

# 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. An increasing share in subscription and requested copies as well as digital distribution.

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  
PetFood PRO  
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Germany

**Telephone:** +49 (0) 911 2018 - 0  
**Telefax:** +49 (0) 911 2018 - 100  
**E-mail:** food@harnisch.com  
**Internet:** www.petfoodpro-mag.com  
www.harnisch.com

**Actual circulation:** 9,600 copies  
**Digital circulation:** 8,800 copies  
**Place of publication:** Nuremberg  
**Vol./Year:** 6/2024  
**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

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	13.1 %
Process engineers, food technologists incl. R+D, product development	62.5 %
Product manager	19.3 %
Others (buying departments, etc.)	5.1 %

#### 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 July 2023

## Publication Schedule 2024\*

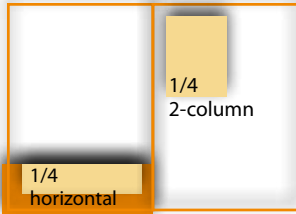
Issue No. Closing date Publication date	Raw Materials & Ingredients	Processing	Packaging	Fairs & Special Topics
Issue 1/2024				
05. February 2024 <b>04. March 2024</b>	Proteins Vitamins, Minerals Plant Extracts Colors Stabilization Gelatine	Drying Mixing & Weighing Freezing Extrusion Cooking Testing	Cans Pouches Bags Sacks Labelling PET Update	<b>Anuga FoodTec - Pet Food Zone, (new) Cologne, Germany March, 19-22</b> Old animals Eyes and Ears Bones and Joints Puppies, Kittens, Young
Issue 2/2024				
08. April 2024 <b>06. May 2024</b>	Dry Pet Food Additives Omega-3 Fatty Acids Gelatine Minerals Fiber Capsules	Sterilization Testing Sieving Extrusion Drying Dosing	Big Bags Cans Labelling Logistics Pouches Paper Packs	<b>Interzoo, Nuremberg, Germany May, 07-10</b> Pet Obesity Reptiles Fishes Small Animals

Issue 3/2024				
23. August 2024 <b>19. September 2024</b>	Vegetables Proteins Minerals Hydrocolloids Color Meat alternatives	Quality Management Cooking Cooling Extrusion Testing Sorting	Accessories Cans Pouches Sacks Logistics Shelf-life	<b>PPMA, Birmingham, UK</b> Regulations Organic Pet Food Eyes and Ears Old animals
Issue 4/2024				
11. October 2024 <b>08. November 2024</b>	Cereals Gelatine Vitamins, Minerals Color Hydrocolloids Omega-3 Fatty Acids	Drying Mixing Testing Extrusion Cooking Sterilization	Labelling Pouches Chilling Logistics Jars Cans	<b>Food Ingredients Europe,            Paris, France</b> Reptiles Small Animals BARF Birds  * Subject to change

Format	4-color	E-Link
1/1 page	€ 4,830.–	€ 5,180.–
	US \$ 5,310.–	US \$ 5700.–
2/1 page	€ 7,240.–	€ 7,590.–
	US \$ 7,960.–	US \$ 8,350.–
1/2 page	€ 2,520.–	€ 2,870.–
	US \$ 2,770.–	US \$ 3,160.–
1/3 page	€ 1,940.–	€ 2,290.–
	US \$ 2,135.–	US \$ 2,520.–
1/4 page	€ 1,365.–	€ 1,415.–
	US \$ 1,500.–	US \$ 1,885.–
Junior Page	€ 2,835.–	€ 3,185.–
	US \$ 3,115.–	US \$ 3,500.–
Special sizes	on request	
Special size: 1/2 double page spread	€5,090.–	
		US \$ 5,600.–
Special size: Square (2nd cover page plus overrun into editorial)	€ 6,825.–	
		US \$ 7,500.–

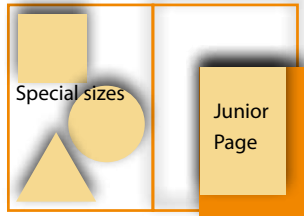
\* Please note: Prices in US \$ are based on an exchange rate of €1 : US \$ 1.10 which is subject to change.

