

**pet**

# MEDIA INFORMATION

**2025**



**Dähne Verlag**

Phone +49/7243/575-107

advertising@daehne.de

www.daehne.de/media-info

www.petonline.de

# Media Information

## Publisher information



### In brief

*pet* is the specialist magazine for the German-speaking pet sector. Contributions from Austria and Switzerland are included to complement the reports on the German market. Every issue brings up-to-date and practical information on all the different aspects of the pet market. The magazine focuses on news and personnel announcements from the sector, trade fair reports, coverage of the specialty pet trade and the pet departments in garden centres and DIY stores, as well as reports on suppliers and service concepts. Regular market and product surveys, in addition to detailed keynote topics, deal with developments in a variety of different product areas. Expertly analysed statistics provide readers with information on the current state of the pet market.

### Membership

VDZ, SZV

### Chief editor

Ralf Majer-Abele

### Editorial team

Philipp Gardemin, Oliver Mengedoht

### Advertising

André Petras

### Volume

Volume 46, 2025

### Frequency of publication

10 x (see enclosed schedule)

### Publishing house

Dähne Verlag GmbH

### Postal address

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

### Delivery address

Am Erlengraben 8, 76275 Ettlingen, Germany

**Telephone** + 49 (0) 72 43 / 575-107

**E-mail** advertising@daehne.de

**Internet** www.petonline.de

Photo cover: jstaley4011, Fotolia

### Subscription rates

Annual subscription EU and all other countries  
€ 176.- incl. p + p

### Terms of payment

Net payment due within 10 days  
of date of invoice

### Terms + Conditions

www.daehne.com/media-info

### 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

## Media Information

## Circulation | Target groups | Editorial content

### Circulation analysis:

Copies per issue represent an average for

(2nd quarter 2024)

|                           |       |
|---------------------------|-------|
| <b>Print figure</b>       | 4 600 |
| <b>Actual circulation</b> | 4 527 |
| Remainder and file copies | 73    |
| <b>Paid circulation</b>   | 2 106 |
| Subscriber copies         | 1 887 |
| Single sold copies        | 52    |
| <b>Free copies</b>        | 2 421 |

### Analysis

2023 = 11 issues

|                    |           |                  |
|--------------------|-----------|------------------|
| <b>Total size</b>  | 732 pp    | = 100.0 %        |
| <b>Editorial</b>   | 614 pp    | = 83.8 %         |
| <b>Advertising</b> | 119 pp    | = 16.2 %         |
| of which           |           |                  |
| Bound-in inserts   | 0 units = | 0.0 %            |
| Loose inserts      | 7 units = | 5.9 %            |
|                    |           | } of advertising |

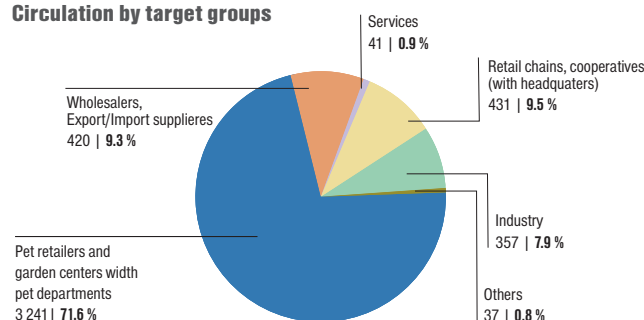
### Analysis of 2023 editorial component

|                         |                  |
|-------------------------|------------------|
| <b>Total</b>            | 614 pp = 100.0 % |
| Trade                   | 99 pp = 16.1 %   |
| Industry                | 93 pp = 15.2 %   |
| News                    | 90 pp = 14.7 %   |
| Trade fairs/events      | 45 pp = 7.3 %    |
| New products            | 59 pp = 9.6 %    |
| Austria/<br>Switzerland | 21 pp = 3.4 %    |
| Others                  | 61 pp = 9.9 %    |

