MEDIA KIT 2020
How the Pet Industry Stays Informed

Pet Product News
International

PET PRODUCT NEWS is the official media partner of the World Pet Association.
Pet Product News, the No. 1 B2B publication covering the $70 billion-plus pet industry, targets and delivers content that sharply brings into focus the news, trends and innovations pet specialty retailers need to follow now in order to thrive in today’s competitive brick-and-mortar and online marketplaces.
THE LEADER IN PET SUPPLIES MARKETING
FOR 70 YEARS

- Pet Product News is 100% qualified, reaching targeted decision-makers with the purchasing power to buy advertised products and services.

- It reaches more than 28,000* independent pet product retailers, including online pet product retailers, pet supply wholesalers and distributors, and pet boutiques.

- More than 14,200* of our readers are business owners who choose Pet Product News as their source for pet industry news and product information.

- The average circulation for the Pet Product News e-newsletter is more than 19,000* every week.

- The average number of unique visitors to PetProductNews.com is more than 39,000* every month.

*Source: BPA Worldwide June 2019 Brand Report
## Pet Product News International

### JANUARY

**Marketplaces:**
- **MADE IN THE USA**
  - Sourcing & Safety in Pet Food
- **DOG**
  - Limited-Ingredient Diets
  - Dental Care (not treats)
- **DOG & CAT**
  - Wellness and First Aid Products
- **CAT**
  - Treats
- **NATURAL**
  - Supplements
- **AQUATIC**
  - Retailer State of the Industry Roundtable
- **EXOTICS**
  - Retailer State of the Industry Roundtable

### FEBRUARY

**Marketplaces:**
- **DOG**
  - Grain-Free Diets
  - Grain-in and Legume-free Diets
  - Products for Walking and Outdoor Adventure
- **DOG & CAT**
  - Flea & Tick
- **CAT**
  - Food & Treats Made & Sourced in the USA
- **NATURAL**
  - Treats & Chews
- **AQUATIC**
  - Marine Food
- **EXOTICS**
  - Small Animal: Habitats (including toys)

### MARCH

**Marketplaces:**
- **DOG**
  - High-Protein Diets; Raw Diets; Chews & Treats (not dental); Food & Treats Made & Sourced in the USA
- **DOG & CAT**
  - Summer Gear (water toys, life vests, pool ramps, ID products, cooling products, sun protection wear); Toys; CBD (legislation, marketing, customer education)
- **CAT**
  - Premium Diets
- **NATURAL**
  - Dental; Flea & Tick
- **GROOMING**
  - Skin & Coat Care
- **AQUATIC**
  - Pond Food & Products; Tank Maintenance: Filters, Pumps & Chillers
- **EXOTICS**
  - Herp Food
- **PET LIFESTYLE**
  - Spa Products; Travel (carriers, car safety constraints, containers); Collars, Leashes & Harnesses; Beds

### APRIL

**Marketplaces:**
- **MADE IN THE USA**
  - Made in the USA (toys and other hard goods)
- **DOG**
  - Natural/Organic Diets
  - Foods Containing Novel Proteins & Superfood Ingredients
  - Training & Behavior
- **DOG & CAT**
  - Supplements
- **CAT**
  - Feeding & Watering Systems
- **NATURAL**
  - Cat Litter
- **AQUATIC**
  - Livestock: Coral
- **EXOTICS**
  - Bird: Food

---

**SUPPLEMENT**
- Atlanta Pet Fair Insert

**SPECIAL SECTIONS**
- Inventory Essentials, Editors’ Choice Awards
- **GLOBAL PET EXPO PREVIEW SECTION**
  - Atlanta Pet Fair

**BONUS**
- Atlanta Pet Fair, Global Pet Expo

**SHOW PROGRAM**
- Atlanta Pet Fair

**ATLANTA PET FAIR**
- Global Pet Expo Preview Section

---

**AD SPACE CLOSE**
- JANUARY: 11/21
- FEBRUARY: 12/19
- MARCH: 01/23
- APRIL: 02/20

**MATERIAL DEADLINE DATE**
- JANUARY: 11/29
- FEBRUARY: 01/03
- MARCH: 01/29
- APRIL: 02/24
### Marketplaces:

#### MAY
- **DOG**
  - Beds
  - Travel Products (including car safety, travel bowls/accessories)
  - Lightly Cooked Diets
- **DOG & CAT**
  - Treats & Chews
- **CAT**
  - Litter
- **NATURAL**
  - Natural/Organic Diets
- **AQUATIC**
  - Frozen Food
- **EXOTICS**
  - Small Animal: Food

