

Special issue of **pet** and **PET**
worldwide

2010

PET Buyers' Guide International

for PET, PET supplies and garden market

Now offering an even higher circulation:

With a print run of around 4900, the 2010 issue will go to all subscribers to both *pet* Fachmagazin and PET worldwide. In addition, an e-magazine version for use online will be sent to some 3500 e-mail recipients within the PET sector.



Preparations are under way for the 2010 issue

The PET Buyers' Guide is an indispensable aid for traditional pet shops, garden centres with pet sections and all other suppliers of pets and pet supplies. It is a comprehensive reference work which is of great help when deciding on a specific product mix.

The PET Buyers' Guide is currently undergoing revision and updating.

Please fill in the enclosed questionnaire and return it to us immediately to ensure that your company's details are both correct and complete in the new issue.

Dähne Verlag

Dähne Verlag GmbH · P.O. Box 10 02 50 · 76256 Ettlingen, Germany
Phone +49/72 43/575-103 · Fax +49/72 43/575-100
pef@daehne.de · www.PET-global.com

2010 PET Buyers' Guide

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,-

Hunter International GmbH
Grester Straße 4
33818 Leopoldshöhe (Germany)
Telefon +49/52 02/9 10 60
Telefax +49/52 02/1 53 33
E-Mail info@hunter.de
Internet www.hunter.de

You can in addition choose any combination of the following variants in order to achieve the best possible exposure for your company and your products:

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

€ 32.-

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

€ 98.-

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.-

Hunter International GmbH
Grester Straße 4
33818 Leopoldshöhe (Germany)
Telefon +49/52 02/9 10 60
Telefax +49/52 02/1 53 33
E-Mail info@hunter.de
Internet www.hunter.de

*Luxuriöse Designs, höchste Qualität und Exklusivität – das ist HUNTER BLACK LABEL
Luxurious Designs, highest quality and exclusiveness that is HUNTER BLACK LABEL*



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

TROPICAL Tadeusz Ogrodnik
ul. Opolska 25
41-507 Chorzów (Poland)
Telefon +48/32/2 49 92 10
Telefax +48/32/2 49 94 58
E-Mail ogrodnik@tropical.com.pl
Internet www.tropical.com.pl



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 3 000 recipients by e-mail.

The one-off cost for this service is

€ 60.-



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

- 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

- 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 import

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

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

Key to product categories

Food for small caged animals

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

7.7 Hedgehog feed

7.8 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

8.2 Animals for terrariums

8.3 Exotic birds, parakeets, canaries, parrots

8.4 Small mammals, rodents

8.5 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

10.4 Fertilisers and pesticides

10.5 Seeds

10.6 Live plants

10.7 Wholesale

11. Store design and fittings

Shop-fitting 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

11.2 Computers and cash registers, software and advisory services

11.3 Shopping trolleys and transporters

11.4 Product labelling and advertising

11.5 Surveillance and background music systems

11.6 Packaging and containers

11.7 Working clothes

12. Services

12.1 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

12.4 Trade fair organisers

12.5 Pet funerals

12.6 Other service providers

For all questions to entries or advertisements please contact:

▶▶ The agent for your country



France/Luxemburg/Belgium
Martine Kiliás
W & D Vertriebsmanagement GmbH
Phone: +49/541/1 50 51 97
Fax: +49/541/7 70 31 76
kiliás@w-und-d.com



Italy
Gloria Oddone Ebken
W & D Vertriebsmanagement GmbH
Phone: +49/541/6 00 52 08
Fax: +49/541/6 00 52 09
oddone-ebken@w-und-d.com



Great Britain/USA/Canada/Scandinavia
Marie-Anne Vonstein
W & D Vertriebsmanagement GmbH
Phone: +49/54 52/91 75 68
Fax: +49/54 52/91 75 68
vonstein@w-und-d.com



Other countries
Lothar Wittich
W & D Vertriebsmanagement GmbH
Phone: +49/54 39/80900-16
Fax: +49/54 39/60 97 63
wittich@w-und-d.com

Examples of entries and advertisements

(smaller than actual size)

WASEBA

Sebastian/Walter GdB
Prof.-Dillinger-Weg 65
67098 Bad Dürkheim (Germany)
Telefon +49/63 22/98 72 98
Telefax +49/63 22/98 01 53
Internet www.waseba.com

