



# 2025 Media Kit

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



## 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 30,500 subscribers.
- ✔ Website: The go-to online platform for industry news and insights.
- ✔ GlobalPETS Forum: An exclusive networking event for 300 pet executives.



Print & digital readership (magazine)

**23,450** (per issue)

Monthly web visits

**93,000+**

Active email subscribers

**30,500+**

Global reach, split by region

Europe.....	<b>59%</b>
US/Canada.....	<b>24%</b>
Asia.....	<b>10%</b>
Rest.....	<b>7%</b>

# 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,  
Josera petfood



*"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,  
Agronutris

# Magazine editorial calendar

## FEBRUARY

### Topics

#### > Food & ingredients

Emerging ingredients  
Coating & texture  
Functional ingredients  
Meal toppers & broths

#### > Accessories & pet care

Supplements & vitamins  
Cat accessories  
Training & behavior

#### > Other features

Sustainability  
US, UK & Australia

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### Deadlines

Sponsored editorial: 20 December  
Advertising: 15 January  
Publication: 11 February

## MARCH

### Topics

#### > Food & ingredients

Dry food  
Extrusion, drying & cooling  
Formulation  
CBD & Hemp

#### > Accessories & pet care

Litter  
Bowls & feeders  
Veterinary

#### > Other features

Aquatics & exotic pets  
Middle East & India

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### Deadlines

Sponsored editorial: 3 February  
Advertising: 19 February  
Publication: 14 March

## APRIL/MAY

### Zoomark special

### Topics

#### > Food & ingredients

Specialized diets  
Ingredients from the sea  
Premixes  
Mono & hydrolyzed protein

#### > Accessories & pet care

Leashes, collars & harnesses  
Cleaning & potty  
Travel & outdoors

#### > Other features

Packaging  
Italy, Balkan & France

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### Deadlines

Sponsored editorial: 3 March  
Advertising: 21 March  
Publication: 15 April



## SEPTEMBER

### Topics

#### > Food & ingredients

- Palatability
- Nutraceuticals
- Digestion & gut health
- Dog nutrition

#### > Accessories & pet care

- Toys
- Immunity & fertility
- Puppies & kittens

#### > Other features

- Sustainability
- Eastern Europe

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### Deadlines

- Sponsored editorial: 4 August
- Advertising: 20 August
- Publication: 12 September

## OCTOBER

### Topics

#### > Food & ingredients

- Insects
- Alternative ingredients
- Pet food machinery
- Wet food & semi-moist

#### > Accessories & pet care

- Beds, crates & cushions
- Dental health
- Fleas & ticks

#### > Other features

- Private label
- Asia

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### Deadlines

- Sponsored editorial: 15 September
- Advertising: 1 October
- Publication: 24 October

## NOVEMBER

### Topics

#### > Food & ingredients

- Fresh, raw/BARF, frozen
- Additives
- Snacks & treats
- Cat nutrition

#### > Accessories & pet care

- Skin & coat care
- Grooming
- Dog accessories

#### > Other features

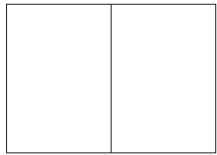
- Small animals, rodents & birds
- Germany, Austria, Switzerland

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### Deadlines

- Sponsored editorial: 20 October
- Advertising: 5 November
- Publication: 28 November

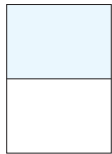
# Magazine advertising



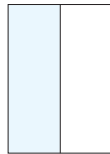
Spread  
**€ 4,995**



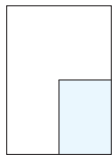
Full page  
**€ 3,695**



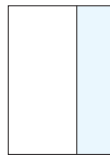
Half page  
**€ 2,795**



Half page  
**€ 2,795**



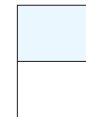
Quarter page  
**€ 1,595**



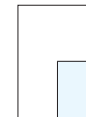
Third page  
**€ 2,295**

## Advertorial

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)  
**€ 6,995** (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

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

\*\*Total banners per email: max. 5

### > Spotlight positions

A highlighted position to promote your product/company

€ 595 / spotlight

\*Max 1 spotlight per email

## Email campaign

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

(Request pricing)

30,500+

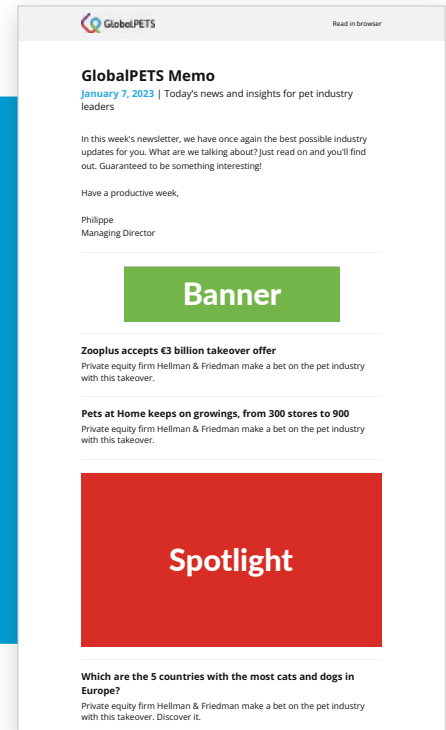
Engaged email subscribers

33.6%

Average open rate

14.9%

CTR



# Digital editorial & thought leadership

## Sponsored article

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.

€ 995

## Whitepapers & webinars

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

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: € 795 / month**

## Industry directory - Premium profile

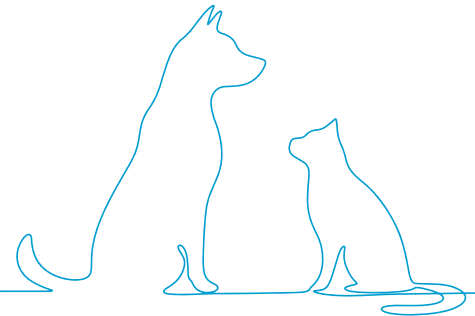
Stand out and make it easier for new partners to find you in our directory with 20,000 other companies. Rank higher and drive more conversations with this fully customizable profile.

**€ 1,095 / year**

## Product showcase

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

**€ 499 / product**



# 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:

Phone: +31 33 422 58 33

Email: [advertising@pets.nl](mailto:advertising@pets.nl)

## For editorial inquiries or technical questions:

Email: [ops@pets.nl](mailto:ops@pets.nl)



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