

petfoodpro

Technology & Marketing



Aims and Scope

PetFood PRO is the international magazine for executives and specialists in the manufacture of food for domestic animals – the pet food industry.

The magazine is aimed at food and treats for dogs, cats and smaller animals, as well as birds, fish and animals in a small cage or a terrarium and special supplements for horses.

We publish feature articles, reports and announcements about new ingredients, technology, equipment and processes, packaging machinery and materials as well as marketing trends and developments.

Readers are executives, product developers and specialists in the pet food industry, including process and packaging engineers.

PetFood PRO is published in English. Circulation is worldwide, with an emphasis on important growth markets.

We also publish **Food Marketing & Technology** and **Wellness Foods & Supplements** in English and **Food Technologie** in German, in addition to other titles.



Publishing company: Dr. Harnisch Verlags GmbH
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Germany

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Internet: www.petfoodpro-mag.com
www.harnisch.com

Actual circulation: 9,600 copies
Digital circulation: 9,000 copies
Place of publication: Nuremberg
Vol./Year: 4/2021
Number of issues: 4 issues per year
Type area: 175 x 257 mm
Printing process: Offset, CTP (Computer to Plate)
Printing materials: Digital as PDF-X3 or X4, TIF, JPG in 300 dpi

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Distribution overview total

YOUR BENEFIT!

Print run
9,600 copies

Total distribution
18,400 copies

Digital distribution
8,800 copies



Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

Circulation details with readership breakdown

Total print run

Total print run	9,600 copies
Actual circulation	9,270 copies
Subscriptions and requested copies	620 copies
Specimen copies, file copies	330 copies

Geographic circulation breakdown*

Europe	2,950 copies
North America	1,940 copies
South America	770 copies
Asia	2,460 copies
Africa	320 copies
Australia, Oceania	230 copies
Exhibition and Fairs	600 copies

Circulation breakdown by functions*

Managing director, factory managers	12.8%
Process engineers, food technologists incl. R+D, product development	62.4%
Product manager	19.2%
Others (buying departments, etc.)	5.6%

Circulation breakdown by product area*

Pet food, general and major companies	3,200 copies
Special Food, Organic	1,050 copies
Dry Pet Food	550 copies
Cats & Dogs	2,070 copies
Small Animals	1,330 copies
Birds	420 copies
Fishes	320 copies
Reptiles	190 copies
Treats	240 copies

9,270 copies



* Source: Data analysis of publishing house August 2021

Banner advertising on the magazine website www.petfoodpro-mag.com

The image shows a screenshot of the website www.petfoodpro-mag.com with several banner ad placements highlighted in orange boxes. The website layout includes a top navigation bar, a main content area with a featured article, and a sidebar on the right. The highlighted ad placements are:

- Leaderboard**: A horizontal banner at the top left of the main content area.
- Button**: A small rectangular button located in the top right corner of the main content area.
- Leaderboard XL**: A larger horizontal banner below the main article, spanning most of the width of the page.
- Vertical/Square**: Three vertical rectangular banners stacked in the right sidebar.
- Skyscraper**: A tall, narrow vertical banner at the bottom of the right sidebar.

Callout boxes on the left and right provide the following details for each ad format:

- Leaderboard**: 728 x 90 px, € 490,-
- Button**: 240 x 90 px, € 200,-
- Leaderboard XL**: 1040 x 90 px, € 590,-
- Vertical/Square**: 240 x 240 px, € 410,-
- Skyscraper**: 240 x 600 px, € 740,-

All banner prices are for a placement of four weeks. Other formats on request.

Display and placement may vary on mobile devices.

News on www.petfoodpro-mag.com and social media

The magazine website www.petfoodpro-mag.com offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

Sponsored news + social media notices

News item on www.petfoodpro-mag.com incl. linking (Video/YouTube integration possible)

€ 700,-

Individual Paper with direct link

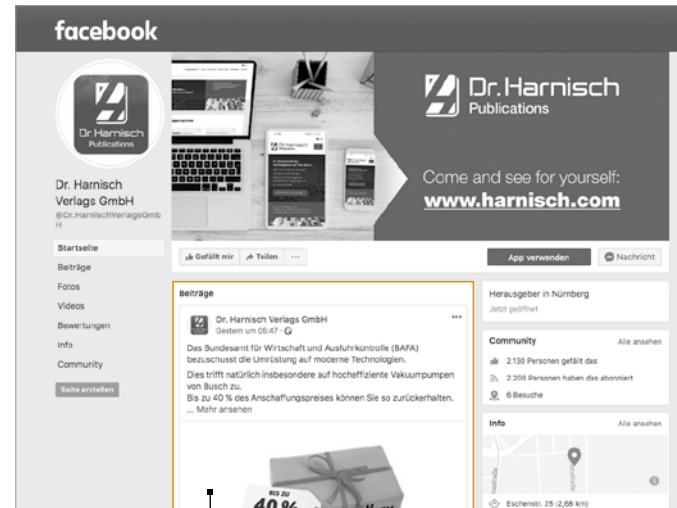
Integration of a detailed article (PDF) on the magazine website www.petfoodpro-mag.com

€ 950,-

Statistics publisher website total: www.harnisch.com (June 2021)

Page views: 22,051

Single page views: 19,955



Social media post with link (facebook/Twitter/LinkedIn)

Post a news item on our social media channels with a direct link to your homepage.

