

**pet NEWS**

THE FIRST CAT FOOD TO REDUCE ALLERGENS IN CAT HAIR

47

Introducing Purina® PRO PLAN® LIFECELL®

**Purina TotalCare**

Discover the power of play

Year round protection for your pets

Play cover coding for Flea, Worming and Companion Fleas

Available at Coles, Woolworths, Big W & Independent Supermarkets

5 essential with

Dr Fiona Patterson

The Pet Professional Pledge

It's time to take the pet industry's most significant step forward. The Pet Professional Pledge is a commitment to the highest standards of care and ethics for all pet professionals.

How to choose the right pet insurance

When it comes to pet insurance, there are a few key factors to consider to ensure you get the best value for your money.

How to choose the right pet insurance

When it comes to pet insurance, there are a few key factors to consider to ensure you get the best value for your money.

FOR PETS AS HEALTHY AS YOU.

IVORY COAT

IF HE WAS A DOG HE'D PROBABLY EAT

IVORY COAT

GRAIN FREE

pet NEWS

FOR PETS AS HEALTHY AS YOU.

Naturally Nutritious. Naturally Australian.

**pet** INDUSTRY NEWS

**MEDIA KIT**

2023/24

For more than 30 years **Pet Industry News** has been the leading trade publication for the pet industry in Australia and New Zealand.

Its combined readership of more than 45,658 across print and digital relies on the publication for industry news, product information, education, launches, trends, insights, and category features.

IF THEY WERE PUPPIES THEY'D PROBABLY EAT

IVORY COAT

GRAIN FREE

FOR PETS AS HEALTHY AS YOU.

The pet industry can be a handful. So we're here to lend a hand.

A better pet business for you with IndusPet

IndusPet

A pet food made by locals, for locals.

PHOENIX

5 essential with

Ben Dessen

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GIVE YOUR PUPPY & KITTEN A HEAD START IN LIFE

PRO PLAN

WHY CHOOSE PRO PLAN® PUPPY & KITTEN DRY FOOD?

PRO PLAN

UNLEASH THE POSSIBILITIES OF SCIENCE NUTRITION

PRO PLAN

pet NEWS

ZIWI® PEAK YOUR FIRST CHOICE FOR PEAK NUTRITION

ZIWI® PEAK

WE'RE EXCITED TO INTRODUCE A RANGE OF OUR ZIWI® PEAK ORIGINAL SERIES PACKAGES, AND AN IMPROVEMENT TO THE AIR SEALS DESIGNED WITHIN THIS RANGE.

Breaking up with traditional rawhide

It's nothing like your old rawhide

It's nothing like your old rawhide

NEW

When children want a pet

There are many things to consider when it comes to choosing a pet for your child.

When children want a pet

There are many things to consider when it comes to choosing a pet for your child.

Introducing Bark & Beyond

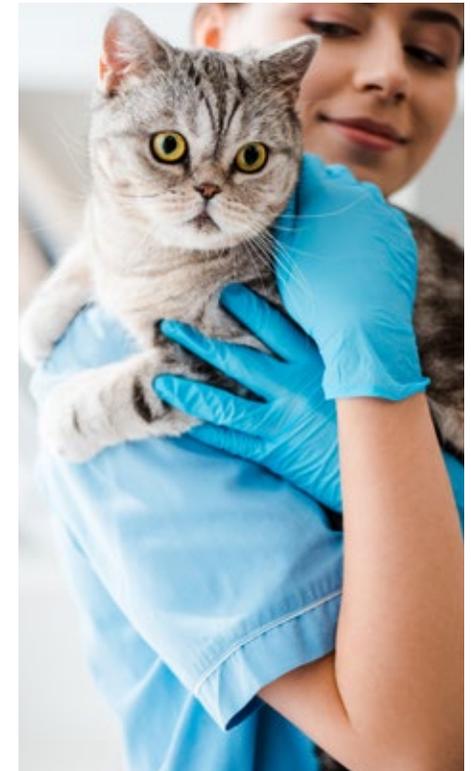
we like our dog treats the best!

