

PET
worldwide

MEDIA INFORMATION

2022



Dähne Verlag

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advertising@daehne.com

www.daehne.com/media-info

www.petworldwide.net

Media Information

Publisher information



In brief

PET worldwide is published in English. It offers expert information on the international pet trade and on suppliers and service-providers in the pet sector. The reporting spectrum ranges from news and personnel to detailed reports from both industry and commerce, and on to pre-views and reviews of the major trade fairs worldwide. On a regular basis the magazine publishes detailed country reports, which analyse both the retail scene and the relevant manufacturers of the country concerned. Every issue uses market surveys and reports on new products to present a topic of current significance.

Membership

VDZ, SZV

Chief editor

Ralf Majer-Abele

Editorial team

Philipp Gardemin

Advertising

Thomas Heinen, Patricia Bader

Volume

Volume 21, 2022

Frequency of publication

4 x (see enclosed schedule)

Publishing house

Dähne Verlag GmbH

Postal address

P.O. Box 10 02 50, 76256 Ettlingen, Germany

Delivery address

Am Erlengraben 8, 76275 Ettlingen, Germany

Telephone +49 (0) 72 43 / 575-104

Fax +49 (0) 72 43 / 575-100

Internet www.petworldwide.net

E-mail advertising@daehne.com

Photo cover: Maya Kruchancova, Fotolia

Subscription rates

Annual subscription

€ 92.- incl. p + p

Terms of payment

Net payment due within 10 days of date of invoice

Terms + Conditions

www.daehne.com/media-info

Accounts

- (D) Deutsche Bank; Kaiserstr. 90
D-76133 Karlsruhe, Nr. 714 600 00
(BLZ 660 700 04)
BIC: DEUTDESM660
IBAN: DE68 6607 0004 0071 4600 00
- (A) Raiffeisenverband Salzburg
Nr. 160 178 65 (BLZ 35000)
BIC: RVSAAT2S
IBAN: AT84 3500 0000 1601 7865
- (CH) Coop Bank Basel
Nr. 481116.290000-8
Clear. Nr. 8440, PC-Kto 40-8888-1
BIC: COOPCHBB
IBAN: CH84 0844 0481 1162 9000 0

Media Information

Circulation | Target groups | Editorial content

Circulation analysis

Estimated copies per issue

Print figure (Print and e-magazin) 10 400

Actual circulation 10 254
Thereof subscriber copies 2 786

Analysis

2020 = 6 issues

Total size 263 pp = 100.0 %

Editorial 232 pp = 88.4 %

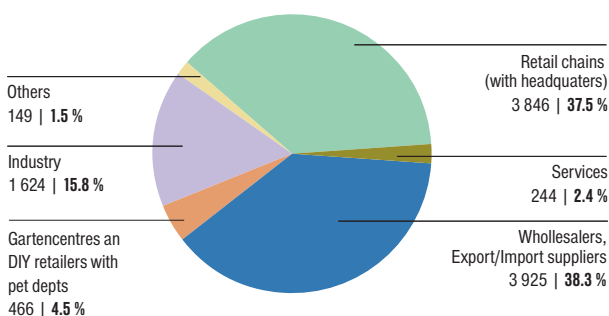
Advertising 31 pp = 11.6 %

of which
Bound-in inserts 0 units = 0.0 % } of
Loose inserts 0 units = 0.0 % } advertising

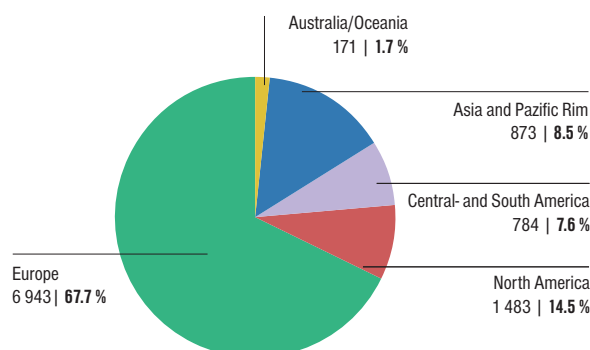
Analysis of 2020 editorial component

Total	232 pp = 100.0 %
Trade	61 pp = 26.1 %
Industry	54 pp = 23.3 %
News	31 pp = 13.4 %
Country reports	25 pp = 10.6 %
Trade fairs/congresses	24 pp = 10.1 %
New products	14 pp = 6.0 %
Others	25 pp = 10.6 %

Circulation by target groups



Geographical analysis of circulation



Advertisement formats and rates

Format

210 mm width, 297 mm depth, DIN A 4

Type area

187 mm width, 270 mm depth

Columns

4 columns, 43 mm wide

Printing and binding processes

Offset printing and stapled binding

Copy

Copy up to 70 lines per cm/300dpi.
However, please pay careful attention to the technical instructions.