#### JUNE
- **DOG**
  - Lifestage Diets
  - Training Treats & Low-cal Treats
- **DOG & CAT**
  - Toys
  - CBD/Hemp Products (extraction methods, product safety and efficacy; terminology and definitions)
- **CAT**
  - Natural/Organic Cat Diets
- **NATURAL**
  - Dental
- **AQUATIC**
  - Lighting
- **EXOTICS**
  - Herp: Terrariums, Paludariums & Supplies

#### JUNE (cont.)
- **SUPPLEMENT**
  - Wellness & Nutrition News

#### JULY
- **DOG**
  - Top Trends in Dog Food
  - Collars & Leashes
  - Holiday and Fall Merchandise
- **DOG & CAT**
  - Bowls, Dishes, Mats and Food Storage
- **CAT**
  - Raw Food
- **NATURAL**
  - Treats & Chews
- **AQUATIC**
  - Nano Tanks
- **EXOTICS**
  - Bird: Cages & Accessories

#### JULY (cont.)
- **SUPPLEMENT**
  - Made in the USA

#### AUGUST
- **DOG**
  - Premium Diets; Toys; Apparel; Containment (kennels, crates & gates); Food Made with Internationally Sourced Ingredients; Treats & Chews
- **DOG & CAT**
  - Beds; CBD Products (assortment selection, latest products, vetting CBD companies, customer education)
- **CAT**
  - Treats; Cat Furniture & Scratchers; Litter & Accessories
- **NATURAL**
  - Supplements; Grooming Products
- **GROOMING**
  - Grooming Tools (de-shedders, clippers, shears, etc.)
- **AQUATIC**
  - Tanks & Tank Kits
- **EXOTICS**
  - Herp: Food
  - Small Animal: Litter & Bedding

#### BONUS
- **SHOW PROGRAMS**
  - SuperZoo Program, SuperZoo Map, SuperZoo Dailies
- **SUPERZOO PUBLICATIONS**
  - AD SPACE CLOSE 07/14
  - MATERIAL DEADLINE DATE 07/27
## SEPTEMBER

### Marketplaces:

- **DOG**
  - Spa Grooming Products
  - Puppy Products
- **DOG & CAT**
  - Holiday and Winter products
- **CAT**
  - Toys
- **NATURAL**
  - Poop Bags & Stain/Odor Products
- **AQUATIC**
  - Manufacturer Roundtable on Trends in Aquatic Supplies and State of the Industry
- **EXOTICS**
  - Herp: Manufacturer Roundtable on Top Trends

### Marketplaces:

- **MADE IN THE USA**
  - USA Manufacturers & Giveback Programs
- **DOG**
  - Collars & Leashes
  - Raw Food Supplies
- **DOG & CAT**
  - Anxiety-Relief Products
- **CAT**
  - Cat Litter
- **AQUATIC**
  - Lighting
  - Fish Nutrition
- **EXOTICS**
  - Bird: Treats, Chews & Toys

### SPECIAL SECTION

- The Holiday Issue: Holiday Hits

### HOLIDAY HITS

- AD SPACE CLOSE 07/28
- MATERIAL DEADLINE DATE 08/04

### NATURAL PET NEWS

- AD SPACE CLOSE 08/24
- MATERIAL DEADLINE DATE 08/28

### AD SPACE CLOSE

- 07/28
- MATERIAL DEADLINE DATE 08/04

### ISSUE DEADLINE

- 08/04
- MATERIAL DEADLINE DATE 08/06

## OCTOBER

### Marketplaces:

- **DOG**
  - Toys
  - In-between Bath Products (including wipes & sprays)
- **DOG & CAT**
  - Training & Behavior
- **CAT**
  - Dry Foods
- **NATURAL**
  - Dental Products
- **AQUATIC**
  - Tank Maintenance & Chemistry
- **EXOTICS**
  - Small Animal: Treats, Chews & Toys

### SPECIAL SECTIONS

- Editors' Choice, Expanded Aquatic Section, CBD Special Report
- Natural Pet News