# Background & History

**Pet Industry News** is the longest standing and most trusted publication across print and digital, reaching Australia's largest audience of pet retailers, veterinarians, breeders, groomers, aquatics, boarding services, and suppliers.

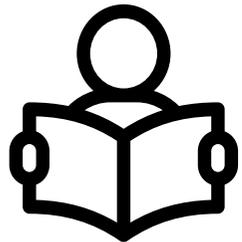
For more than 30 years, **Pet Industry News** has been the official journal of the Pet Industry Association of Australia (PIAA) and has provided a voice to help with the advancement of the industry. Our target audience also extends to those who make the laws that affect the industry, the politicians, councils, and sister associations.

In 2022, **Pet Industry News** relaunched with a new website, a revitalised print magazine, and the **Pet Industry News Podcast** hosted by our Deputy Editor, Thomas Oakley-Newell.



# Pet Industry News Touch Points

**Pet Industry News** reaches its audience through an extensive portfolio including a quarterly print magazine, the industry's leading website ([www.petnews.com.au](http://www.petnews.com.au)), a weekly e-newsletter, content marketing services, and a newly launched podcast channel. No other B2B brand can offer such an extensive suite of marketing channels for companies within the dynamic and evolving pet sector.



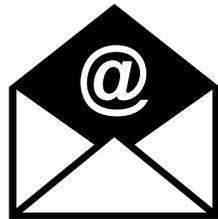
**Magazine Circulation**

6,490

**Magazine Readership**

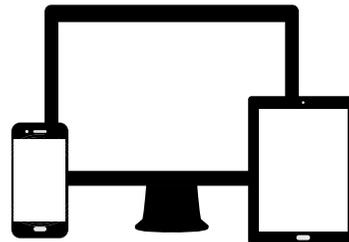
42,185

(approx. 6.5 readers per issue)



**e-newsletter  
Subscribers**

5,904



**Online Uniques**

42,388\*

\*May – October 2022  
Google Analytics



# Magazine Features & Deadlines



## February – April 2023

### Deadlines:

Booking Deadline	January 12, 2023
Material Deadline	January 19, 2023
Distributed	February 14, 2023

### Features:

- Young guns – up and comers making an impact in the pet industry
- Alternative proteins in pet food
- Holistic vs traditional medicine

### Industry Round Table:

A series to invite industry leaders to discuss the big issues affecting the pet sector.

## May – July 2023

### Deadlines:

Booking Deadline	March 24, 2023
Material Deadline	March 31, 2023
Distributed	April 28, 2023

### Features:

- Sustainability – brands and production
- Trends and developments in the keeping of small and exotic pets
- Gut health / nutraceuticals

### Industry Round Table:

A series to invite industry leaders to discuss the big issues affecting the pet sector.

## August – October 2023

### Deadlines:

Booking Deadline	June 27, 2023
Material Deadline	July 4, 2023
Distributed	July 27, 2023

### Features:

- Pet accessories
- Raw pet food
- Premiumisation and the pet industry

### Industry Round Table:

A series to invite industry leaders to discuss the big issues affecting the pet sector.

## November – January 2023/2024

### Deadlines:

Booking Deadline	September 25, 2023
Material Deadline	October 3, 2023
Distributed	October 26, 2023