Frequency of publication:

Four times a year

Publication dates

Refer to schedule

Advertising deadlines

Refer to schedule

Format	Number of columns	Width x Depth in mm	Basic price black/white €	4 colours €
1/1 page	4 columns	187 x 270	1 955.-	3 575.-
1/2 page	4 columns	187 x 133 horizontal	1 120.-	2 260.-
	2 columns	91 x 270 vertical		
1/3 page	4 columns	187 x 87	750.-	1 560.-
1/4 page	4 columns	187 x 64 horizontal	570.-	1 170.-
	2 columns	91 x 133 vertical		
	1 columns	43 x 270		
1/8 page	4 columns	187 x 30 horizontal	290.-	680.-
	2 columns	91 x 64 vertical		
	1 columns	43 x 133		
back cover	4 columns	187 x 270	2 790.-	4 410.-
inside front cover	4 columns	187 x 270	2 450.-	4 070.-
inside back cover	4 columns	187 x 270	2 170.-	3 790.-

Rate per single-column millimetre: in advertising section € 2.45
in editorial section € 5.20

Surcharges and other prices

Surcharges per standard colour (Euro scale)/special colour (basic 4c)

≥ 1/1 page	€ 540.-	1/4 page	€ 200.-
1/2 page	€ 380.-	1/8 page	€ 130.-
1/3 page	€ 270.-	≤ 1/16 page	€ 110.-

HKS, pantone and metallic colour extra surcharge € 290.-

Special formats/positions/Job advertisements

2/1 page on request
Front cover flap see extra information

Guaranteed positions € 250.-
Print over gutter margin € 180.-
Bleed additional 3 mm 10 % of basic rates

Small advertisement rates

Situations vacant per mm € 2.45
Private situations wanted per mm € 1.96
Charge for box number € 6.00

All job advertisements will be published for free online on www.petworldwide.net

Discounts

Valid for one year from publication date of first insertion

No discount on loose or bound inserts.

Bound inserts

2-sided*	4-sided	6-sided	8-sided
€ 3 090.-	€ 4 120.-	€ 6 180.-	€ 7 830.-

* on request

Loose inserts

Maximum size 205 x 292 mm
Up to 25 g € 1 505.-
Up to 50 g € 2 410.-

Adhesive postcard

€ 970.-

Delivery address for inserts

DG Druck GmbH
Betr.: PET worldwide No. ...
Werner-Siemens-Straße 8
76356 Weingarten, Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH, Advertising dept, P.O. Box 10 02 50, 76256 Ettlingen, Germany

Media Information

Schedule and editorial topics

Issue	Schedule	Keynote topics
1	Publication date	15.02.2022
	Advertising deadline	18.01.2022
	Copy deadline	18.01.2022
	Editorial deadline	11.01.2022
PET Buyers' Guide 2022/23	Publication date	18.3.2022
	Advertising deadline	18.2.2022
	Copy deadline	18.2.2022
		The PET Buyers' Guide is the indispensable helper for the pet trade and all trading companies with pet assortments. Categorized according to product ranges, it offers a quick overview of the leading international suppliers and wholesalers in the Pet sector. You'll find all information about this at www.daehne.com www.daehne.com/media-info
2	Publication date	17.05.2022
	Advertising deadline	12.04.2022
	Copy deadline	12.04.2022
	Editorial deadline	04.04.2022
3	Publication date	26.07.2022
	Advertising deadline	23.06.2022
	Copy deadline	23.06.2022
	Editorial deadline	17.06.2022
4	Publication date	04.10.2022
	Advertising deadline	05.09.2022
	Copy deadline	05.09.2022
	Editorial deadline	30.08.2022
Special issue	Publication date	22.11.2022
	Advertising deadline	18.10.2022
	Copy deadline	18.10.2022
	Editorial deadline	13.10.2022

Media Information

Special forms of advertising: Pocket



The PET worldwide pocket is a special insert in a handy DIN A6 format (147 mm high and 104 mm wide), which is glued into an issue of PET worldwide. The editorial team produces the contents in collaboration with the client.

The layout is the "PET worldwide Layout", which gives the product a high degree of credibility. Depending on the issue, this presentation option is offered exclusively to just one company.

- Pocket standard** (20 pages in total)
1 title page, 18 pages of content, 1 full-page advert 4c € 6 995.-
- Pocket XL** (28 pages in total)
1 title page, 25 pages of content, 2 full-page adverts 4c € 9 006.-
- Pocket XXL** (36 pages in total)
1 title page, 32 pages of content, 3 full-page adverts 4c € 10 955.-

The pocket is glued onto an editorial "carrier page", which also features content on the client's company.

