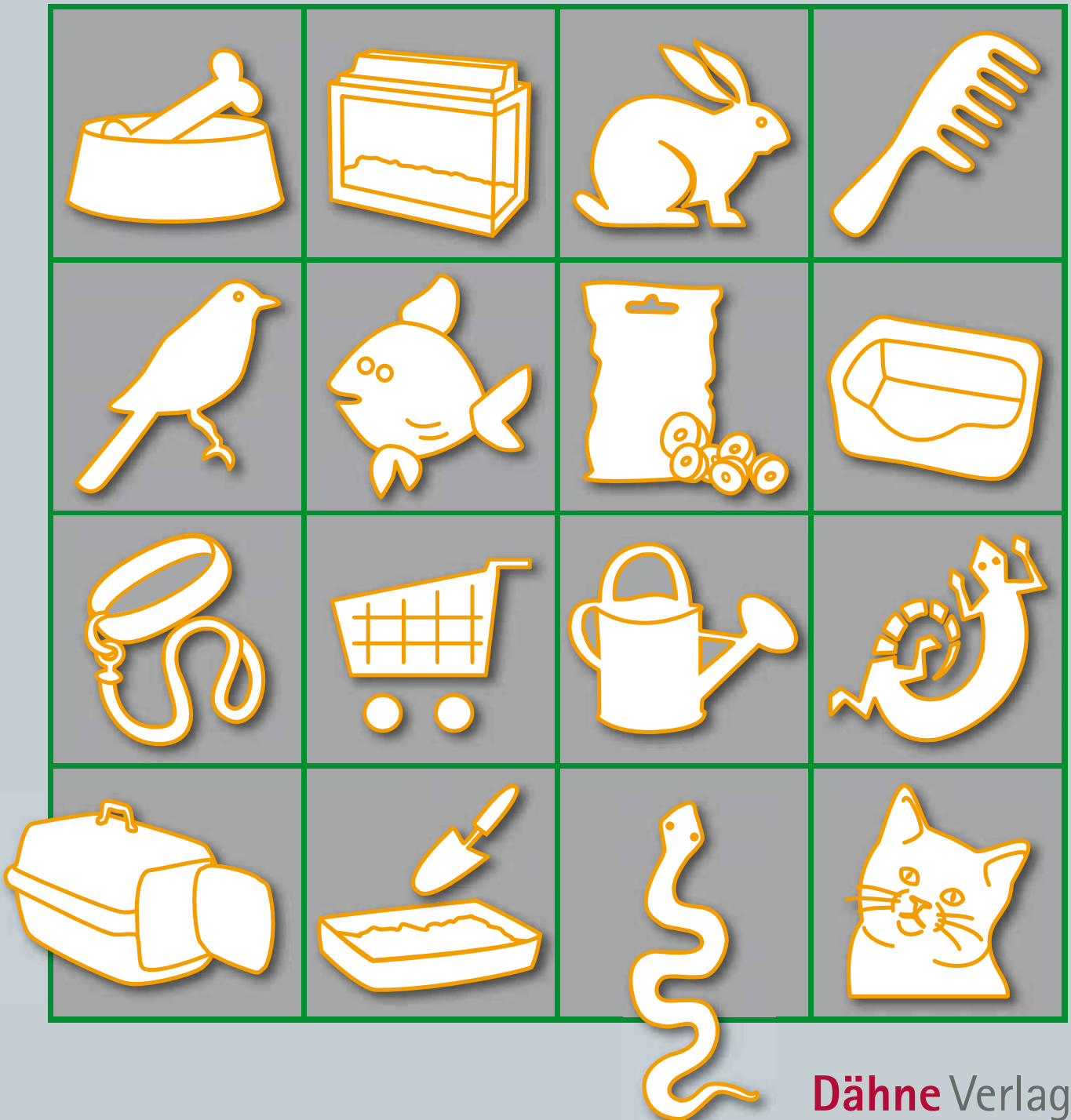


PET Buyers' Guide

Knowing the global market

International



Media Information

2011 PET Buyers' Guide

(smaller than actual size)

Give purchasing managers a clear and concise description of what you can offer them.

