

Media Information

2011

PET

worldwide

Specialist
magazine for
the international
pet market



www.PET-global.com

Dähne Verlag

Dähne Verlag GmbH
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www.daehne.com

Media Information

Editorial and publishing analysis



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

Publisher

Karl-Heinz Dähne

Chief editor

Ralf Majer-Abele

Editorial

Philipp Gardemin, Christian Schweizer,
Hans-Ludwig Ziegler

Advertising

Thomas Heinen, Patricia Bader

Volume

Volume 10, 2011

Frequency of publication

6 x (see enclosed schedule)

Publishing house

Dähne Verlag GmbH

Postal address

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

Delivery address

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Germany

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

E-mail advertising@daehne.com

Internet www.PET-global.com

Subscription rates

Annual subscription € 62.- incl. p + p

Terms of payment

Net payment due within 20 days
of date of invoice

Terms + Conditions

www.daehne.de/media

Accounts

- (D) Deutsche Bank; Kaiserstr. 90
D-76133 Karlsruhe, Nr. 714 600 00
(BLZ 660 700 04)
BIC: DEUTDE33
IBAN: DE68 6607 0004 0071 4600 00
- (A) Raiffeisenverband Salzburg
Nr. 160 178 65 (BLZ 350000)
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: COOPCH33
IBAN: CH84 0844 0481 1162 9000 0

Media Information

Circulation | Target groups | Editorial content

Circulation analysis:

Copies per issue represent an average for
July 2009 – June 2010

Number of copies (print and e-magazine)	11 500
Actual circulation	11 295
Remainder and file copies	205
Paid circulation	2 963
Subscriber copies	2 811
Single copies	152
Free copies	8 332

Analysis

2009 = 6 issues

Total size
356 pp = 100.0 %

Editorial
267 pp = 74.9 %

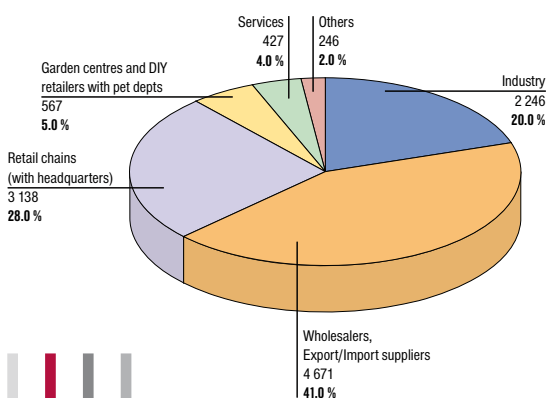
Advertising
90 pp = 25.1 %

of which
Bound-in inserts 0 unit = 0.0 %
Loose inserts 3 unit = 3.4 % } of advertising

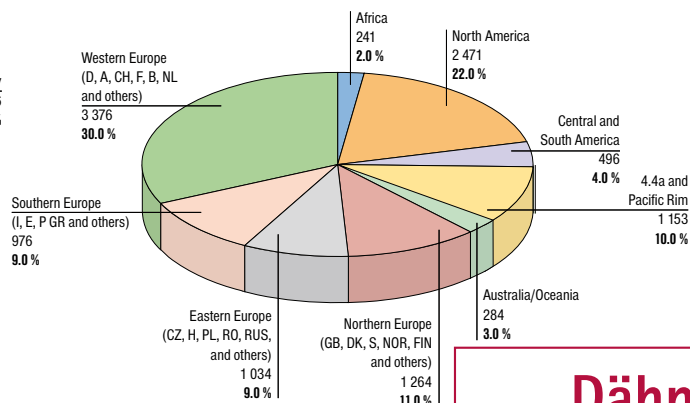
Analysis of 2009 editorial component

Total	267 pp = 100.0 %
Trade	35 pp = 12.9 %
Industry	12 pp = 4.3 %
News	30 pp = 11.3 %
Country reports	32 pp = 12.0 %
Trade fairs/congresses	17 pp = 6.4 %
New products	26 pp = 9.6 %
Main focus/special	43 pp = 15.9 %
Others	74 pp = 27.6 %

