

PET
worldwide

MEDIA INFORMATION

2025



Dähne Verlag

Phone +49/7243/575-107

advertising@daehne.de

www.daehne.de/media-info

www.petworldwide.net

Media Information

Publisher information

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 previews 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

Chief editor

Ralf Majer-Abele

Editorial team

Philipp Gardemin, Oliver Mengedohrt

Advertising

André Petras

Volume

Volume 24, 2025

Frequency of publication

5 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

Internet www.petworldwide.net

E-mail advertising@daehne.de

Photo cover: Maya Kruchancova, Fotolia

Subscription rates

Annual subscription

€ 116.- 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: DEUTDE33
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

Estimated copies per issue

Print figure (Print and e-magazin) 10 000

Actual circulation 9 931
Thereof subscriber copies 2 360

Analysis

2023 = 5 issues

Total size
285 pp = 100.0 %

Editorial
245 pp = 86.0 %

Advertising
40 pp = 14.0 %

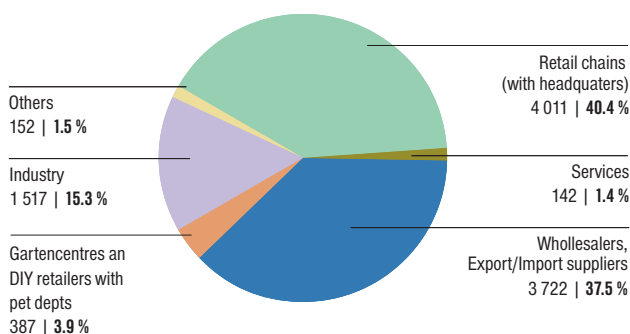
of which

Bound-in inserts 0 units = 0.0 % } of
Loose inserts 1 units = 2.5 % } advertising

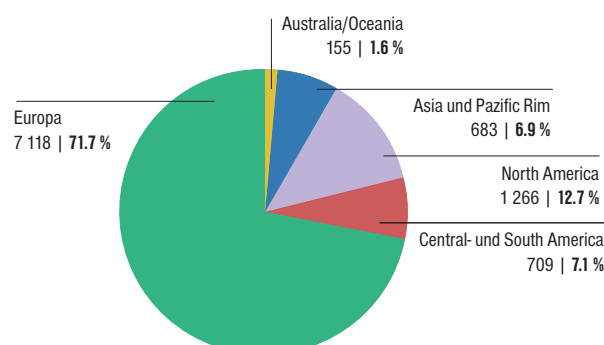
Analysis of 2023 editorial component

Total	245 pp =	100.0 %
Trade	34 pp =	13.7 %
Industry	50 pp =	20.4 %
News	43 pp =	17.3 %
Trade fairs/congresses	27 pp =	11.0 %
New products	6 pp =	2.4 %
Others	21 pp =	8.4 %

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:

Five times a 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 €
1/1 page	4 columns	210 x 297*	2 260.–	4 150.–
1/2 page	4 columns	187 x 133 horizontal	1 290.–	2 640.–
	2 columns	91 x 270 vertical		
1/3 page	4 columns	187 x 87	860.–	1 820.–
1/4 page	4 columns	187 x 64 horizontal	660.–	1 380.–
	2 columns	91 x 133 vertical		
	1 columns	43 x 270		
1/8 page	4 columns	187 x 30 horizontal	330.–	780.–
	2 columns	91 x 64 vertical		
	1 columns	43 x 133		
back cover	4 columns	210 x 297*	3 230.–	5 120.–
inside front cover	4 columns	210 x 297*	2 830.–	4 720.–
inside back cover	4 columns	210 x 297*	2 500.–	4 390.–

Rate per single-column millimetre: in advertising section € 2.87
in editorial section € 6.10

*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	€ 630.–	1/4 page	€ 240.–
1/2 page	€ 450.–	1/8 page	€ 150.–
1/3 page	€ 320.–	≤ 1/16 page	€ 130.–

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

Special formats/positions/Job advertisements

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

Guaranteed positions € 275.–
Print over gutter margin € 200.–
Bleed surcharge for adverts < 1/1 10 % of basic rates

Small advertisement rates

Situations vacant per mm € 2.87
Private situations wanted per mm € 2.30
Charge for box number € 6.00

All job advertisements will be published
for free online on www.petworldwide.net

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 %

No discount on loose or bound inserts.