We will publish your basic entry free of charge.
Each subsequent address entry costs € 29.-

€ 29.-

**ANF
HTZ Heimtierzentrum**
Zeppelinstraße 6
66740 Saarlouis (Germany)
Telefon +49/68 31/4 84 11
Telefax +49/68 31/4 26 23
E-Mail info@heimtierzentrum.de
Internet www.anf.com

An address entry with supplementary lines will indicate to buying directors which products you can offer them. Per supplementary published line:

€ 32.-

**Applaws Natural Cat and Dog Food
MPM Produkts Limited**
Clarence Mill
Bollington, Cheshire SK10 5JZ
(United Kingdom)
Telefon +44/87 07/50 86 06
Telefax +44/87 07/12 11 08
E-Mail info@applaws.co.uk
Internet www.applaws.co.uk
*Unique, 100% natural food.
Highest quality ingredients
with no added cereal and
absolutely no fillers.*

Your address entry in the PET Buyers' Guide will be still more effective in combination with a company logo. Per company logo published:

€ 98.-


their worldwide partner in pet supplies
Flamingo N.V.
33 Toekomstlaan
2200 Herentals (Belgium)
Telefon +32/14/25 84 80
Telefax +32/14/22 52 99
E-Mail info@flamingo.be
Internet www.flamingo.be

A photo will allow you to take advantage of yet another possibility for drawing attention to your company and your products in our PET Buyers' Guide: Per photo published:

€ 98.-

Scruffs
Manchester House
Rothwell Street, Walkden
Worsley Manchester M28 3WG
(United Kingdom)
Telefon +44/161/7 02 50 50
Telefax +44/161/7 99 58 43
E-Mail sales@petslovescruffs.co.uk
Internet www.petslovescruffs.co.uk



Media-Informationen

Buyers' Guide online!

Buyers' Guide online!

You can also present your company in the Online Buyers' Guide with your free address entry and all the extras for which there is a charge (incl. additional lines, logos and photos), plus a link to your homepage.

You can find the Online Buyers' Guide at www.PET-global.com and www.PETonline.de

All your entries in the e-magazine version will also be simultaneously linked to your website. The e-magazine version will be sent to some 3 700 recipients by e-mail. The one-off cost for this service is

€ 60.-

PET
GLOBAL
PET
ONLINE

Media Information

Key to product categories

1. Aquatics

Aquariums

- 1.1.1 Tanks of all kinds
- 1.1.2 Furniture and stands
- 1.1.3 Covers Aquarium lighting

Aquarium lighting

- 1.2.1 Lights
- 1.2.2 Fluorescent tubes and fittings

Filters and pumps

- 1.3.1 Water pumps
- 1.3.2 Internal motor filters
- 1.3.3 External motor filters
- 1.3.4 Air pump filters
- 1.3.5 Filter media

Control systems

- 1.4.1 Heating
- 1.4.2 Thermostats
- 1.4.3 Submersible heaters
- 1.4.4 Thermometers and accessories, hydrometers
- 1.4.5 Meters and water testers

Additional aquarium equipment and accessories

- 1.5.1 Aerators and accessories
- 1.5.2 CO₂ regulators
- 1.5.3 Protein skimmers, ozonizers and UV sterilizers
- 1.5.4 Desalination, water care, ammonia removal
- 1.5.5 Timers
- 1.5.6 Hoses, aquarium tubing, connectors
- 1.5.7 Silicone adhesives and sealants
- 1.5.8 Cleaning products and tools