## advert sizes

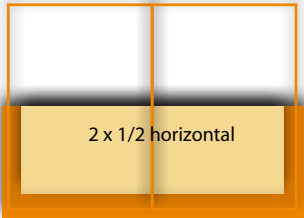


**horizontal Type area:**  
W 184 mm x H 61 mm  
**Bleed\*:**  
B 216 mm x H 80,25 mm  
(Trim size 210 x 74,25 mm)

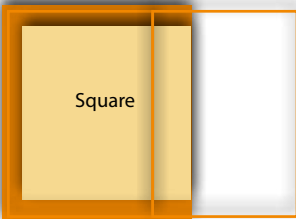
**2-column Type area:**  
W 89,5 mm x H 122 mm  
**Bleed\*:**  
B 108,5 mm x H 154,5 mm  
(Trim size 102,5 x 148,5 mm)



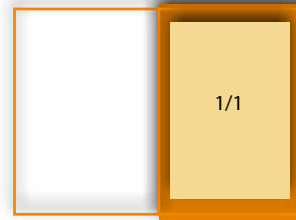
**Bleed\*:**  
W 139,5 mm x H 194 mm



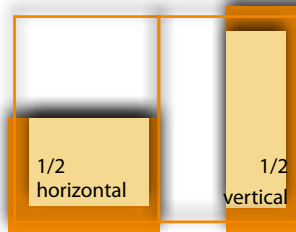
**horizontal Type area:**  
W 394 mm x H 122 mm  
**Bleed\*:**  
W 426 mm x H 154,5 mm  
(Trim size 420 x 148,5 mm)



**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 2024

### 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 2024:

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 € 3,675.- / US \$ 4,040.-  
 4 pages € 4,095.- / US \$ 4,500.-  
 6 pages € 4,620.- / US \$ 5,080.-

### Loose inserts:

up to 20 g € 315.- / US \$ 345.- / thousand  
 up to 40 g € 470.- / US \$ 515.- / thousand  
 up to 60 g € 550.- / US \$ 635.- / thousand  
 (including p+h)  
 Bigger inserts on request  
 Postal address: publishing house.

## 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\$ 1.10 which is subject to change.

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

The image shows a desktop view of the petfoodpro-mag.com website. Several banner ad placements are highlighted with orange boxes and connected to callout boxes. The callouts are as follows:

- Leaderboard**: 728 x 90 px, € 590,-
- Leaderboard XL**: 1040 x 90 px, € 690,-
- Button**: 240 x 90 px, € 290,-
- Vertical/Square**: 240 x 240 px, € 550,-
- Skyscraper**: 240 x 600 px, € 850,-

The website screenshot includes a navigation bar with links for 'News', 'Das Magazin', 'Abonnement', 'Mediakit', 'Messen/Events', and 'Kontakt'. The main content area features a large article with a 'Weitere Infos zum Magazin' button and a 'Zur aktuellen Ausgabe' button. Below the article are two smaller articles with logos for 'IRS' and 'EDGEFOX'.

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](http://www.petfoodpro-mag.com) and social media

The magazine website [www.petfoodpro-mag.com](http://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

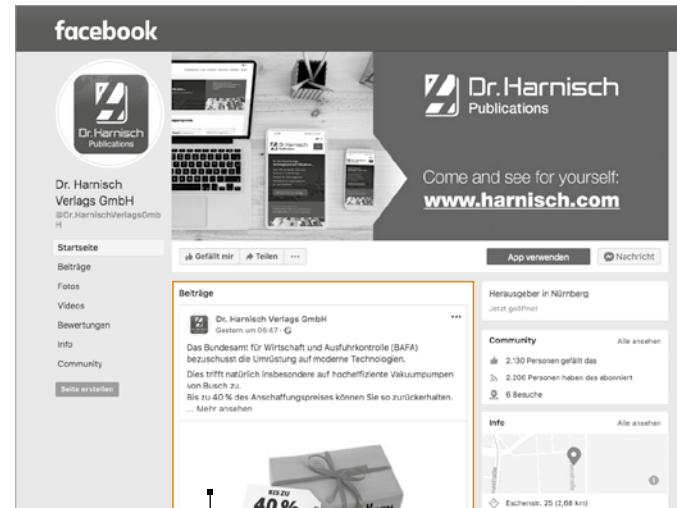
News item on [www.petfoodpro-mag.com](http://www.petfoodpro-mag.com) incl. linking  
(Video/YouTube integration possible)

€ 950,-

### Individual Paper with direct link

Integration of a detailed article (PDF)  
on the magazine website [www.petfoodpro-mag.com](http://www.petfoodpro-mag.com)