### Geographical analysis of circulation

|                           |         |       |
|---------------------------|---------|-------|
| <b>Actual circulation</b> | 100.0 % | 4 527 |
| Germany                   | 90.1 %  | 4 078 |
| Others                    | 9.9 %   | 449   |

### Circulation by target groups



## 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

10 issues/year

### Publication dates

Refer to schedule

### Advertising deadlines

Refer to schedule

| Format                    | Number of columns | Width x Depth in mm  | Basic price black/white € | 4 colours €    |
|---------------------------|-------------------|----------------------|---------------------------|----------------|
| <b>1/1 page</b>           | 4 columns         | 210 x 297*           | <b>2 660.–</b>            | <b>5 330.–</b> |
| <b>1/2 page</b>           | 4 columns         | 187 x 133 horizontal | <b>1 350.–</b>            | <b>2 970.–</b> |
|                           | 2 columns         | 91 x 270 vertical    |                           |                |
| <b>1/3 page</b>           | 4 columns         | 187 x 87             | <b>910.–</b>              | <b>1 990.–</b> |
| <b>1/4 page</b>           | 4 columns         | 187 x 64 horizontal  | <b>700.–</b>              | <b>1 480.–</b> |
|                           | 2 columns         | 91 x 133 vertical    |                           |                |
|                           | 1 columns         | 43 x 270             |                           |                |
| <b>1/8 page</b>           | 4 columns         | 187 x 30 horizontal  | <b>350.–</b>              | <b>890.–</b>   |
|                           | 2 columns         | 91 x 64 vertical     |                           |                |
|                           | 1 columns         | 43 x 133             |                           |                |
| <b>back cover</b>         | 4 columns         | 210 x 297*           | <b>3 780.–</b>            | <b>6 450.–</b> |
| <b>inside front cover</b> | 4 columns         | 210 x 297*           | <b>3 330.–</b>            | <b>6 000.–</b> |
| <b>inside back cover</b>  | 4 columns         | 210 x 297*           | <b>2 940.–</b>            | <b>5 610.–</b> |

Rate per single-column millimetre: in advertising section **€ 3.00**  
in editorial section **€ 7.05**

\*Bleed ad format plus 3 mm bleed on every edge

## Surcharges and other prices

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

|                    |                     |
|--------------------|---------------------|
| ≥ 1/1 page € 890.– | 1/4 page € 260.–    |
| 1/2 page € 540.–   | 1/8 page € 180.–    |
| 1/3 page € 360.–   | ≤ 1/16 page € 140.– |

HKS, pantone and metallic colour extra surcharge € 330.–

### Special formats/positions

2/1 page on request  
Front cover flap see extra information

Guaranteed positions € 340.–

Print over gutter margin € 230.–

Bleed surcharge for adverts < 1/1 10 % of basic rates

### Small advertisement rates

Situations vacant per mm € 3.00

Private situations wanted per mm € 2.25

Charge for box number € 6.00

All employment ads will also appear for one month free of charge  
on [www.petonline.de](http://www.petonline.de)

Brand directory

Logo, company, internet address, per issue € 75.–

### PR special supplements

1/1 page DIN A5 PR € 729.–

2/1 Pages DIN A5 PR € 1 259.–

### Products + Services – price per millimetre

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

|             |        |
|-------------|--------|
| black/white | € 2.50 |
| 2 colours   | € 2.63 |
| 3 colours   | € 2.76 |
| 4 colours   | € 2.90 |

### Discounts

Valid for one year  
from publication date  
of first insertion

### Frequency rates

|           |               |
|-----------|---------------|
| 3 x 3 %   | 1 page 3 %    |
| 6 x 5 %   | 3 pages 5 %   |
| 11 x 10 % | 6 pages 10 %  |
|           | 11 pages 15 % |

### Volume rates

No discount on bound or loose inserts.