€ 600,-

Digital magazine as e-paper in the app and on the magazine website www.petfoodpro-mag.com



E-paper branding over entire issue
€ 1190,-

Digital ad placement
only in the e-paper incl. linking.
(Positioning by arrangement)
1/1 page € 1290,-
2/1 page € 1990,-

E-paper link (advertisement/article)
€ 350,-

Read digital magazines from Dr. Harnisch Verlag per:

Website

App Store

Google Play

Statistics E-Paper total (April 2021)

Pageviews: 78,010
Total number of users: 23,778
Total reading time 2021: Over 331 hrs.

NEW!

Digital delivery options

The possibility of sending an individual **Exclusive/Standalone newsletter** as well as the placement of banner advertising or Sponsored News in a **general magazine newsletter** are primary communication tools for information and advertising. In addition, the issue is published parallel to the publication dates of the print editions in the **digital magazine dispatch** with the possibility of integrating a cover banner.

Exclusive/Standalone Newsletter



Individual Newsletter

(Text +
images/logos +
links)

Dispatch:

“World“

€ 3500,-

“Europe“

€ 2900,-

“German-sp.
Europe“

€ 1900,-

Digital magazine delivery

Cover banner
for digital
Magazine
delivery

600 x 100 px

€ 990,-



General Magazine Newsletter



Leaderboard
600 x 100 px
€ 700,-



The Editor's Focus

Dear Readers: This PetFood newsletter includes some articles published in the recent issue of PetFood PRO. We are grateful to all authors and sponsors and would like to encourage our readers, to follow up with them, either directly or via our reader service email. Upcoming publications will focus on the Interzoo Digital in June. We invite all exhibitors to submit a preview text and photo covering their presence. This will be included in a digital and print preview ahead of the exhibition. Please send to food@harnisch.com with the subject line Interzoo Preview before April 30th. Enjoy this month's issue and don't forget to send in your comments. **Sincerely, Ian D. Healey**

Sponsored News
(Text + image)
€ 600,-

Fully Natural Look & Feel Bag Wins Over Spanish Pet Food Market



Environmental sustainability is becoming a new standard for pet food packaging. Following the European Strategy for Plastics, by 2030 all plastic packaging in European Union must be recyclable or reusable¹. However, many businesses are already striving towards achieving this goal by 2025. Recently Covers, a leading European manufacturer of flexible packaging solutions, supported its key customer in Spain, C&D Foods, in a smooth transition to sustainable mono-material bags.
[Read more here...](#)

Sponsored News + Button
(Text + image + banner)
€ 900,-

Button
240 x 240 px
€ 500,-

[Click here for the latest issue!](#)



PetFood PRO

The international magazine for executives and specialists in the manufacture of food for domestic animals – the pet food industry. The magazine focuses on food and delicacies for dogs, cats and other small animals, ornamental birds and fish, as well as animals kept in terrariums.

You don't want to miss anything?

[Get the free Newsletter here](#)

More Information about our Magazines:

[Read more here](#)



Newsletter dispatch statistics (May 2021)

Dispatch "World": approx. 35,000 copies

Dispatch "Europe": approx. 25,000 copies

Dispatch "German-speaking Europe": approx. 12,700 copies

Average click rate: ~ 30%

Newsletter

Aktuelles +++ Informationen +++ Nachrichten +++ Aktuelles +++ Informationen

Publication Schedule 2022*

Issue No. Closing date Publication date	Raw Materials & Ingredients	Processing	Packaging	Fairs & Special Topics
Issue 1/2022				
15. February 2022 15. March 2022	Proteins Vitamins, Minerals Plant Extracts Colors Stabilization Encapsulation Gelatine	Drying Mixing & Weighing Freezing Extrusion Cooking Testing	Cans Pouches Bags Sacks Trays Labelling	Anuga FoodTec. , Cologne, GER 26 - 29 April Pet Food Pro Special Area Coats Old animals Eyes and Ears Bones and Joints Puppies, Kittens, Young
Issue 2/2022				
22. April 2022 20. May 2022	Dry Pet Food Additives Omega-3 Fatty Acids Coating Gelatine Minerals Fiber	Sterilization Testing Sieving Extrusion Drying Dosing	Big Bags Cans Labelling Logistics Pouches Paper Packs	Interzoo , Nuremberg, GER 24- 27 May Pet Obesity Cats & Dogs Reptiles Fishes Small Animals