€ 950,-

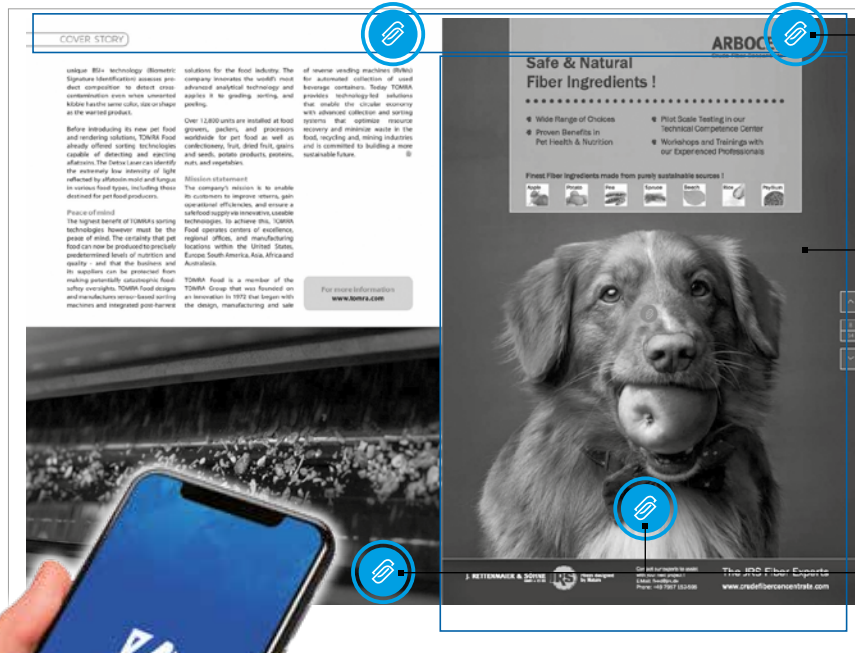


### Social media post with link (facebook/Twitter/LinkedIn)

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

€ 700,-

# Digital magazine as e-paper in the app and on the magazine website [www.petfoodpro-mag.com](http://www.petfoodpro-mag.com)



E-paper branding over entire issue  
€ 1190,-

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

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

Read digital magazines from Dr. Harnisch Verlag per:





# General Magazine Newsletter



**Leaderboard**  
600 x 100 px  
€ 780,-



## 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](mailto: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)  
€ 650,-

## 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 reusable<sup>1</sup>. However, many businesses are already striving towards achieving this goal by 2025. Recently Coversa, a leading European manufacturer of flexible packaging solutions, supported its key customer in Spain, CAD Foods, in a smooth transition to sustainable mono-material bags. [Read more here...](#)

**Sponsored News + Button**  
(Text + image + banner)  
€ 980,-

**Button**  
240 x 240 px  
€ 550,-

[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

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

## 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/>



## food Marketing & Technology [www.food-mt.com](http://www.food-mt.com)

International magazine for the entire food industry worldwide.

**Approx. 16,500 printed copies**  
**Approx. 22,000 digital copies**

## food TECHNOLOGIE

### Food Technologie [www.food-technologie.de](http://www.food-technologie.de)

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

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



## fng MAGAZIN FOOD · NONFOOD · GETRÄNKE · TOBACCO [www.fng-magazin.de](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

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

## dedica

### dedica [www.dedica.de](http://www.dedica.de)

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

**Approx. 19,600 printed copies**  
**Approx. 39,000 digital copies**



## drinkworld Technology + Marketing [www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

**Approx. 10,500 printed copies**  
**Approx. 18,000 digital copies**



## Getränke! Technologie & Marketing [www.getraenke-tm.de](http://www.getraenke-tm.de)

German language magazine for the entire beverage industry.

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



## PuK – Process Technology & Components [www.puk-mag.com](http://www.puk-mag.com)

In German and English language.

**Approx. 12,750 printed copies**  
**Approx. 111,450 digital copies**



## GET – Green Efficient Technologies [www.get-mag.com](http://www.get-mag.com)

In German and English language.

**Approx. 5,500 printed copies GER**  
**Approx. 80,000 digital copies**

## Wellness Foods & Supplements

### Wellness Foods & Supplements [www.wfs-mag.com](http://www.wfs-mag.com)

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

**Approx. 8,400 printed copies**  
**Approx. 10,500 digital copies**



### Hygiene Report [www.hygiene-report-magazin.de](http://www.hygiene-report-magazin.de)

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

**Approx. 12,000 printed copies**  
**Approx. 12,700 digital copies**



### dihw [www.dihw-magazin.de](http://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**



### hp tooling [www.hptooling-mag.com](http://www.hptooling-mag.com)

International magazine for high precision machining processes.

**Approx. 13,000 printed copies**  
**Approx. 22,000 digital copies**



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



### bb guide – Beverage & Brewing [www.beverage-brewing.com](http://www.beverage-brewing.com)

Suppliers' Guide for the beverage industry.

**Approx. 14,500 printed copies**  
**Approx. 19,000 digital copies**



### WiN woodworking INTERNATIONAL [www.woodworking-international.com](http://www.woodworking-international.com)

International magazine for the woodworking industry worldwide.

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



### element + BAU [www.element-und-bau.de](http://www.element-und-bau.de)

The magazine for architects: facility construction in German language.

**Approx. 6,000 printed copies**  
**Approx. 7,300 digital copies**