### Bound inserts

|           |           |           |            |
|-----------|-----------|-----------|------------|
| 2-sided*  | 4-sided   | 6-sided   | 8-sided    |
| € 4 200.– | € 5 590.– | € 8 390.– | € 10 630.– |

\* on request

### Loose inserts

Maximum size 205 x 292 mm

Up to 25 g € 1 775.–

Up to 50 g € 2 050.–

### Adhesive postcard

on request

### Delivery address for inserts

Stober Medien GmbH

Betr. *pet* No. ...

Industriestraße 12

76344 Eggenstein, Germany

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

# Media Information

## Schedule and editorial topics



| Issue                              | Schedule  | Keynote topics   |
|------------------------------------|---|--|
| <b>1/2</b><br>January/<br>February | Publication date 20.02.2025<br>Advertising deadline 20.01.2025<br>Copy deadline 20.01.2025<br>Editorial deadline 13.01.2025 | <b>Made in Germany</b>   |
| <b>3</b><br>March                  | Publication date 11.03.2025<br>Advertising deadline 10.02.2025<br>Copy deadline 10.02.2025<br>Editorial deadline 03.02.2025 | <b>Organic raw food products</b> (Raw food products and prepared meals, food supplements including oils, fats, vitamins and minerals)<br><b>Special supplement: "The best for velvet paws - products and concepts for cats" with PR presentation of producers</b>  |
| <b>PET Buyers' Guide 2025/26</b>   | Publication date 19.03.2025<br>Advertising deadline 21.02.2025<br>Copy deadline 21.02.2025                                  | The <b>PET Buyers' Guide</b> is the indispensable helper for the pet trade and all trading companies with pet assortments. Categorized according to product ranges, it offers a quick overview of the leading international suppliers and wholesalers in the Pet sector. You'll find all information about this <b>in the media information on <a href="http://www.pet-buyersguide.com">www.pet-buyersguide.com</a></b> .  |
| <b>4</b><br>April                  | Publication date 10.04.2025<br>Advertising deadline 12.03.2025<br>Copy deadline 12.03.2025<br>Editorial deadline 05.03.2025 | <b>Special supplement: "All about pets - products and concepts for Zoomark 2025" with PR presentation of producers</b><br><b>Fair preview: Zoomark in Bologna (5 - 7 May)</b>  |
| <b>5</b><br>May                    | Publication date 06.05.2025<br>Advertising deadline 02.04.2025<br>Copy deadline 02.04.2025<br>Editorial deadline 26.03.2025 | <b>Dog food</b> (Dry and moist food, BARF and frozen feeds, diet and special food, dog biscuits and treats, snacks and dietary supplements)  |
| <b>6/7</b><br>June/July            | Publication date 12.06.2025<br>Advertising deadline 08.05.2025<br>Copy deadline 08.05.2025<br>Editorial deadline 28.04.2025 | <b>Health - CBD - Coat care</b> (remedies and care products, pest control, dental care snacks, functional foods, health products with hemp, brushes, combs, scissors, trimmers & clippers, shampoo and coat care products, products for eye, ear, claw and paw care)<br><b>Zoomark fair retrospective incl. portraits of the exhibitors</b>  |
| <b>8</b><br>August                 | Publication date 23.07.2025<br>Advertising deadline 23.06.2025<br>Copy deadline 23.06.2025<br>Editorial deadline 10.06.2025 | <b>Freshwater and seawater aquaristics</b> (Food: Main and complementary foods for fish and invertebrates, rearing foods   Care and maintenance: water tests and water conditioners, substrates, fertilizers, remedies and algae treatment and prevention   Equipment: aquarium kits, filters, pumps, lighting systems, heaters and CO2 injection systems   Accessories: fishnets, tubes, thermometers, tools and decoration   Breeders, importers and wholesalers dealing in fish, invertebrates and aquarium plants)<br><b>Products for small caged animals</b> (complete feed, snack products, toys, rodent homes, cages and transport boxes, bedding and care products)<br><b>Special supplement "Country report Austria and Switzerland" with PR presentation of producers for the Alpine Republics</b> |
| <b>9</b><br>September              | Publication date 09.09.2025<br>Advertising deadline 07.08.2025<br>Copy deadline 07.08.2025<br>Editorial deadline 30.07.2025 | <b>Cat hygiene</b> (cat litter and litter trays, hygiene products)<br><b>Special supplement: "Everything for your best friend - products and concepts for dogs" with PR presentation of producers</b>  |
| <b>10</b><br>Oktober               | Publication date 14.10.2025<br>Advertising deadline 10.09.2025<br>Copy deadline 10.09.2025<br>Editorial deadline 03.09.2025 | <b>Christmas promotion 2025</b> (Season products, special edition of products, secondary placements and sales campaigns for the winter season)<br><b>Products for wild birds, hedgehogs and squirrels</b> (bird, hedgehog and squirrel food, nesting boxes, bird and hedgehog houses as well as feeding stations)  |
| <b>11</b><br>November              | Publication date 11.11.2025<br>Advertising deadline 09.10.2025<br>Copy deadline 09.10.2025<br>Editorial deadline 01.10.2025 | <b>Sustainable feed with alternative protein sources from insects or plants</b>  |
| <b>12</b><br>December              | Publication date 09.12.2025<br>Advertising deadline 04.11.2025<br>Copy deadline 04.11.2025<br>Editorial deadline 27.10.2025 | <b>Private label</b> (suppliers and concepts)<br><b>Supplement: "Products of the year 2025/2026" with the readers' vote for the "Product of the year"</b>  |