Additional services: Publication on www.petworldwide.net, 100 specimen copies, higher circulation for an additional charge.



Special advertising formats

Got an idea for an unusual advertising format?
Want your ad to be even more striking?

Then talk to us. We work with you to realise advertising formats that attract greater attention. No matter whether they're island advertisements, L-adverts, round adverts, adverts with punched-out parts, fold-out pages, magazine banderoles – there's a host of possibilities!

We'll turn your ideas into reality, to make your advertising even more noticeable.



Example:
L-advert
across spine

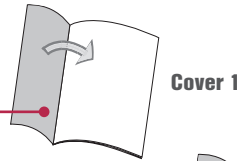
All prices exclusive of VAT.

Media Information

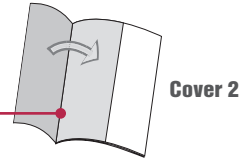
Cover flap advertisements

Cover flap advertisements are placed on additional fold-out pages on the cover:

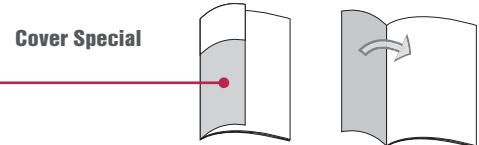
Cover 1 € 3 785.-
 ½ page inside left cover flap (1/2 cover)



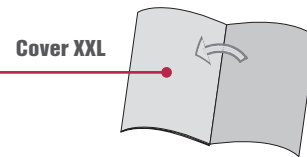
Cover 2 € 5 680.-
 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover



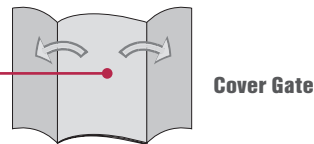
Cover Spezial € 6 000.-
 2 columns/187 mm high below the magazine logo outside the left cover flap (1/2 cover) + ½ page on the same cover flap inside



Cover XXL € 10 955.-
 The complete cover flaps to the right
 Inside is a 2/1 page ad over gutter margin



Cover Gate € 10 000.-
 2 cover flaps (1/2 cover to the left and ½ cover to the right)
 with an 2/1 page ad over both gutter margins



Media Information

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF/X-1a, PDF/X-3 or PDF/X-4. Please also ensure that

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, grey-scale or CMYK mode with profile ISOcoated v2 for sheed offset (maximum application of colours: 300 %). By no means may "indexed" colours, RGB or other modes or profiles be used. Image format either JPG, TIFF or EPS.
- you provide a reliable colour printout of the data, since we have no other way of checking the accuracy of the proof.

We can not guarantee correct reproduction unless we receive your colour printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail

Such files should not exceed 20 MB in size. E-mail: copy@daehne.de

Big size data files

Use the service www.wetransfer.com for data files with more than 20 MB. The service is free of charge.

Please utilise the following procedure for naming your file

Abbreviation* of publication title + issue number + name of advertiser
 e.g.: diy9-10Miller.pdf

*Abbreviations:

diy = diy Fachmagazin; DIN = DIY International; HF = Holzforum;
 pet = pet Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;
 Car = Caridina; GT = Gartenteich

Data by data carrier

Use can be made of any current data carrier.

You'll find information on add sizes and technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at www.daehne.com/media-info

Media Informationen Online

Types of advertising website and newsletter

www.petworldwide.net



Format	Size in pixel (w x h)	Size of data in kb max.	Placement	Price/month €
Super Banner	728 x 90	100	Top*	390.-
Rectangle	180 x 150	60	Top+Basic	90.-
Medium Rectangle	300 x 250	100	Top*	325.-
			Basic	80.-
Wide Skyscraper	200 x 600	120	Top*	375.-
			Basic	120.-
Text ad with picture	Picture 130 x 130; 40 letters headline; 270 letters text	100	Top*	210.-
			Basic	80.-

Volume discount website

from 3 month – 5 % Discount
from 6 month – 10 % Discount
12 month – 15 % Discount

*Exclusive placement

Allocation of banner places

Depending on the ad form and placement, the ad space is allocated exclusively. With non-exclusive placements, several advertisers share the placement and are displayed in random rotation.

Format	Size in pixel (w x h)	Size of data in kb max.	Placement head	Placement priority 1 €	Placement priority 2 €	Placement priority 3 €
Top Banner	580 x 90	100	280.-			
Full Banner	468 x 60	100		220.-	160.-	100.-
Text ad with picture	Picture 145 x 145; 40 letters headline; 350 letters text	80		280.-	210.-	160.-

Prices per week

Newsletter frequency min. 2/week

Volume discount newsletter

from 6 weeks - 3 % discount
from 12 weeks - 5 % discount
from 24 weeks - 10 % discount

All prices plus 19% VAT.