### Features:

- Industry Leaders Forum
- Clinical excellence
- What's hot to stock for 2024

### Industry Round Table:

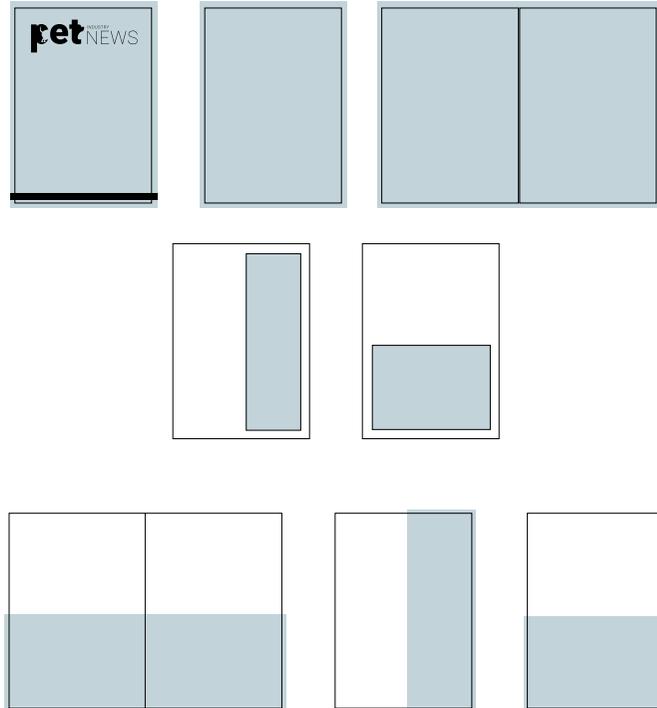
A series to invite industry leaders to discuss the big issues affecting the pet sector.

# Magazine Specs

Trim size	Depth x Width (mm)
Front Cover	297 x 210 Leave 60mm space from top edge for masthead & 20mm from bottom edge for coverlines
Full page	297 x 210
Double Page Spread	297 x 420

Non bleed material	Depth x Width (mm)
1/2 page vertical	270 x 90
1/2 page horizontal	135 x 185

For bleed material (mm) add 5mm off all edges below	
DPS full bleed	297 x 420
Full page bleed	297 x 210
1/2 DPS bleed	151 x 420
1/2 page bleed - vertical	297 x 102
1/2 page bleed - horizontal	151 x 210



## Material requirements

Adobe Portable Document Format (PDF).  
All images at 300dpi (at 100% scaling).  
All fonts to be embedded.  
CMYK only. RGB, spot or pantone colours will be converted to CMYK (unless previously organised fifth plate for spot/pantone).  
Maximum ink weight to be no more than 300%.

*We do not accept adverts in QuarkXPress, Word, PowerPoint, Publisher or any Microsoft software.*

### Bleed material:

All bleed must be a minimum of 5mm.  
All marks and trims to be offset at 5mm.  
Text to be a minimum of 8mm from edge of page.

**Email magazine pdf artwork (up to 10mb) to:**

[magazine.material@intermedia.com.au](mailto:magazine.material@intermedia.com.au)

**If larger than 10mb send via Hightail:**

<https://www.hightail.com/u/IntermediaDropbox>

# Sponsored Content

## Sponsored Content article plus Display Advertising

- This package provides the perfect platform to create awareness, build engagement and educate our readers.
- Written by our journalists, a Sponsored Content article aims to inspire, discuss a category trend or showcase a solution to a problem.
- Sponsored Content allows you to build a narrative around your brand/product, while the display ad provides a brand specific link to the narrative and an instant call to action.
- Engagement through sponsored content is usually stronger as time spent reading these posts is higher.



# Solus eDM

Promote your product straight to the inbox of 5,904 Pet Industry News subscribers. eDMs are ideal for promoting:

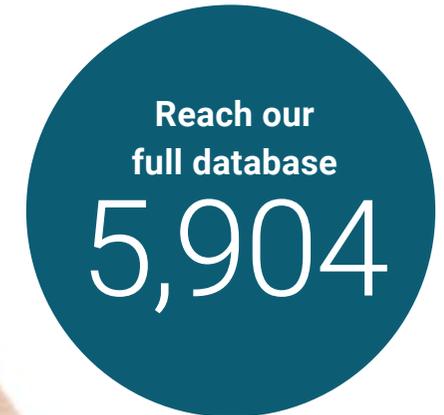
- Product Launches
- Brand Campaigns
- Major announcements

## Specifications

- HTML file: 600px (w), to fit into the C&I template. Max file size 1MB
- Image size: minimum 600px (w). However, they can be supplied at 1200px (w) for better image quality and will be resized to fit the 600px (w) template
- All html should be table based, with no <div> tags, no floating or absolute positioning
- All styling should be inline, with no external style sheets, classes or styles at the top of the html
- No background images
- No bookmark or anchor tags
- Avoid having a heavily image based eDM – try to keep majority of text within the html as opposed to within graphics
- Please supply an additional text document when supplying an image only based eDM.
- Unsubscribe or web based version links do not need to be included in your material as these are set in our template
- Please specify a subject line when sending through your material, with a maximum length of 80 characters (including spaces). Less than 50 characters is recommended.