The *pet* 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*. The editorial team produces the contents in collaboration with the client.

The layout is the “*pet* Layout”, which gives the product a high degree of credibility. Depending on the issue, this presentation option is offered exclusively to just one company.

### **pet-Pocket standard (20 pages in total)**

1 title page, 18 pages of content, 1 full-page advert 4c € 10 185.–

### **pet-Pocket XL (28 pages in total)**

1 title page, 25 pages of content, 2 full-page adverts 4c € 13 094.–

### **pet-Pocket XXL (36 pages in total)**

1 title page, 32 pages of content, 3 full-page adverts 4c € 16 005.–

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

**Additional services:** Publication on [www.petonline.de](http://www.petonline.de), 100 specimen copies, higher circulation for an additional charge.



## Prize draw sponsoring

The sponsorship model for the “*pet* prize draw” is the ideal way to complement your product advertising, especially when launching a product or to support seasonal promotions.

### **Sponsoring Standard**

1/1 page prize draw with product and company presentation € 2 180.–

### **Sponsoring Premium**

1/1 page prize draw with product and company presentation  
+ announcement with logo on grip corner of title page (approx. 5 cm x 5 cm x 7 cm) € 2 835.–

### **Basic terms:**

The sponsor provides prizes to the value of at least € 250.00. *pet-Fachmagazin* and [petonline.de](http://petonline.de) features 1/1 page 4c on which the promotion is presented with:

- Name listing as cooperative partner with logo (Win with *pet* and “sponsor”)
- Product image, approx. ¼ page (jpg, pdf with 300 dpi)
- Company/product information, approx. ¼ page

(Heading max. 50 characters; 1100 characters of text for the presentation; 190 characters prize draw description, incl. of spaces respectively)

The prize draw in each issue is staged with just one exclusive sponsor.