Aquarium beds

- 1.6.1 Gravel and sand
- 1.6.2 Additives Aquarium plants and ornaments

Aquarium plants and ornaments

- 1.7.1 Plants
- 1.7.2 Ornaments

Care and treatment of ornamental fish, water additives

- 1.8.1 Preparations for ornamental fish tanks
- 1.8.2 Water additives and treatments, water tests
- 1.8.3 Sea salt and fertilisers for aquarium plants

Breeding, feeding and transport

- 1.9.1 Feeding equipment
- 1.9.2 Spawning equipment
- 1.9.3 Dip nets
- 1.9.4 Fish transport bags

1.10 Wholesale and import

2. Terrariums

Terrariums, furniture and stands

Equipment

- 2.2.1 Terrarium technology
- 2.2.2 Ornamental products, plants and accessories

2.3 Care and medication

2.4 Wholesale and import

3. Birds

Birdcages and accessories

- 3.1.1 Cages and stands
- 3.1.2 Aviaries
- 3.1.3 Cage accessories and toys

3.2 Birdcage sand

Nesting and feeding

- 3.3.1 Nesting boxes
- 3.3.2 Bird feeders

Care and treatment of caged birds

- 3.4.1 Care and medication
- 3.4.2 Pesticides

3.5 Breeding equipment

3.6 Wholesale and impor

4. Dogs

Products for dogs

- 4.1.1 Leads, collars
- 4.1.2 Chains
- 4.1.3 Kennels, beds, igloos, bedding
- 4.1.4 Travel cages
- 4.1.5 Protective covers and guards
- 4.1.6 Feeding bowls
- 4.1.7 Clothing
- 4.1.8 Miscellaneous

Hygiene and care

- 4.2.1 Shampoos, brushes, combs, scissors, etc.
- 4.2.2 Electric clippers
- 4.2.3 Pest control and miscellaneous products
- 4.2.4 Chews

4.3 Medication

4.4 Toys

4.5 Wholesale and import

5. Cats

Products for cats

- 5.1.1 Cat harnesses
- 5.1.2 Beds, igloos, bedding
- 5.1.3 Scratching posts and trees
- 5.1.4 Travel cages and safety systems
- 5.1.5 Feeding bowls
- 5.1.6 Miscellaneous

Hygiene and care

- 5.2.1 Cat loos and litter
- 5.2.2 Brushes, combs and miscellaneous
- 5.2.3 Flea collars

5.3 Medication

5.4 Toys

5.5 Wholesale and import

6. Small Caged Animals

Cages

- 6.1.1 Cages for miniature rabbits, guinea pigs and chipmunks
- 6.1.2 Cages for hamsters and mice

Equipment

- 6.2.1 Feeding devices
- 6.2.2 Hay dispensers
- 6.2.3 Accessories and miscellaneous products

6.3 Litter

6.4 Hygiene and care

6.5 Medication

6.6 Wholesale and import

For all questions to entries or advertisements please contact

The agent for your country



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Media Information

Key to product categories

7. Pet Food

Food for ornamental fish

- 7.1.1 Freshwater fish feed
- 7.1.2 Marine fish feed
- 7.1.3 Coldwater fish feed
- 7.1.4 Pond food
- 7.1.5 Frozen food

Food for terrarium animals

- 7.2.1 Food for terrarium animals, live food
- 7.2.2 Tortoise feed

Bird food

- 7.3.1 Special diets for breeding, etc.
- 7.3.2 Soft feed
- 7.3.3 Grain feed
- 7.3.4 Winter feed for wild birds
- 7.3.5 Complete feeds
- 7.3.6 Supplements
- 7.3.7 Minerals

Dog food

- 7.4.1 Flakes
- 7.4.2 Cookies and biscuits
- 7.4.3 Snacks
- 7.4.4 Puppy food
- 7.4.5 Dry food
- 7.4.6 Moist food, Semi-moist food
- 7.4.7 Special diets and frozen food, vitamins

Cat food

- 7.5.1 Dry food
- 7.5.2 Moist and semi-moist food
- 7.5.3 Special diets and frozen food
- 7.5.4 Supplements, vitamins