### SPECIAL SECTION

- CBD Special Report
  - Paw It Forward

### SUPPLEMENT

- Buying Guide and 2020 Readex Survey Data

### ISSUE DEADLINE

- 09/04
- MATERIAL DEADLINE DATE 09/25

### ISSUE DEADLINE

- 09/22
- MATERIAL DEADLINE DATE 09/25

### SUPPLEMENT

### ISSUE DEADLINE

- 10/22
- MATERIAL DEADLINE DATE 10/27

## NOVEMBER

### Marketplaces:

- **DOG**
  - Toys
  - In-between Bath Products (including wipes & sprays)
- **DOG & CAT**
  - Training & Behavior
- **CAT**
  - Dry Foods
- **NATURAL**
  - Dental Products
- **AQUATIC**
  - Tank Maintenance & Chemistry
- **EXOTICS**
  - Small Animal: Treats, Chews & Toys

### SPECIAL SECTION

- CBD Special Report
  - Paw It Forward

### ISSUE DEADLINE

- 09/22
- MATERIAL DEADLINE DATE 09/25

### ISSUE DEADLINE

- 10/22
- MATERIAL DEADLINE DATE 10/27

## DECEMBER

### Marketplaces:

- **DOG**
  - Premium Diets Treats & Chews
- **DOG & CAT**
  - CBD
- **CAT**
  - Wet Food
- **NATURAL**
  - Dog and Cat Food
- **AQUATIC**
  - Livestock (fish & reef)
- **EXOTICS**
  - Herp: Food

### SPECIAL SECTION

- The Food Issue

### ISSUE DEADLINE

- 08/04
- MATERIAL DEADLINE DATE 08/06

### ISSUE DEADLINE

- 08/04
- MATERIAL DEADLINE DATE 08/06

### ISSUE DEADLINE

- 08/06
- MATERIAL DEADLINE DATE 08/06

### ISSUE DEADLINE

- 08/24
- MATERIAL DEADLINE DATE 08/28

### ISSUE DEADLINE

- 08/25
- MATERIAL DEADLINE DATE 09/04

### ISSUE DEADLINE

- 09/22
- MATERIAL DEADLINE DATE 09/25

### ISSUE DEADLINE

- 10/22
- MATERIAL DEADLINE DATE 10/27
GUIDELINES

- All files must be submitted as PDF-X1A
- Ads must be created with proper trim and bleed crop marks and have a crop mark offset to .1667
- Make sure all ads are built to specs and scaled at 100%
- Include all fonts and ensure that images are linked
- CMYK embedded images only. No RGB will be accepted
- All images must be hi-res, more than 300 dpi
- Maximum ink density must be 300% or less on all images
- No Pantone or Spot colors (convert to process)
- Make sure “white” type is NOT set to overprint
- Crop marks must be ON for partial ads
- For support, contact adportalhelp@macfad.com

Submitting Display Ads
Upload your PDF to: petadportal.sendmyad.com
You will need to create an account if you don’t already have one.

Pick Up Ads
Simply email detailed instructions to: adpickup@macfad.com
POLYBAGGED AND MAILED WITH THE OCTOBER ISSUE OF PET PRODUCT NEWS, THIS SUPPLEMENT FEATURES NATURAL PRODUCTS AND SERVICES INCLUDING TREATS, FOOD, GROOMING AND SPA PRODUCTS, AND ESSENTIAL OILS. BONUS DISTRIBUTION AT SUPERZOO (LAS VEGAS, NV), ATLANTA PET FAIR (ATLANTA, GA) AND GLOBAL PET EXPO (ORLANDO, FL).

WELLNESS & NUTRITION NEWS
Polybagged and mailed with the June issue of Pet Product News, this special features pet nutrition news, stats and studies, including expert tips on helping customers select the right food for age, activity and health. Plus articles on treats, edible chews, supplements and the latest food trends. Bonus distribution at SuperZoo (Las Vegas, NV), Atlanta Pet Fair (Atlanta, GA) and Global Pet Expo (Orlando, FL).

MADE IN THE USA
The Made in the USA supplement, polybagged and mailed with the July issue of Pet Product News, examines the burgeoning business of made in the USA pet products. Bonus distribution at SuperZoo (Las Vegas, NV), Atlanta Pet Fair (Atlanta, GA) and Global Pet Expo (Orlando, FL).

NATURAL PET NEWS
Polybagged and mailed with the October issue of Pet Product News, this supplement features natural products and services including treats, food, grooming and spa products, and essential oils. Bonus distribution at SuperZoo (Las Vegas, NV), Atlanta Pet Fair (Atlanta, GA) and Global Pet Expo (Orlando, FL).