## 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.



Example:  
L-advert  
across spine

# Media Information

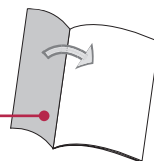
## Cover flap advertisements

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

### Cover 1

½ page inside left cover flap (1/2 cover)

€ 4 750.-

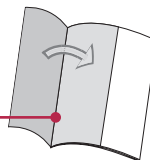


Cover 1

### Cover 2

1/1 page (over gutter margin) inside left cover flap (1/2 cover) and left half side cover

€ 7 125.-



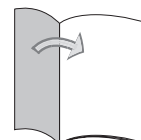
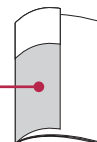
Cover 2

### Cover Spezial

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

€ 7 717.-

Cover Spezial

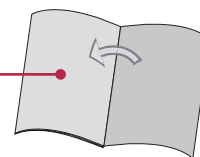


### Cover XXL

The complete cover flaps to the right  
Inside is a 2/1 page ad over gutter margin

€ 13 208.-

Cover XXL

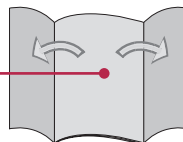


### Cover Gate

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

€ 12 781.-

Cover Gate



# Media Information

## Procedures and specifications for the supply of advertising material

**All data must be supplied as print quality PDF/X-1a, PDF/X-3 or PDF/X-4. 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 with profile ISOcoated v2 for sheed offset (maximum application of colours: 300 %). By no means may "indexed" colours, RGB or other modes or profiles be used. Image format either JPG, PNG or TIFF.

### Data transfer by E-mail

Such files should not exceed 20 MB in size. E-mail: copy@daehne.de

### Big size data files

Use the service [www.wetransfer.com](http://www.wetransfer.com) for data files with more than 20 MB. The service is free of charge.

**Please utilise the following procedure for naming your file**

Abbreviation\* of publication title + issue number + name of advertiser  
e.g.: diy9-10Miller.pdf

\*Abbreviations:

diy = diy-Fachmagazin;  
pet = pet-Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;  
Car = Caridina

**You'll find information on add sizes and technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at [www.daehne.com/media-info](http://www.daehne.com/media-info)**

| Format           | Size in pixel (w x h) | Size of data in kb max. | Placement              | TCP price € |
|------------------|-----------------------|-------------------------|------------------------|-------------|
| Super Banner     | 728 x 90              | 120                     | Top                    | 26.–        |
| Medium Rectangle | 300 x 250             | 80                      | Top                    | 26.–        |
|                  |                       |                         | Basic                  | 14.–        |
| Wide Skyscraper  | 200 x 600             | 120                     | Top                    | 26.–        |
|                  |                       |                         | Basic                  | 14.–        |
| Video            | max. 3 minutes        |                         | Top                    | 28.–        |
|                  |                       |                         | Basic                  | 15.–        |
| Mobil banner     | 320 x 150             | 50                      | Between article blocks | 18.–        |

Prices per 1,000 views

#### Volume discount website

from 30,000 views – 5 % discount  
from 60,000 views – 10 % discount  
from 120,000 views – 15 % discount

#### Combination formats in campaign

For the website up to 3 banner formats of the same price group can be combined in one campaign. For campaigns with different formats, the number of views is booked for the campaign. The formats are delivered by our ad server after optimal utilization. Up to 3 different motives per format can be delivered for one campaign.

**Minimum order quantity website** 5,000 views

**Limitation** A limitation on the maximum number of views in a certain period is possible.

**Advertorials | Content Marketing** We offer individual solutions for native advertising forms on the web. Get in touch with our sales team.

| Format               | Size in pixel (w x h)  | Size of data in kb max. | Placement head € | Place-ment priority 1 € | Place-ment priority 2 € | Place-ment priority 3 € |
|----------------------|--|-------------------------|------------------|-------------------------|-------------------------|-------------------------|
| Top Banner           | 580 x 90   | 100                     | 485.–            | --                      | --                      | --                      |
| Text ad with picture | Picture 220 x 145;<br>40 letters headline;<br>300 letters text | 100                     | --               | 460.–                   | 360.–                   | 285.–                   |

Prices per week

Newsletter frequency min. 3/week

#### Volume discount newsletter

from 6 weeks - 3 % discount  
from 12 weeks - 5 % discount  
from 24 weeks - 10 % discount

All prices plus 19% VAT.