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

Bimonthly

Publication dates

Refer to schedule

Advertising deadlines

Refer to schedule

Format	Number of columns	Width x Depth in mm	Basic price black/white €	2 colours €	3 colours €	4 colours €
1 / 1 page	4 columns	187 x 270	1 756.-	2 240.-	2 724.-	3 208.-
1 / 2 page	4 columns 2 columns	187 x 133 horizontal 91 x 270 vertical	1 010.-	1 350.-	1 690.-	2 030.-
1 / 3 page	4 columns	187 x 87	670.-	920.-	1 170.-	1 420.-
1 / 4 page	4 columns 2 columns 1 columns	187 x 64 horizontal 91 x 133 vertical 43 x 270	510.-	690.-	870.-	1 050.-
1 / 8 page	4 columns 2 columns 1 columns	187 x 30 horizontal 91 x 64 vertical 43 x 133	260.-	370.-	480.-	590.-
1 / 16 page	2 columns 1 columns	91 x 30 horizontal 43 x 64 vertical	140.-	240.-	340.-	440.-
back cover	4 columns	187 x 270	2 510.-	2 994.-	3 478.-	3 962.-
inside front cover	4 columns	187 x 270	2 200.-	2 684.-	3 168.-	3 652.-
inside back cover	4 columns	187 x 270	1 950.-	2 434.-	2 918.-	3 402.-

Rate per single-column millimetre: € 2.20 in advertising section, € 4.00 in editorial section

Surcharges and other prices

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

≥ 1/1 page	€ 484.-	1/4 page	€ 180.-
1/2 page	€ 340.-	1/8 page	€ 110.-
1/3 page	€ 250.-	≤ 1/16 page	€ 100.-

HKS, pantone and metallic colour extra surcharge € 260.-

Special formats/positions

2/1 page	on request
Front cover flap	see extra information
Guaranteed positions	€ 240.-
Print over gutter margin	€ 170.-
Bleed additional 3 mm	10 % of basic rates

Small advertisement rates

Situations vacant per mm	€ 2.20
Private situations wanted per mm	€ 1.76
Charge for box number	€ 6.00

All employment ads will also appear for one month free of charge on www.PET-global.com

Rubric PET@Internet

Standard entry (company, internet address)	€ 20.-
Maxi entry (logo, company, internet address)	€ 70.-
Premium entry (logo, company, internet address, random rotating banner at www.PET-global.com)	€ 115.-
Minimum period of 6 issues	

Products + Services – price per millimetre

Only advertisements placed for a minimum period of 6 months (3 issues) can be included under this heading. Orders will be invoiced following the first insertion and by the end of each half-year.

black/white	€ 1.90
2 colours	€ 2.03
3 colours	€ 2.16
4 colours	€ 2.30

Discounts

Valid for one year
from publication
date of first insertion

Frequency rates

2 x 2 %
4 x 5 %
6 x 10 %

Volume rates

2 pages 5 %
4 pages 10 %
6 pages 15 %

Bound inserts

4-sided	6-sided	8-sided
€ 3 700.-	€ 5 550.-	€ 7 030.-

Loose inserts

Maximum size 205 x 292 mm
Up to 25 g %
Up to 50 g %

€ 270.-
€ 440.-

Adhesive postcard

% € 188.-

Delivery address for inserts

Kraft Druck GmbH
Ref. PET worldwide No. ...
Industriestraße 5
76275 Ettligen (Oberweiler), Germany