7.4.7 Special diets and frozen food, vitamins

Spezialfutter,
Tiefkühlkost, Vitamine

DIE TIERNÄHRUNG VON BÄCHLE



Bächle & Söhne GmbH

Kessel 3
78056 Willingen-Schwenningen (Germany)
Telefon +49/77 20/8 57 40
Telefax +49/77 20/74 47
E-Mail wilfried.baechle@baechle-soehne.de
Internet www.baechle-soehne.de

Belga-Vet Products

64 Leeuwantstraat
2100 Deurne (Belgium)
Telefon +32/3/3 26 52 51
Telefax +32/3/3 26 04 66
E-Mail info@belgavet.com
Internet www.belgavet.com

Bewital GmbH & Co. KG

Postfach 10 48
46349 Südlonn-Oeding (Germany)
Telefon +49/28 62/581-0
Telefax +49/28 62/581-36
E-Mail heimtiernahrung@bewital.de
Internet www.bewital.de



Bogar AG

Industriestraße 50
8304 Wallisellen (Switzerland)
Telefon 0 08 00/10 01 00 66
Telefax 0 08 00/10 01 00 99
E-Mail info@bogar.com
Internet www.bogar.com



Affinity Petcare

Deutschland GmbH
Im Mediapark 8
50670 Köln (Germany)
Telefon +49/2 21/94 99 90-0
Telefax +49/2 21/94 99 90-10
E-Mail kkobertz@affinity.com
Internet www.affinity-petcare.com



Animonda GmbH

Postfach 11 07
49001 Osnabrück (Germany)
Telefon +49/5 41/7 70 76-0
Telefax +49/5 41/7 70 76-29
E-Mail animonda@animonda.de
Internet www.animonda.de

Beduco NV

25 Wasserijstraat
2900 Schoten (Belgium)
Telefon +32/3/3 26 07 10
Telefax +32/3/3 26 10 55
E-Mail info@beduco.be
Internet www.beduco.be



Bergophor

Dr. Berger GmbH & Co. KG

Kronacher Straße 13
95326 Kulmbach (Germany)
Telefon +49/92 21/806-0
Telefax +49/92 21/806-188
E-Mail service@bergophor.de
Internet www.bergophor.de

Bewital GmbH & Co. KG

Postfach 10 48
46349 Südlonn-Oeding (Germany)
Telefon +49/28 62/581-0
Telefax +49/28 62/581-36
E-Mail heimtiernahrung@bewital.de
Internet www.bewital.de

Das Komplettsortiment für alle Katzen.
Das Fachhandelsortiment für Katzen mit besonderen Ansprüchen.



bosch Tiernahrung GmbH & Co

Engelhardshäuser Straße 55 + 57
74572 Blaufelden-Wiesenberg (Germany)
Telefon +49/79 53/87-0
Telefax +49/79 53/87-70
E-Mail info@bosch-tiernahrung.de
Internet www.bosch-tiernahrung.de

Bozita Heimtierfutter GmbH Verkaufsbüro Deutschland

Rungedamm 31
21035 Hamburg (Germany)
Telefon +49/40/73 43 07 91
Telefax +49/44 31/99 05-55
E-Mail info@bozita.com
Internet www.bozita.com

M. Brockmann GmbH & Co.

Postfach 12 64
27779 Wildeshausen (Germany)
Telefon +49/44 31/99 05-0
Telefax +49/44 31/99 05-55
E-Mail service@brockmanns.info
Internet www.brockmanns.info

Co.Di.Co. Chabert SA

B.P. 7
81240 Saint Amans-Valtoret (France)
Telefon +33/5/63 98 33 37
Telefax +33/5/63 98 47 70
E-Mail info@codico-plus.com
Internet www.codico-plus.com

CORUM Heimtierprodukte GmbH

Waldstraße 6
40883 Ratingen (Germany)
Telefon +49/2 08/82 43 60
Telefax +49/2 08/84 66 04
E-Mail verkauf@corum-pet-products.de
Internet www.corum-pet-products.de

Dibaq a.s.

Helvíkovic 90
56401 Zámberk (Czechia)
Telefon +4 20/465 7 65 85
Telefax +4 20/465 7 32 67
E-Mail dibaqa@dibaq.cz
Internet www.dibaq.cz
DRY FOOD FOR CATS

WWW.CAT-EXCLUSIVE.DE

NUR DAS BESTE FÜR IHRE KATZE

Cat Exclusive ist eine Super Premium Nahrung für Ihre Katze. Rohstoffe von bester Qualität garantieren, dass Sie nur das Beste für Ihre Katze erhalten. Cat Exclusive wird mit Vitaminen haltbar gemacht. Cat Exclusive enthält Vitamin Ester-C, es beugt Harnsteinbildung vor und unterstützt das Immunsystem.