Send all digital creative to: [material@intermedia.com.au](mailto:material@intermedia.com.au)

Email your material a minimum of 3 business days prior to your send date. A proof will be sent for your approval, please be on standby.



If you are unable to provide html, we can offer our production services. Please get in touch about options and fees upon booking.

# Audience Extension

**Pet Industry News** uses pixel technology to track visitors to our website, allowing you to retarget them after they leave.

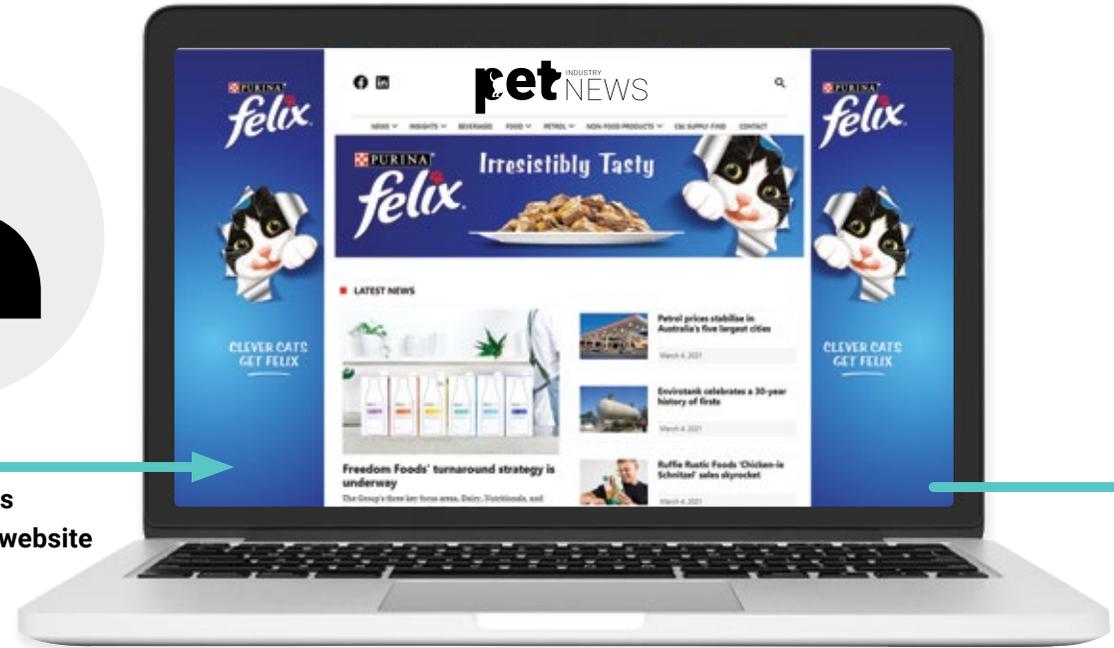
Your ads continue to influence our audience of owners and operators as they browse other websites.

Retargeting is powerful. It gives you more sustained reach, enabling you to more effectively turn potential clients into hard leads.

Book a retargeting campaign to launch NPD and amplify brand awareness



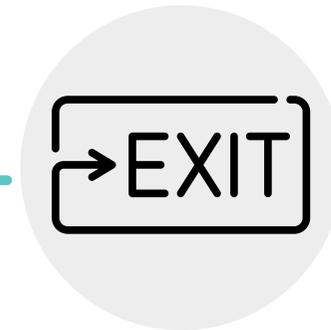
Retailer visits  
Pet Industry News website



Increased exposure to your ads leads retailers to call or visit your website



Your ad continues to be shown to retailers as they view other website like YouTube, eBay, SMH and The Age



