories
Small animals, rodents & birds

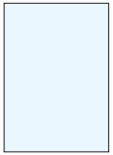
› Other features
DACH

Deadlines
Sponsored editorial: 25 October
Advertising: 5 November
Publication: 26 November

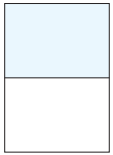
Magazine advertising



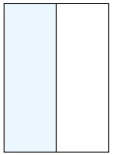
Spread
€ 4,995



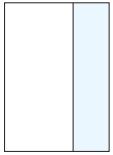
Full page
€ 3,695



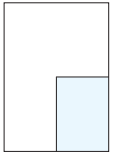
Half page
€ 2,795



Half page
€ 2,795



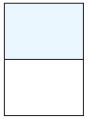
Third page
€ 2,295



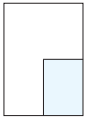
Quarter page
€ 1,595

Advertorial *(Example)*

Simple, standardized advertisement format, with a product image and text.



Half page
€ 1,500



Quarter page
€ 850

Premium visibility options

Preferred advertisement placement:
Back cover: +20%
Rest: +10%

Leaflet/flyer insert:
Request pricing

Magazine editorial options

Company/ Product Profile

Present your company, mission, vision and products/services in an eye-catching magazine article.



- Published in print magazine
- Published on the website

€ 3,695 (Full-page)
€ 4,995 (Two pages)

Branded content

Showcase your knowledge and position yourself as the expert.



- Published in print magazine
- Featured on website homepage
- Promoted in our email newsletter
- Shared on social media channels

€ 4,995 (Full-page)
€ 5,995 (Two pages)

Cover story

Get featured on the cover of the magazine, and a two-page article about your company or products.



- Your product image on the cover
- A detailed two-page article about your business or products
- Featured on website homepage
- Your cover permanently displayed on our website
- Promoted in our email newsletter
- Shared on social media channels

€ 9,995

Show up in your clients' inbox

Email newsletter *(Example)*

Our twice-weekly newsletter is an excellent way to get in front of new partners.

›Banners

Classic way to promote your brands/products

€ 1,395 / month

*4 banners per month

**Max 5 banners per email

›Spotlight positions

A highlighted position to promote your product/company

€ 795 / spotlight

*Max 1 spotlight per email

Email campaign

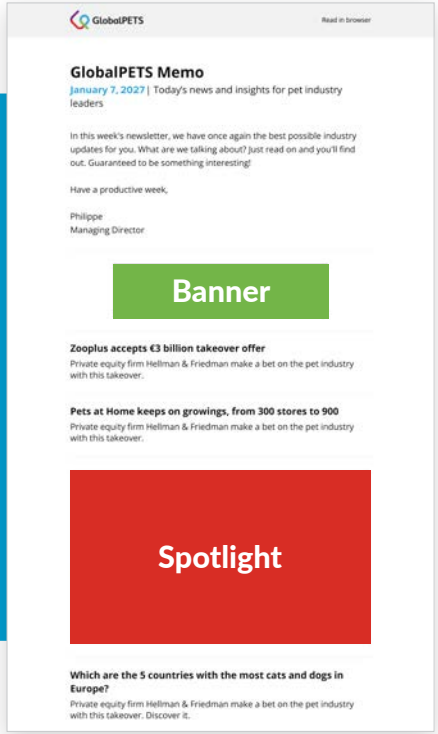
Send an email with only your message to your preferred selection of our audience.

(Request pricing)

30,700+
Engaged email subscribers

36.7%
Average open rate

16.4%
CTR



Digital editorial & thought leadership

Sponsored article *(Example)*

A website-only article, written by you, edited and published by us. Your article will be promoted through our newsletter and stays on our website forever.

€ 1,495

Whitepapers & webinars *(Example)*

Take thought-leadership one step further and collect sales leads in the process.

>Whitepaper

Show off your research or get into the details of your solution with a downloadable PDF.

(Request pricing)

>Webinar

Demonstrate your expertise in (long-form) video format, on-demand for our audience.

(Request pricing)



Grab website visitors' attention

Website banners *(Example)*

Attract attention on our website to generate brand impressions and clicks. From the dominating top position, to the classic format on the side.

Leaderboard: € 995 / month
Medium rectangle: € 695 / month

Product showcase *(Example)*

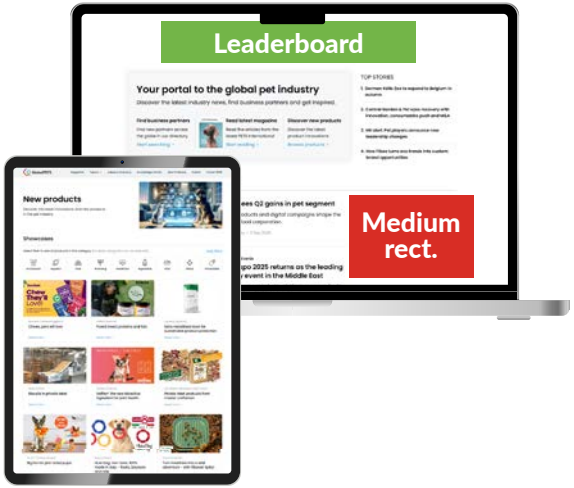
Promote your new products in the 'New products' section of our website. It's the third most visited page on our website.

€ 745 / product

Industry directory - Premium profile *(Example)*

Stand out and make it easier for new partners to find you in our directory with 20,000 other companies. Rank higher and drive more conversations with this fully customizable profile.

€ 1,095 / year



Technical specs

Email newsletter

Banner:
Size: 400 x 100px

Spotlight:
Headline: max 14 words
Text: max 50 words
Image: 360 x 250px

Website

Leaderboard banner:
Desktop: 728 x 90px
Mobile: 320 x 50px

Medium rectangle banner:
300 x 250px

Showcase & Sponsored article:
Header image: 960 x 540px

Premium profile:
Header image & highlights:
960 x 540px

Magazine

Pets international is perfect bound.
Page/trim size: 208 x 273mm,
live area: 186 x 251mm.

High res (300 dpi) and full color.
Spot colors are not supported.
Supported files: PDF, JPG, Photoshop

Sizes:
Spread: 416 x 273mm*
Full page: 208 x 273mm*
Half page vertical: 101 x 273mm*
Half page horizontal: 208 x 131mm*
Third page vertical: 68 x 273mm*
Quarter page: 90 x 106mm

**Apply 3mm bleed on all sides*

Find a complete overview of all client instructions, here.

For additional advertising information:

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For editorial inquiries or technical questions:

Email: ops@pets.nl

GlobalPETS

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