PET INDUSTRY DIRECTORY & BUYING GUIDE
The largest and most comprehensive resource available to the pet product and services industry. Published annually, this Buying Guide is polybagged with the December issue. It is available online year-round.

SUPPLEMENTALS & BUYING GUIDE
Supplement your visibility and increase your exposure with bonus distribution at all major pet industry trade shows.
**Made in the USA**
Wellness & Nutrition News
Natural Pet News
Atlanta Pet Fair Show Program

**PRINTED**
Web offset, saddle stitched

**FULL PAGE BLEED**
8-1/4” x 11-1/8”

**TRIMMED SIZE**
8” x 10-7/8”
*keep live matter 1/4” from trim

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>7 x 10</td>
</tr>
<tr>
<td>2/3 Page (2 column)</td>
<td>4-5/8 x 10</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7 x 4-7/8</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>4-5/8 x 7-3/8</td>
</tr>
<tr>
<td>1/3 Page (1 column)</td>
<td>2-1/4 x 10</td>
</tr>
<tr>
<td>1/3 Page (square)</td>
<td>4-5/8 x 4-7/8</td>
</tr>
<tr>
<td>1/4 Page (1 column)</td>
<td>2-1/4 x 7-3/8</td>
</tr>
<tr>
<td>1/4 Page (square)</td>
<td>4-5/8 x 3-5/8</td>
</tr>
<tr>
<td>1/6 Page (1 column)</td>
<td>2-1/4 x 4-7/8</td>
</tr>
<tr>
<td>1/6 Page (horizontal)</td>
<td>4-5/8 x 2-3/8</td>
</tr>
</tbody>
</table>

**SEND ALL PRODUCTION/ART MATERIALS VIA:** petadportal.sendmyad.com
Pet Product News produces the World Pet Association’s Atlanta Pet Fair & Conference Show Program and is proud to be the official media sponsor for the SuperZoo trade show.

PPN produces the following publications:

- **The official SuperZoo Show Program**
  Features a full schedule of the educational seminars, descriptions of seminars, the schedule of grooming contests, bios of seminar speakers and contest judges, a full listing of exhibitors, and much more.

- **The official SuperZoo Pocket Guide**
  Features a detailed map of the show floor, a listing of exhibitors and booth numbers, and more.

- **The official SuperZoo Show Dailies**
  Published each day of the show, the Dailies feature: show floor news, informative columns from industry experts and speakers, information on show floor destinations, new products, and more.

- **The official Atlanta Pet Fair & Conference Show Program**
  Features the schedule of educational seminars with detailed descriptions, the grooming contest schedule, information about the judges as well as the seminar presenters, a list of show floor exhibitors, the show floor map, and more.
## COMBO 2020 Rates & Sizes

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS (width x height)</th>
<th>SUPERZOO SHOW PROGRAM RATES</th>
<th>DAILY RATES (ALL 3 DAYS)</th>
<th>10% BUNDLE DISCOUNT IF BOUGHT TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>10.5 X 13.5</td>
<td>$3,576</td>
<td>$6,360</td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>10.5 X 13.5</td>
<td>$2,700</td>
<td>$5,300</td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>10.5 X 13.5</td>
<td>$2,700</td>
<td>$5,035</td>
<td></td>
</tr>
<tr>
<td>Cover 1</td>
<td>10 X 4</td>
<td>$2,148</td>
<td>$4,240</td>
<td></td>
</tr>
<tr>
<td>Belly Band</td>
<td></td>
<td></td>
<td>$6,095</td>
<td></td>
</tr>
</tbody>
</table>