Food for small caged animals

- 7.6.1 All-in-one feeds
- 7.6.2 Supplements
- 7.6.3 Hay and mineral licks

Hedgehog feed

Wholesale and import

8. Pets (breeding and sales)

Ornamental fish

- 8.1.1 Freshwater and marine fish
- 8.1.2 Coldwater fish
- 8.1.3 Wholesale and import

Animals for terrariums

Exotic birds, parakeets, canaries, parrots

Small mammals, rodents

Invertebrates, insects, spiders, butterflies and moths

9. Angling and equestrian sport

Angling sport

- 9.1.1 Rods
- 9.1.2 Tackle
- 9.1.3 Bait and nets
- 9.1.4 Wholesale and import

Equestrian sport

- 9.2.1 Riding clothes and accessories
- 9.2.2 Equestrian supplies and saddlery
- 9.2.3 Cleaning and care products
- 9.2.4 Feed products and medication
- 9.2.5 Miscellaneous products
- 9.2.6 Wholesale and import

10. Garden

Gardening equipment

- 10.1.1 Garden tools, powered machinery and accessories
- 10.1.2 Watering products

Garden structures, fencing and accessories

- 10.2.1 Chalets, toolsheds, garden furniture
- 10.2.2 Greenhouses and garden frames, fences
- 10.2.3 Planters and pots, window-boxes and ornamental figures
- 10.2.4 Water-butts and compost bins
- 10.2.5 Accessories, test instruments and miscellaneous products

Ornamental and garden ponds

- 10.3.1 Preformed ponds and liners
- 10.3.2 Lighting
- 10.3.3 Peat for garden ponds
- 10.3.4 Fountains, filter systems and pumps
- 10.3.5 Thermometers and test kits
- 10.3.6 Plants, pond care and miscellaneous products
- 10.3.7 Wholesale

Fertilisers and pesticides

Seeds

Live plants

Wholesale

11. Store design and fittings

Shopfitting components

- 11.1.1 Shelving and counters
- 11.1.2 Display tanks
- 11.1.3 Display cages
- 11.1.4 Climate control
- 11.1.5 Pest control

Computers and cash registers, software and advisory services

Shopping trolleys and transporters

Product labelling and advertising

Surveillance and background music systems

Packaging and containers

Working clothes

12. Services

Management consultancies

Publishers

- 12.2.1 Specialist books
- 12.2.2 Specialist magazines
- 12.2.3 Internet sites

Associations and organisations

- 12.3.1 National associations/organisations
- 12.3.2 International associations/organisations
- 12.3.3 Purchasing associations
- 12.3.4 Franchise organisations

Trade fair organisers

Pet funerals

Other service providers

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Media Information

Exemples of entries and advertisements

4.1

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E-Mail info@marchioro.it
Internet www.marchioro.it



Scruffs

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Telefon +44/161/7 02 50 50
Telefax +44/161/7 99 58 43
E-Mail sales@petslovescruffs.co.uk
Internet www.petslovescruffs.co.uk



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See advertisement on page 28



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Telefax +49/5 41/7 70 76-29
E-Mail animonda@animonda.de
Internet www.animonda.de

Applaws Natural Cat and Dog Food

MPM Produkts Limited

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(United Kingdom)
Telefon +44/87 07/50 86 06
Telefax +44/87 07/12 11 08
E-Mail info@applaws.co.uk
Internet www.applaws.co.uk

Unique, 100% natural food.
Highest quality ingredients
with no added cereal and
absolutely no fillers.

See advertisement on page 75

(smaller than actual size)

Address entry

Our offer: one address entry included free of charge.

Each additional address entry: € 29.-

Address entry plus company logo and/or photo

This version makes full use of all the best opportunities for drawing attention to both company and products.

Each photo or logo € 98.-

Address entry plus additional lines

This version allows you to show buyers which products special you are offering.