Media Informationen

Traffic | Placement | Technical specification

Traffic

On average, the website generates **11 642** page impressions with **7 390** visits per month (monthly average 1/9/2020 – 31/8/2021 incl. mobile use according to Google Analytics). Rectangular banner and video/text ads in the left-hand column of the website do not appear on about 30 % of all subpages and accordingly generate fewer views. Banners are not yet being displayed on mobile devices.

The newsletter currently has around **1 980** subscribers (status as of 31/8/2021)

Placement website

Basic – bottom half of the website

Top – top half of the website

With the Top+Basic placement, the ad will be displayed randomly both on the top and the basic placement.

Placement newsletter

Head – First place above the newsletter header

Priority 1 – Top position in the news (usually after the 2nd or 3rd announcement)

Priority 2 – Medium placement in the news (usually after the 5th or 6th message)

Priority 3 – Lower placement in news (after news about article teaser or dates)

Possible file types for banners (display ads)

Website: jpg, gif, html5* – animated and static

Newsletter: jpg, png – statisch

html5 – Conditions for the creation of html5 materials you can find online

<https://support.adspirit.de/hc/en-us/articles/360002773031-HT-ML5-advertising-material>

Integration over external ad servers is possible. Please supply the integration code as a txt file.

Text ad with photo on website

Headline (max. 40 characters incl. spaces)

Text (max. 270 characters incl. spaces)

Photo (jpg 130 x 130 pixels)

Please supply text in txt file

Text ad in Newsletter

Headline (max. 40 characters incl. spaces)

Text (max. 350 characters incl. spaces)

Photo (jpg 145 x 145 pixels)

Please supply text in txt file

*If possible, please supply a fallback banner file as a jpg or gif.

Currently banners are not or only partially displayed on mobile view.

Technical data is subject to change without notice

Media Informationen Online

Example website and newsletter

(not in original size)

Super-Banner



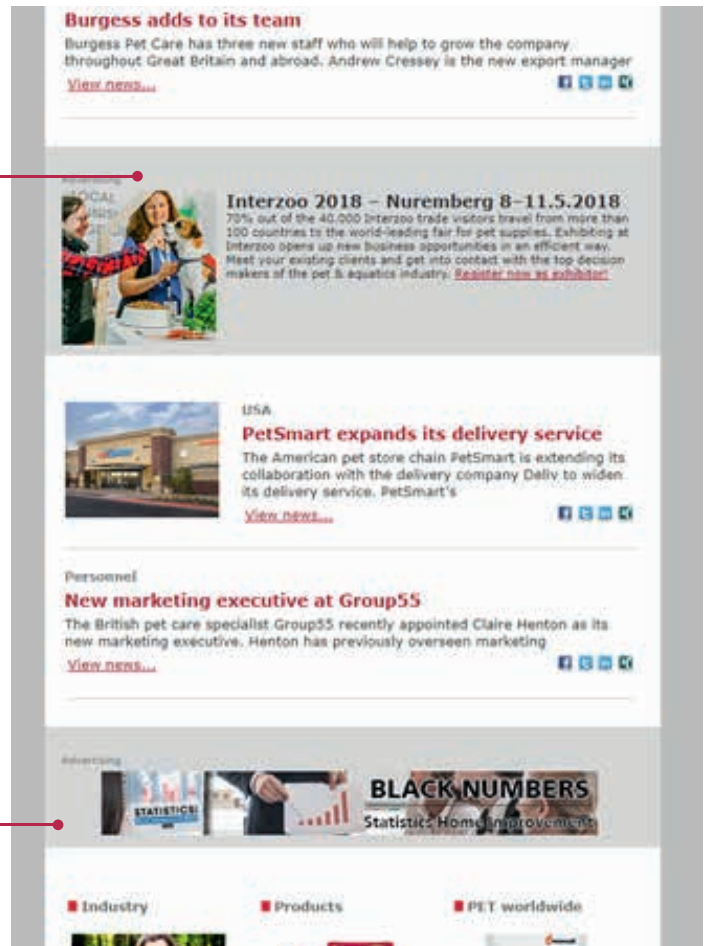
Skyscraper

Rectangle

Medium-Rectangle

Top-Banner

Text/Bild-Ad



Full-Banner

Your Dähne advertising team



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**diy-Fachmagazin,
DIY International**
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**Advertising sales
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DIY International –
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Holzforum**
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The advertising agent for your country:



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**Central- and Southern-
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