Bound inserts

2-sided* 4-sided 6-sided 8-sided
€ 3 570.– € 4 760.– € 7 140.– € 9 050.–
* on request

Loose inserts

Maximum size 205 x 292 mm
Up to 25 g € 1 745.–
Up to 50 g € 2 800.–

Adhesive postcard

on request

Delivery address for inserts

Stober Medien GmbH
Betr. PET worldwide 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	
1	Publication date	20.02.2025	Health - CBD - Coat care (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) Supplement: "Products 2024/2025" with the readers' vote for the "Product of the year"
	Advertising deadline	22.01.2025	
	Copy deadline	22.01.2025	
	Editorial deadline	15.01.2025	
PET Buyers' Guide 2025/26	Publication date	19.03.2025	The PET Buyers' Guide 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 at www.pet-buyersguide.com
	Advertising deadline	21.02.2025	
	Copy deadline	21.02.2025	
2	Publication date	17.04.2025	Special supplement: "All about pets - products and concepts for Zoomark 2025" with PR presentation of producers Fair preview: Zoomark in Bologna (5 – 7 May)
	Advertising deadline	19.03.2025	
	Copy deadline	19.03.2025	
	Editorial deadline	12.03.2025	
3	Publication date	10.07.2025	Everything for the cat (wet and dry food, snacks, special food, scratching posts, transport boxes, baskets and beds, toys, feeding bowls) Zoomark fair retrospective incl. portraits of the exhibitors
	Advertising deadline	28.05.2025	
	Copy deadline	28.05.2025	
	Editorial deadline	21.05.2025	
4	Publication date	16.09.2025	Everything for the dog (Dry and moist food, BARF and frozen feeds, diet and special food, dog biscuits and treats, snacks and dietary supplements, collars, leashes and harnesses, toys, transport boxes, outdoor products, GPS systems, dog apparel, feeding bowls, jogging and bicycle accessories, boxes and car accessories)
	Advertising deadline	14.08.2025	
	Copy deadline	14.08.2025	
	Editorial deadline	06.08.2025	
5	Publication date	09.12.2025	Sustainable feed with alternative protein sources from insects or plants
	Advertising deadline	04.11.2025	
	Copy deadline	04.11.2025	
	Editorial deadline	27.10.2025	

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 € 8 100.–

Pocket XL (28 pages in total)

1 title page, 25 pages of content, 2 full-page adverts 4c € 10 428.–

Pocket XXL (36 pages in total)

1 title page, 32 pages of content, 3 full-page adverts 4c € 12 685.–

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

Additional services: Publication on www.petworldwide.net, 100 specimen copies, higher circulation for an additional charge.



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

All prices exclusive of VAT.

Media Information

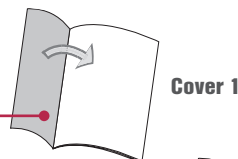
Cover flap advertisements

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

Cover 1

€ 4 380.-

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

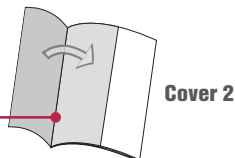


Cover 1

Cover 2

€ 6 570.-

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



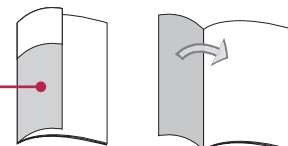
Cover 2

Cover Spezial

€ 6 940.-

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

Cover Spezial

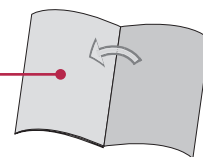


Cover XXL

€ 12 685.-

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

Cover XXL

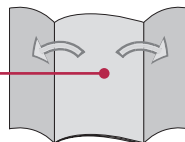


Cover Gate

€ 11 570.-

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

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 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

Media Informationen Online

Types of advertising website and newsletter

www.petworldwide.net



Format	Size in pixel (w x h)	Size of data in kb max.	Placement	TCP price €
Super Banner	728 x 90	100	Top*	28.-
Medium Rectangle	300 x 250	100	Top*	28.-
			Basic	13.-
Wide Skyscraper	200 x 600	120	Top*	28.-
			Basic	13.-
Video	max. 3 minutes		Top*	29.-
			Basic	14.-
Mobil banner	320 x 150	50	Between article blocks+Basic	18.-

Prices per 1,000 views

Volume discount website

from 15,000 views – 5 % discount
from 30,000 views – 10 % discount
from 60,000 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	Placement priority 1 €	Placement priority 2 €	Placement priority 3 €
Top Banner	580 x 90	100	390.-			
Text ad with picture	Picture 220 x 145; 40 letters headline; 300 letters text	100		360.-	270.-	210.-

Prices per week

Newsletter frequency min. 2/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 Informationen

Traffic | Placement | Technical specification

Traffic

On average, the website generates **5 147** page impressions with **3 099** visits per month (average 1/7/2023 – 31/12/2023 incl. mobile use according to Google Analytics). Banners for the mobile version must be booked separately.