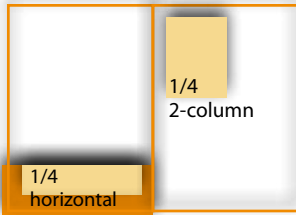
Issue 3/2022				
26. August 2022 19. September 2022	Vegetables Proteins Minerals Hydrocolloids Color Texture	Quality Management Cooking Cooling Extrusion Testing Sorting	Accessories Cans Pouches Sacks Jars Logistics Shelf-life	Fachpack 27- 29 September Regulations Organic Pet Food Birds Eyes and Ears Sick Animals Old animals
Issue 4/2022				
21. October 2022 25. November 2022	Cereals Gelatine Vitamins, Minerals Color Hydrocolloids Omega-3 Fatty Acids Proteins	Drying Mixing Testing Extrusion Cooking Sterilization	Trays Labelling Pouches Chilling Logistics Jars Cans	Food Ingredients Europe , Paris, FR November 2022 Coat & Fur Reptiles Small Animals BARF Birds

* Subject to change

Format	4-color	E-Link
1/1 page	€ 4,600.–	€ 350.–
	US \$ 5,290.–	US \$ 400.–
2/1 page	€ 6.900.–	€ 350.–
	US \$ 7.935.–	US \$ 400.–
1/2 page	€ 2,400.–	€ 350.–
	US \$ 2,760.–	US \$ 400.–
1/3 page	€ 1,850.–	€ 350.–
	US \$ 2,130.–	US \$ 400.–
1/4 page	€ 1,300.–	€ 350.–
	US \$ 1,490.–	US \$ 400.–
Junior Page	€ 2,700.–	€ 350.–
	US \$ 3,100.–	US \$ 400.–
Special sizes	on request	
Special size: 1/2 double page spread	€4850.–	
	US \$ 5575,.–	
Special size: Square (2nd cover page plus overrun into editorial)	€ 6,500.–	
	US \$ 7,475.–	

* Please note: Prices in US \$ are based on an exchange rate of €1 : US \$ 1.15 which is subject to change.

advert sizes



horizontal Type area:

W 184 mm x H 61 mm

Bleed*:

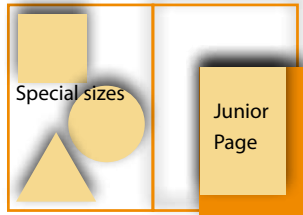
B 216 mm x H 80,25 mm
(Trim size 210 x 74,25 mm)

2-column Type area:

W 89,5 mm x H 122 mm

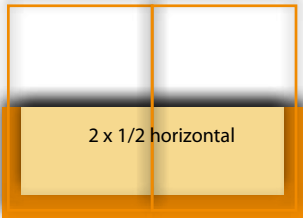
Bleed*:

B 108,5 mm x H 154,5 mm
(Trim size 102,5 x 148,5 mm)



Bleed*:

W 139,5 mm x H 194 mm

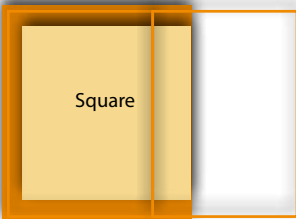


horizontal Type area:

W 394 mm x H 122 mm

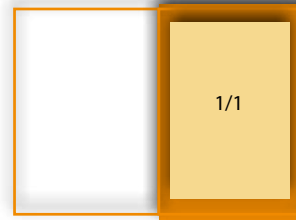
Bleed*:

W 426 mm x H 154,5 mm
(Trim size 420 x 148,5 mm)



Bleed*:

W 273 mm x H 303 mm

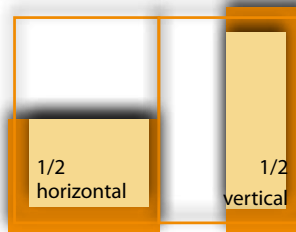


Type area:

W 184 mm x H 244 mm

Bleed*:

W 216 mm x H 303 mm
(Trim size 210 x 297 mm)



vertical

Type area:

W 92 mm x H 244 mm

Bleed*:

W 108,5 mm x H 303 mm
(Trim size 102,5 x 297 mm)

horizontal

Type area:

W 184 mm x H 122 mm

Bleed*: W 216 mm x H 154,5 mm
(Trim size 210 x 148,5 mm)



vertical

Type area:

W 57 mm x H 244 mm

Bleed*: W 76 mm x H 303 mm
(Trim size 70 x 297 mm)

horizontal

Type area:

W 184 mm x H 81,5 mm

Bleed*: W 216 mm x H 105 mm
(Trim size 210 x 99 mm)

Advertisement prices from January 2022

Prices for special positions:

Cover page: W 210 x H 180 mm. Price on request.
 2nd cover page: add 10% to basic rate
 4th cover page: add 25% to basic rate, full color only.
 3rd cover page/next to table of contents:
 add 10% to basic rate.