## Media Information

## Traffic | Placement | Technical specifications

### Traffic

On average, the website generates **23 300** page impressions with **7 410** visits per month (average 1/7 – 31/12/2023 incl. mobile use according to Google Analytics). Banners for the mobile version must be booked separately.

The newsletter currently has around **1 450** subscribers (status as of 12/8/2024)

### Placement website

**Basic** – bottom half of the website

**Top** – top half of the website

In order to guarantee a varied allocation of advertising spaces and thus arouse user awareness, the placement on the website will not be exclusively allocated.

### Placement newsletter

**Head**– First place above the newsletter header

**Priority 1** – Top position in the news (usually after the 2nd or 3rd announcement)

**Priority 2** – Medium placement in the news (usually after the 5th or 6th message)

**Priority 3** – Lower placement in news (usually after the 7th or 8th message)

### Possible file types for banners (display ads)

**Website:** jpg, gif, html5\* – animated and static

**Newsletter:** jpg, png – statisch

html5 – Conditions for the creation of html5 materials you can find online

<https://support.adspirit.de/hc/en-us/articles/360002773031-HT-ML5-advertising-material>

Integration over external ad servers is possible. Please supply the integration code as a pdf file.

### Video on website

Max. 3 minutes

Data form mpeg, mp4

### Text ad in Newsletter

Headline (max. 40 characters incl. spaces)

Text (max. 300 characters incl. spaces)

Photo (jpg 220 x 145 pixels)

Please supply text in txt file

\*If possible, please supply a fallback banner file as a jpg or gif.

Technical data is subject to change without notice

# Media Informationen Online

## Example website and newsletter

(not in original size)