The newsletter currently has around **1 049** subscribers (status as of 13/8/2024)

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

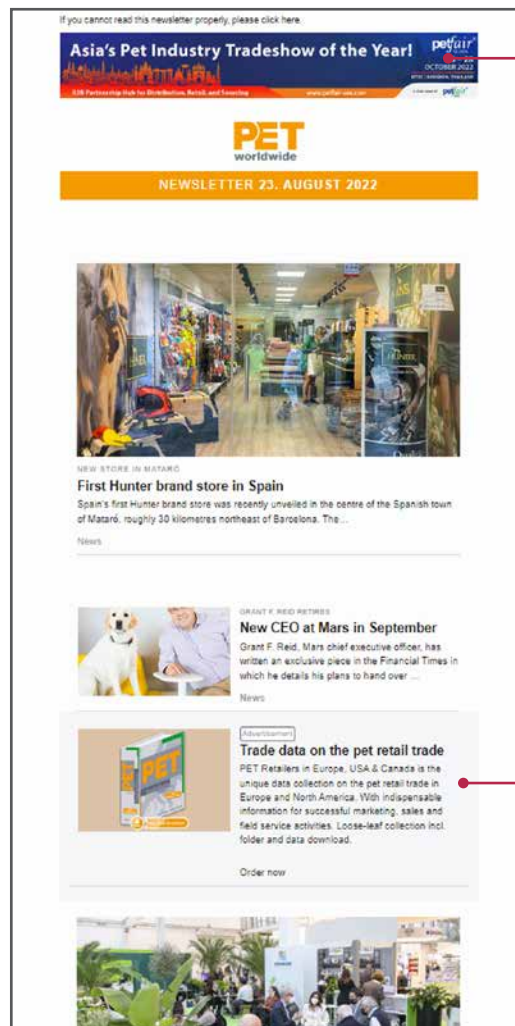
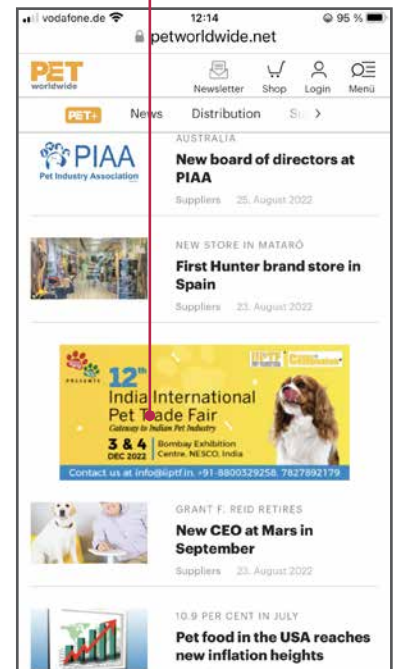
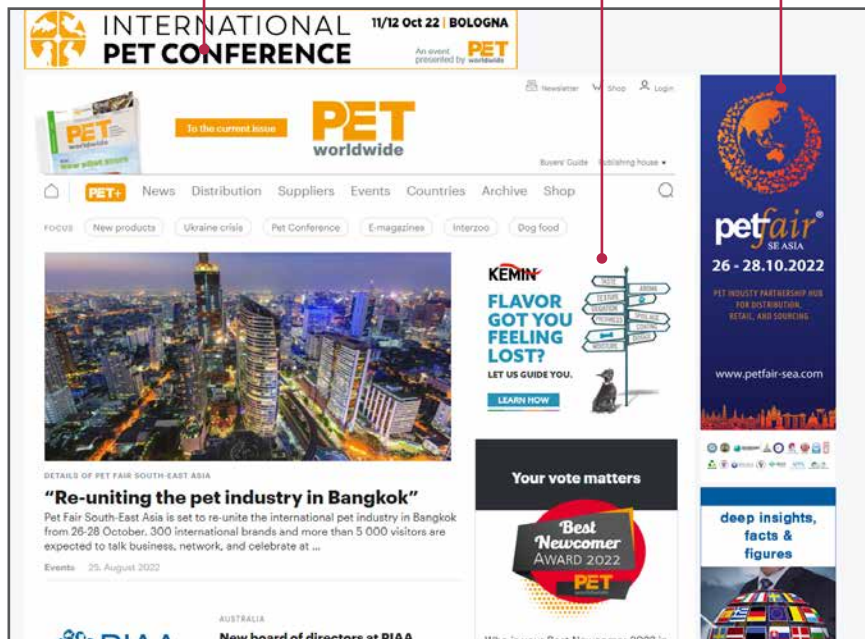
(not in original size)

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
Infotrade Media Co., Ltd.
No. 508, Sec. 3,
Wen Hsin Rd., Situn Dist.
Taichung 40753, Taiwan
Phone +886/4/23 13 21 89 #206
Fax +886/4/23 13 32 39
service@trade-eye.com