

A MONTHLY INTERNATIONAL PET & PET NEEDS MAGAZINE

PETZOOONE

“The most influential
way of international
promotion”

www.petzoonemagazine.com

e-mail: sales@img.com.tr



2024 MEDIA KIT

PRINTED COPIES

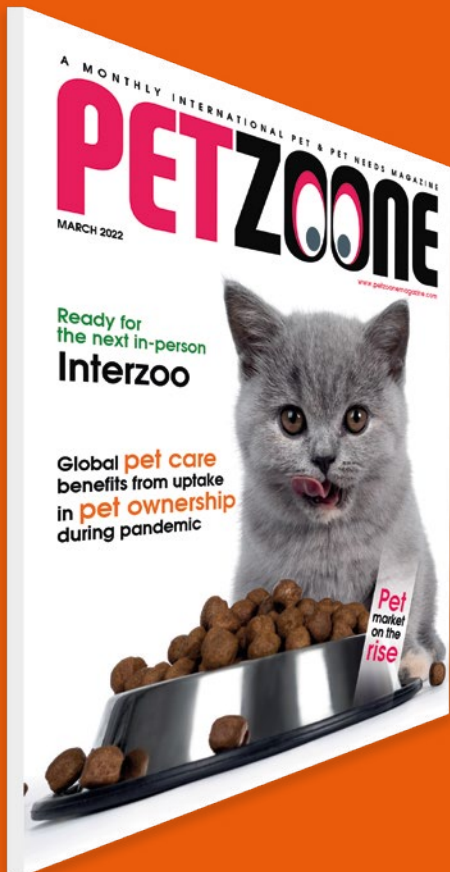
11,000

DIGITAL COPIES

OVER 40,000

AT ALL MAJOR
EVENTS

Istanbul
Magazine
Group has
been trusted
since 1982



ABOUT US

PetZoone 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.

PetZoone 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

- ▶ PetZoone 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

2024 Editorial and Event Calendar

January-February

Main Topics: Pet Foods

Supplementary Pet Supplies & Small Animals

Event Distribution: Anido

Deadline: December 25

March-April

Main Topics: Pet Food Processing

Technologies

Pet Packaging

Event Distribution: Anuga Foodtech +

IberZoo Spain

Deadline: February 26

May-June

Main Topics: Pet Food Technologies

Pet Foods Ingredients

Pet Accessories

Event Distribution: Interzoo 2024

Deadline: April 22

July-August

Main Topics: Aquaria, Terraria, Pet Care Products

Event Distribution: Superzoo

Deadline: June 17

September-October

Main Topics: Pet Health, Pet Food, Pet

Accessories

Event Distribution: Pet İzmir + Pets

Arabia Dubai

Deadline: August 19

November-December

Main Topics: Pet Health & Pet Care

Products, Pet Food Ingredients

Event Distribution: Food Ingredients

Europe

Deadline: November 7

2024 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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