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

Media Information

Schedule and editorial topics



Issue	Schedule	Keynote topics
1-2 January-February	Publication date 19.01.2011 Advertising deadline 13.12.2010 Copy deadline 16.12.2010 Editorial deadline 06.12.2010	Products for small mammals: Complete foods, treats, toys, housing, cages, travel carriers, bedding/litter Regional report: Scandinavia
3-4 March-April	Publication date 03.03.2011 Advertising deadline 03.02.2011 Copy deadline 10.02.2011 Editorial deadline 26.01.2011	Fair report: Global Pet Expo, Orlando, USA, 16-18 March Medicines, care products and food supplements for pets: Tick/flea collars, dental care products, conditioning products PET worldwide special: The international PET sector online Regional report: USA
5-6 May-June	Publication date 28.04.2011 Advertising deadline 31.03.2011 Copy deadline 07.04.2011 Editorial deadline 22.03.2011	Fair report: Zoomark International, Bologna, Italy, 12-15 May Pet food technologies: Raw materials suppliers, machinery manufacturers, producers of additives Regional report: Italy
PET Buyers' Guide 2011	Publication date 17.03.2011 Advertising deadline 24.01.2011 Copy deadline 27.01.2011	The PET-Einkaufsführer/Buyers' Guide is an invaluable aid both for the traditional specialist pet trade and for all other suppliers of pet products, pets and garden requirements when shaping their demand-oriented product offer. Please ask for our special media rates.
7-8 July-August	Publication date 29.06.2011 Advertising deadline 01.06.2011 Copy deadline 08.06.2011 Editorial deadline 23.05.2011	Cat food: Premium food, treats, pouches, tinned and tray products, special food Regional report: Australia
9-10 September-October	Publication date 25.08.2011 Advertising deadline 28.07.2011 Copy deadline 04.08.2011 Editorial deadline 19.07.2011	Freshwater and marine aquariums: Fish wholesalers, fish food, filters and pumps, aquariums, aquarium lighting, nano-aquariums, invertebrates Regional report: Canada
11-12 November-December	Publication date 12.10.2011 Advertising deadline 14.09.2011 Copy deadline 21.09.2011 Editorial deadline 05.09.2011	Fair report: Mascota in Barcelona, Spain, Oct. and Iberzoo, Saragossa, Spain, 27-29 Oct. Dog food: Premium food, chews, treats, special food and single-serve products Regional report: Spain and Portugal
Special issue 2011	Publication date 29.11.2011 Advertising deadline 02.11.2011 Copy deadline 08.11.2011 Editorial deadline 24.10.2011	Review: The highlights of 2011 Products of the year 2011
1-2 2012 January-February	Publication date 11.01.2012 Advertising deadline 05.12.2011 Copy deadline 08.12.2011 Editorial deadline 28.11.2011	

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 € 6 400.-

Pocket XL (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 8 240.-

Pocket XXL (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 10 023.-

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

Additional services: Publication on www.PET-global.com, 100 specimen copies, higher circulation for an additional charge.



Media Information

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.

Quoted DIY trading groups

Country	DIY Group	Price in € 18.06	Price in € 18.06	% change	Latest 12 months in €	Highest	Lowest
D	Bauhaus	23.98	22.87	2.2	40.50	15.85	
F	Bricorama	27.50	18.00	52.6	27.50	14.50	
D	Otto Group	8.90	8.08	12.8	10.64	4.72	
USA	Home Depot	17.17	19.29	-11.0	21.50	13.28	
D	Hammer-Boyanke	26.35	15.70	67.8	41.25	20.55	
GB	Home Retail Group	3.09	2.95	4.1	3.39	1.92	
FIN	Kaiko	19.34	16.04	19.5	23.78	15.13	
GB	Kingston	2.20	1.75	25.7	2.20	1.13	
USA	Lowe's	14.12	14.68	-5.7	19.26	10.55	
D	Mil Bricolage	12.45	12.15	2.5	15.50	8.50	
D	Praktiker	6.90	4.68	29.8	15.25	2.88	

Double-digit rates of decline

In the first quarter of 2009, the French Keko Group saw a drop of 9.5 per cent in construction and home improvement trade, which has caused Bricorama and the company's agricultural trade to be affected since the beginning of this year, suffered a sales decline of 23.9 per cent to € 4,529 m. The net sales of this division in Finland went down by a total of 24.5 per cent to € 175 m. This includes a drop of 9.5 per cent in construction and home improvement trade, which has caused Bricorama and the company's agricultural trade to be affected since the beginning of this year, suffered a sales decline of 23.9 per cent to € 4,529 m. The net sales of this division in Finland went down by a total of 24.5 per cent to € 175 m.

Sales down at Rona

For the first quarter the Canadian Rona Group has announced a sales decline of 7.2 per cent to C\$ 846 m. A dip of 6.5 per cent is reported in the US market. EBITDA fell 4.2 per cent to C\$ 23.5 m. The group recorded sales of C\$ 817.09 m in the first quarter, which is 9.7 per cent less than in the same quarter last year. EBITDA here fell by 28.6 per cent to C\$ 9.5 m.

Downward slide

Sales in the Netherlands DIY market declined by 6.2 per cent in the first quarter of 2009 compared to the same period last year, to € 6.9 m. The DIY retailers, which recorded a sales decline of 4.1 per cent, made a better showing than the market as a whole.