**INSERTS (ADVERTISER PROVIDED)**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS (width x height)</th>
<th>SUPERZOO SHOW PROGRAM RATES</th>
<th>DAILY RATES (ALL 3 DAYS)</th>
<th>10% BUNDLE DISCOUNT IF BOUGHT TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page</td>
<td></td>
<td></td>
<td>$5,500</td>
<td></td>
</tr>
<tr>
<td>4 page</td>
<td></td>
<td></td>
<td>$7,000</td>
<td></td>
</tr>
<tr>
<td>KP Spread: Bleed</td>
<td>21 X 13.5</td>
<td>$4,056</td>
<td>$7,950</td>
<td>$10,805</td>
</tr>
<tr>
<td>King Page: Bleed</td>
<td>10.5 X 13.5</td>
<td>$2,148</td>
<td>$4,028</td>
<td>$5,558</td>
</tr>
<tr>
<td>Jr. Page Center Spread</td>
<td>16.5 X 10</td>
<td>$2,040</td>
<td>$6,360</td>
<td>$7,560</td>
</tr>
<tr>
<td>Jr. Page</td>
<td>8 X 10</td>
<td>$1,020</td>
<td>$3,286</td>
<td>$3,875</td>
</tr>
<tr>
<td>Jr. Page Horizontal</td>
<td>8 X 10</td>
<td>$1,020</td>
<td>$3,286</td>
<td>$3,875</td>
</tr>
<tr>
<td>2/3 Vert. Island</td>
<td>5.9375 X 10</td>
<td>$780</td>
<td>$2,650</td>
<td>$3,087</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>10 X 6</td>
<td>$780</td>
<td>$2,650</td>
<td>$3,087</td>
</tr>
<tr>
<td>1/3 Island</td>
<td>5.9375 X 8</td>
<td>$600</td>
<td>$2,332</td>
<td>$2,639</td>
</tr>
<tr>
<td>1/4 Island</td>
<td>3.875 X 10</td>
<td>$528</td>
<td>$2,067</td>
<td>$2,336</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>10 X 4</td>
<td>$528</td>
<td>$2,067</td>
<td>$2,336</td>
</tr>
</tbody>
</table>
E-newsletter sponsorship

**Trade Show “Wrap Up”**

**E-Newsletter Sponsorship**

- $1,500/day or $4,000/all 3 days
- One Sponsor per day
- 3 banner positions (300x250)

PPN’s e-newsletters reach the highest number of retailers in the industry.

- Sponsor PPN’s weekly newsletter, which deploys every Wednesday
- One exclusive sponsor per week
- Features 4 banner positions
- Banner size: 300 x 250

**Rate:** $1,250/week

**Specifications**

- Ad size: 300 x 250
- Accepted formats include JPG, GIF, and PNG *File size up to 80K*
- Materials due Tuesday morning, the day before deployment
- Send digital assets directly to ppndigital@macfad.com
YOUR CUSTOM CONTENT SENT TO PPN’S QUALIFIED SUBSCRIBERS.

Get your message out to PPN’s extensive list of qualified opt-in subscribers and reach the decision-makers you want to connect with.

- Client-created custom eblast goes to our qualified opt-in subscribers
- Book 2 or more on same insertion order and receive special pricing

RATE: $2,500 for one—or $2,000 for 2 or more booked on the same insertion order

SPECIFICATIONS

- Fully tested HTML file required
- Max width - 600 PX
- Max file size - 100K
- Materials due a minimum of 10 business days prior to eblast deployment
- Send digital assets directly to ppndigital@macfad.com
PetProductNews.com averages 40,000 unique website users.*

- 1-month banner campaign on www.petproductnews.com
- Features 3 banner sizes: 300 x 250, 728 x 90, 300 x 600
- All banners are ROS

RATE: $1,200/month

* June 2019 BPA Brand Report

SPECIFICATIONS

- Accepted formats include JPG, GIF, Flash and third-party ad serving.
- Maximum file size is 50K on homepage, 100K on all other pages.
- Send digital assets directly to ppndigital@macfad.com
Let Pet Product News help you deliver your message to our ever-growing online readership.

- Content will appear in two separate modules on our homepage: Featured Stories and Sponsored Content
- Content promoted in the weekly e-newsletter 2 times during the month
- Content promoted via social media 2 times during the campaign month

RATE: $3,500

Send content and images to your sales rep and cc Jennifer Boncy at jboncy@petproductnews.com
marketplace sponsorships (print & digital)

Sponsoring PPN marketplace articles is a BOLD way to get noticed by PPN’s readership of more than 28,000 subscribers!

Print Sponsorship

• King page display ad adjacent to the article being sponsored
• FREE advertorial display ad that runs on the page opposite the king page ad
• Guaranteed inclusion in the editorial content
• Your company name highlighted as the sponsor
• UPGRADE your print sponsorship with a DIGITAL sponsorship

Digital Sponsorship

• Banner ad appearing in the online version of the article, linked to your website
• Sponsored article will be promoted in our e-newsletters and on social media to drive traffic to the page
• Online product square, featuring one product with an image and 50-word description

TIP

Want to be seen as an expert in your industry? Think about creating an advertorial. This is an advertisement that is designed to look and read like an editorial or news article and can do a lot to help establish your brand as an expert and thought leader in front of your peers and chosen audience.