Color surcharge:

The Euro-Scale colors are used (CMYK). For non-standards colors a surcharge is added. Price on request.

Subscription rates 2021:

Annual subscription (4 issues)
 Domestic: € 44/US\$ 50 incl. p+h + VAT
 Abroad: € 52/US\$ 60 incl. p+h

Bound inserts*:

DIN A4 untrimmed, format:
 303 x 216 mm (incl. 3 mm bleed)
 2 pages € 3,500.– / US \$ 4,000.–
 4 pages € 3,900.– / US \$ 4,450.–
 6 pages € 4,400.– / US \$ 5,000.–

Loose inserts:

up to 20 g € 300.– / US \$ 345.– / thousand
 up to 40 g € 450.– / US \$ 500.– / thousand
 up to 60 g € 550.– / US \$ 600.– / thousand
 (including p+h)
 Bigger inserts on request
 Postal address: publishing house.

media information 2022

Discounts

Quantity discounts

On advertisements ordered at the same time:

3 adverts	5%
5 adverts	10%
10 adverts	15%

Adverts to be published within 3 years.

Combination discounts

Combination discounts are valid for all our Food and Beverage publications. On advertisements ordered at the same time:

3 adverts	5%
5 adverts	10%
10 adverts	15%

These discounts are valid for one year and can be combined with quantity discounts.

* Bleed surcharge: 15% of the basic rate; W = Width, H = Height

Please note: Prices in US\$ are based on an exchange rate of €1 : US\$ 1.15 which is subject to change.

General Terms and Conditions

1. These General terms and conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print and as a digital promotion tool.
3. A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.
4. For any errors in publication for which the publisher is responsible, the client shall receive compensation in the form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.
5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
6. The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed or digital inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
7. The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed advertisements. Ordered advertisements/digital promotion which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
8. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with reference to the advertisement/digital promotion.
9. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in a specific case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %. The publishing company can hold back the completion of a current order in the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.
10. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisement/digital promotion still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
11. Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal of different issues/digital promotion is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relationship and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfillment also in respect of bills of exchange and cheques made out in connection with the order.
15. Please refer to our data protection statement on our site:
<https://www.harnisch.com/en/datenschutzerklaerung/>

INTERNATIONAL Marketing & Technology

food Marketing & Technology
www.food-mt.com

International magazine for the entire food industry worldwide.

Approx. 17,700 printed copies
Approx. 20,000 digital copies

food TECHNOLOGIE

Food Technologie
www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

Approx. 12,000 printed copies
Approx. 6,500 digital copies

Technology + Marketing

drinkworld Technology + Marketing
www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 11,800 printed copies
Approx. 19,000 digital copies

Technology & Marketing

Getränke!
Technologie & Marketing
www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies

Wellness Foods & Supplements
www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

Approx. 8,400 printed copies
Approx. 19,000 digital copies

Hygiene Report
www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

Approx. 17,800 printed copies
Approx. 12,700 digital copies

Technology & Marketing

petfood pro
www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.

Approx. 9,600 printed copies
Approx. 8,800 digital copies

Beverage & Brewing

bb guide – Beverage & Brewing
www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 15,500 printed copies
Approx. 19,000 digital copies

GENUSS ATTELIER

fng MAGAZIN
FOOD · NONFOOD · GETRÄNKE · TOBACCO
www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 23,500 printed copies
Approx. 9,200 digital copies

dedica
www.dedica.de

Trade magazine for trends and lifestyle in the field of promotional products.

Approx. 21,000 printed copies
Approx. 40,000 digital copies

PuK – Process Technology & Components
www.puk-mag.com

In German and English language.

Approx. 24,500 printed copies
Approx. 90,000 digital copies

PuK – Process Technology & Components
www.puk-mag.com

In Russian language.

Approx. 12,000 printed copies
Approx. 44,000 digital copies

dihw
www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

Approx. 9,000 printed copies
Approx. 7,000 digital copies

Journal of

hp tooling
www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 20,000 digital copies

WiN woodworking INTERNATIONAL
www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 digital copies

element+

element + BAU
www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,600 printed copies
Approx. 7,300 digital copies