Retail sales up

Canadian The Retail achieved sales of C\$ 1,268 bn, which amounts to an increase of 4 per cent on the same period last year. A sales increase of 2.5 per cent is recorded in the US market. The net profit declined by 16.7 per cent to C\$ 32.7 m. For the group as a whole, Canadian Tire announces sales down by 2.7 per cent to C\$ 1,79 bn for the third quarter, which is mainly attributable to a fall in the petrol station business (21 per cent) and to declining sales of Mon's Work Warehouse (2.3 per cent).

In the fast lane

The DIY market in central and eastern Europe achieved a double-digit rate of growth in 2008 as the Diyas-Devolet-Kredobank's "European Consumer Barometer 2008" reveals. The survey reports growth of 11 per cent for Russia, 14 per cent for Slovakia, 17 per cent for Croatia and 20 per cent for Serbia. Further information about the European DIY markets is found at www.DIYglobal.com under the "DIYglobal.com/Trade topics heading".

Cencosud: growth of DIY business

The sales figures of the Argentinian Cencosud Group grew by 8.1 per cent in the first quarter of 2009 to CLP 308 m. The company was able to increase its operating profit to the same period last year by 7.9 per cent. The sales growth was due solely to the positive trend in Argentina, where a turnover of CLP 103.24 m was recorded, which amounts to an increase of 18.7 per cent (CLP 86.9 m) in Chile, as well as in Peru (CLP 64.04 m). In other hand, sales went down by 4.8 per cent (CLP 6.0 m) in Mexico (CLP 6.04 m) and of the quarter the group lost 72.0 m in operation (CLP 25 m) in Argentina and one in Chile, 48 m in Argentina and one in Chile, which is a combined total of about 600,000 m.

Furniture from DIY stores

The furniture market in Finland experienced growth of 21 per cent to € 4.7 bn in 2007, according to information from the Centre for Industrial Studies (CIS). Currently 85 per cent of sales are generated in the specialist trade. The study reveals that, among the non-specialist outlets, customers prefer to buy their furniture in DIY stores as well as when many foreign orders are involved (CostaMara, Lamy Merlo). Information from CIS shows that this type of specialist trade has grown rapidly in Finland, since the spring covers the home, especially kitchen and bathroom furnishings, as well as accessories, wall, ceiling and floor coverings, and lighting fixtures.

How to corner the garden market

Example:
L-advert
across spine

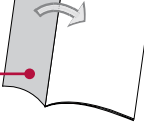
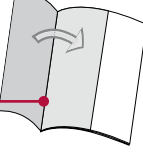
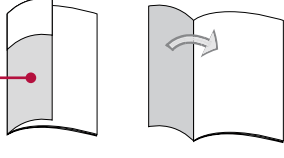
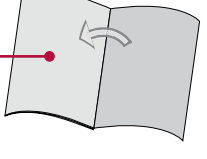

spoga
The garden trade fair, Cologne
06. - 08.05.2010
www.spoga.com

Experience what growth means: from September 6.-8. Cologne will be the international meeting place for the garden industry. The event trends towards information. A wide range of products is already displayed in five areas: basic, ambience, leisure, furniture and excellence. And, as a vital force in the garden, the 2009 spoga partner country.

Media Information

Cover flap advertisements

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

Cover 1 ½ page inside left cover flap (1/2 cover)	€ 3 355.-		Cover 1
Cover 2 1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover	€ 5 040.-		Cover 2
Cover Special 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	€ 5 320.-		Cover Special
Cover XXL The complete cover flaps to the right Inside is a 2/1 page ad over gutter margin	€ 9 210.-		Cover XXL
Cover Gate 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	€ 8 870.-		Cover Gate

Media Information

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF or directly processable EPS.

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.
By no means may "indexed" colours, RGB or other modes be used.
Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncompartmented data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable 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 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.com

Data file upload via FTP

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

Please utilise the following procedure for naming your file

Abbreviation* of publication title + issue number + name of advertiser
e.g.: PWW3-4-10Miller.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.

Programs suitable for direct processing

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);
InDesign CS2, CS3, CS4 (Mac + PC);
Illustrator CS2, CS3, CS4 (Mac + PC);
PhotoShop 7.0, CS2, CS3, CS4 (Mac + PC);
Freehand 10, MX (Mac); CorelDraw 12 (Mac + PC);
Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

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

Your Dähne advertisement team



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