Cat Exclusive Kompakt Streu
- aus Kanada - 320% Saugfähigkeit.
Mit Babypuderduft.



"Kittens & Queens"
Als Trocken- oder Feuchtnahrung für Kätzchen und trüchtige Katzen. Mit Hühnerfleisch und Hühnerfett.

"Ocean Fish"
Als Trocken- oder Feuchtnahrung für ausgewachsene Katzen. Mit Hühnerfleisch, Fisch und Hühnerfett.

"Original"
Als Trocken- oder Feuchtnahrung für ausgewachsene Katzen. Mit Hühnerfleisch und Hühnerfett.

Super Kompaktstreu
Kanadisches Kompaktstreu mit Babypuderduft. 320% Saugfähigkeit. "Gold Label", feine Körnung für Kurzhaarkatzen, oder "Black Label", mittlere Körnung für Langhaarkatzen.



MADE IN U.S.A

Importeur:

iwersen
pet products

Moltkestr. 17 · D-24937 Flensburg
Tel. 0461-5700424 · Fax 0461-5700425 · info@cat-exclusive.de

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 you are offering.

Each additional line € 32.–

Address entry

Our offer: one address entry included free of charge.

Each additional address entry: € 29.–

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.

Advertising rates

Rates effective from
1 October 2009

1 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.

2 Product categories:

1. Aquariums	19 pages
2. Terrariums	6 pages
3. Birds	4 pages
4. Dogs	17 pages
5. Cats	8 pages
6. Small caged animals	5 pages
7. Pet food	34 pages
8. Pets (breeding and sales)	5 pages
9. Angling and equestrian sport	4 pages
10. Garden	6 pages
11. Store design and fittings	5 pages
12. Services	10 pages

3 Circulation analysis:

Print figure	5,000
Actual circulation (Print)	4,882
Specimen and file copies	305
Remainder	118
Actual circulation (e-magazine)*	14,200
*4 times a year	

4 Copy price: € 29.80 plus postage and sales tax

5a Format: 297 mm depth x 210 mm width

5b Type areal: 270 mm depth x 187 mm width

6 Printing and binding processes: offset printing and adhesive binding

7 Copy:
Copy up to 70 lines per cm/300 dpi.

8 Publication Date:
March 2010

8a Advertising deadline:
25 January 2010

8b Copy deadline:
28 January 2010

9 Dähne Verlag GmbH
P.O. Box 10 02 50, D-76256 Ettlingen (Germany)
Am Erlengraben 8, D-76275 Ettlingen (Germany)
Phone: +49/72 43 / 575-103, Fax: +49/72 43 / 575-100,
E-mail: advertising@daehne.com, www.PET-global.com

10 Terms of payment:
Net payment due within 20 days of date of invoice

11 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

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.

12 Advertisement formats and rates:

Format	columns	Width x Depth in millimetres	Basic price black/white €	2 colours €	3 colours €	4 colours €
1 / 1 page	4 columns	210 x 297*	1,395.-	1,860.-	2,325.-	2,790.-
1 / 2 page	4 columns 2 columns	187 x 133 horizontal 91 x 270 vertical	720.-	1,000.-	1,280.-	1,560.-
1 / 3 page	4 columns	187 x 87	490.-	680.-	870.-	1,060.-
1 / 4 page	4 columns 2 columns 1 column	187 x 64 horizontal 91 x 133 vertical 43 x 270	370.-	510.-	650.-	790.-
1 / 8 page	4 columns 2 columns 1 column	187 x 30 horizontal 91 x 64 vertical 43 x 133	190.-	290.-	390.-	490.-
1 / 16 page	2 columns 1 column	91 x 30 horizontal 43 x 64 vertical	110.-	210.-	310.-	410.-
inside front cover		210 x 297*	1,750.-	2,215.-	2,680.-	3,145.-
inside back cover		210 x 297*	1,540.-	2,005.-	2,470.-	2,935.-
back cover		210 x 297*	1,990.-	2,455.-	2,920.-	3,385.-
product category cover page		184 x 200	1,470.-	1,935.-	2,400.-	2,865.-

Rate per single-column millimetre: € 1.80 (black/white)

*Format with bleed (+ 3 mm additional)