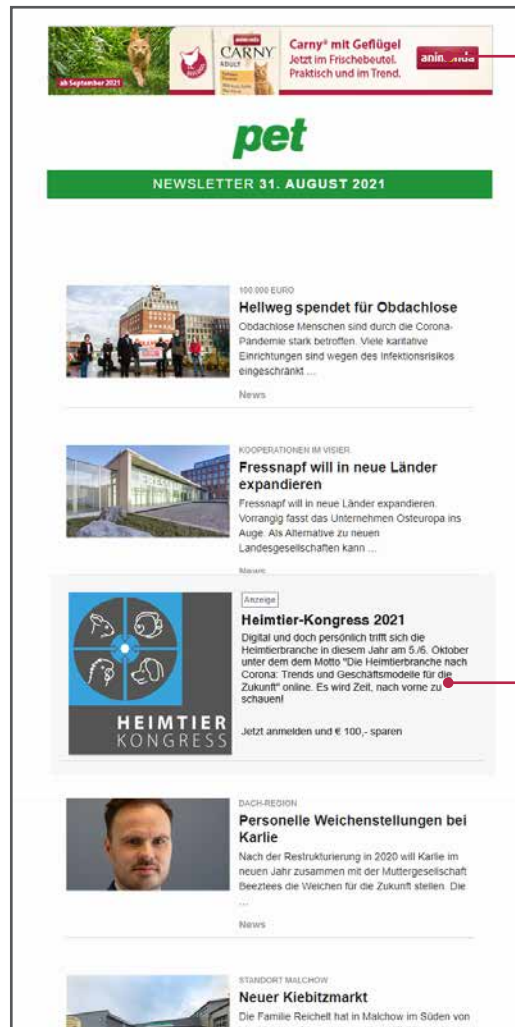
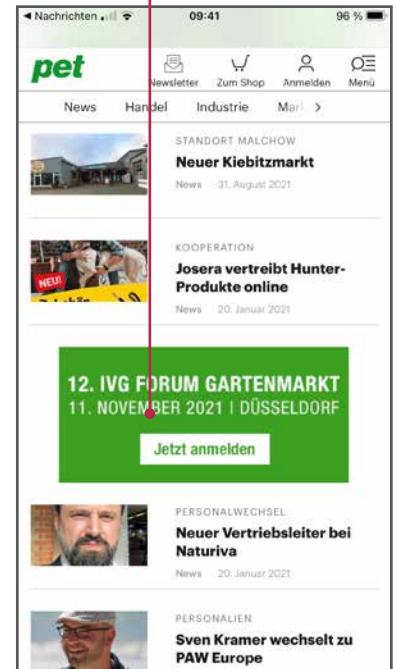
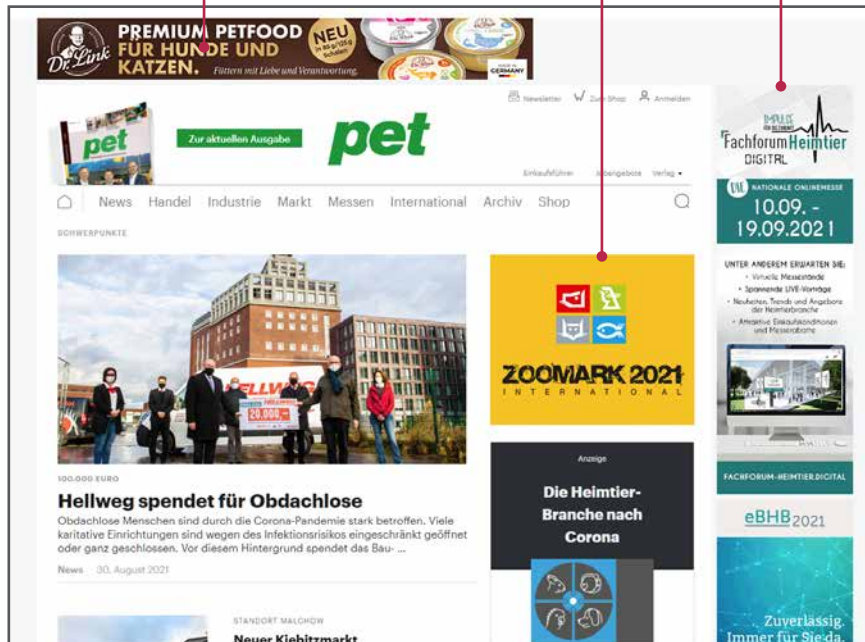
**pet**

Super-Banner

Medium-Rectangle

Skyscraper

Mobil-Banner



Top-Banner

Text/Bild-Ad



# Your Dähne advertising team



**Advertising manager**  
Thomas Heinen  
t.heinen@daehne.de  
Phone +49/7243/575-107



**Advertising sales**  
*pet*-Fachmagazin,  
**PET worldwide,**  
**aquaristik, caridina**  
André Petras  
a.petras@daehne.de  
Phone: +49/7243/575-107



**Advertising sales**  
*diy*-Fachmagazin,  
**DIY International**  
Ulrike Hoffstädt-Kohm  
u.hoffstaedt-kohm@daehne.de  
Phone: +49/7243/575-145



**Advertising administration**  
Manuel Weber  
m.weber@daehne.de  
Phone +49/7243/575-106



**Advertising administration**  
Jutta Brock  
j.brock@daehne.de  
Phone: +49/7243/575-233

## The advertising agent for your country:



**Benelux/Scandinavia**  
Lothar Wittich  
Wittich Verlagsvertretung  
l.wittich@daehne.de  
Phone +49/54 07/81 63 22



**Central- and Southern-Europe/USA/Canada and other countries**  
Marie-Ann Vonstein  
Wittich Verlagsvertretung  
m.vonstein@daehne.de  
Phone +49/54 07/81 63 23



**Taiwan**  
Joy Wang  
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Fax +886/4/23 13 32 39  
service@trade-eye.com