Each additional line € 32.-



Optimum publicity in the PET Buyers' Guide...

for your company's products and services can be achieved by the addition of a suitable advertisement to your Guide entry, positioned within the product categories that are important to you. Regard our current media information on the next page of this information.

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Online entry

For a flat fee of € 60 your entries will appear in the PET Buyers' Guide database at PETonline and PETglobal with all logos, photos and additional lines. Your entries will also be linked to your website home page in the databases and e-magazine version.

Media Information

Editorial and publishing analysis

In brief

The **PET Buyers' Guide** is a buyers' guide comprising a comprehensive directory of manufacturers and service providers in the pet products, pet sales and garden segment. Divided into twelve product categories, the PET Buyers' Guide contains addresses of European and outer European manufacturers of pet products, pet breeders, suppliers of shop fittings, associations and fair organisers, plus other significant data. Published annually in English/German.

Product categories

1. Aquariums 21 pages
2. Terrariums 5 pages
3. Birds 4 pages
4. Dogs 19 pages
5. Cats 9 pages
6. Small caged animals 6 pages
7. Pet food 38 pages
8. Pets (breeding and sales) 5 pages
9. Angling and equestrian sport 4 pages
10. Garden 5 pages
11. Store design and fittings 6 pages
12. Services 8 pages

Circulation analysis

| | |
|----------------------------------------|--------|
| Print figure | 5,000 |
| Actual circulation (Print) | 4,851 |
| Specimen and file copies | 369 |
| Remainder | 149 |
| Actual circulation (e-Magazin)* | 14,800 |

*4 times a year

Copy price

€ 32.- plus postage and sales tax

Postal address

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

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

E-mail advertising@daehne.com

Internet www.PET-global.com

Terms of payment

Net payment due within 20 days of date of invoice

Accounts

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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

All subscribers to **pet** Fachmagazin and **PET worldwide** will receive a free copy. Further copies will be circulated at fairs and conventions and available by direct order and as a free e-magazine version.

Media Information

Advertisement format and rates

Format

297 mm depth x 210 mm width

Type areal

270 mm depth x 187 mm width

Printing and binding processes

offset printing and adhesive binding

Copy

Copy up to 70 lines per cm/300 dpi.

Publication Date

March 2011

Advertising deadline

24 January 2011

Copy deadline

27 January 2011

| Format | Number of columns | Width x Depth in mm | Basic price black/white € | 4-colours € |
|-----------------------------|-------------------|----------------------|---------------------------|-------------|
| 1 / 1 page | 4-columns | 210 x 297* | 1,395,- | 2,790,- |
| 1 / 2 page | 4-columns | 187 x 133 horizontal | 720,- | 1,560,- |
| | 2-columns | 91 x 270 vertical | | |
| 1 / 3 page | 4-columns | 187 x 87 | 490,- | 1,060,- |
| 1 / 4 page | 4-columns | 187 x 64 horizontal | 370,- | 790,- |
| | 2-columns | 91 x 133 vertical | | |
| | 1-column | 43 x 270 | | |
| 1 / 8 page | 4-columns | 187 x 30 horizontal | 190,- | 490,- |
| | 2-columns | 91 x 64 vertical | | |
| | 1-column | 43 x 133 | | |
| 1 / 16 page | 2-columns | 91 x 30 horizontal | 110,- | 410,- |
| | 1-column | 43 x 64 vertical | | |
| inside front cover | 4-columns | 210 x 297* | 1,750,- | 3,145,- |
| inside back cover | 4-columns | 210 x 297* | 1,540,- | 2,935,- |
| back cover | 4-columns | 210 x 297* | 1,990,- | 3,385,- |
| product category cover page | 4-columns | 184 x 200 | 1,470,- | 2,865,- |

Rate per single-column millimetre: € 1.80 (black/white) *Format with bleed (+ 3 mm additional)