Visitor leaves  
Pet Industry News website

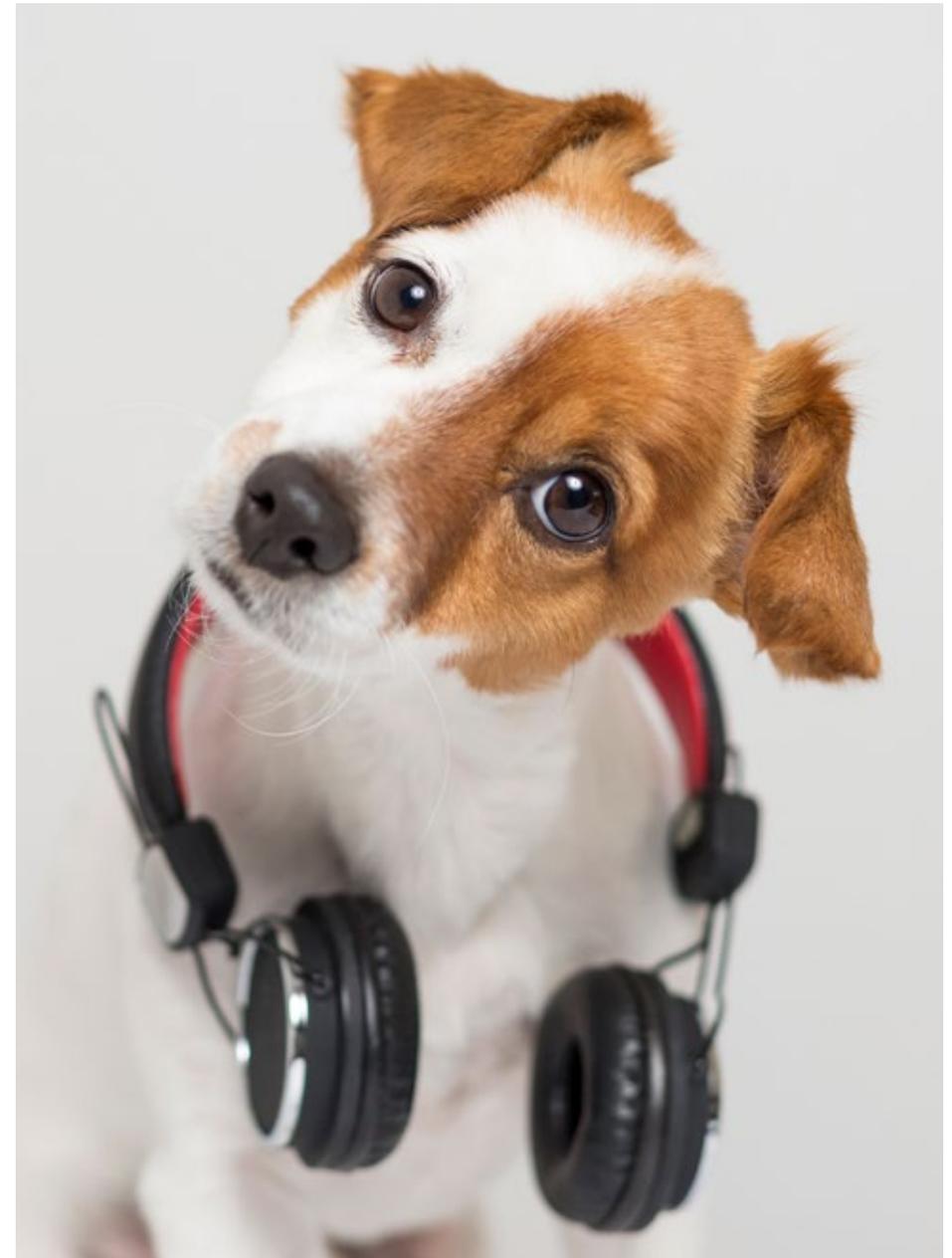
# Pet Industry News Podcast

Branded podcast campaigns are a great platform to engage with senior decision makers, retail store owners, and floor staff.

Podcast listening has soared over the past year with more than one-third of Australians (37 per cent) listening to a podcast in the last month\*. There are currently 5.6 million weekly podcast listeners in Australia – a 53 per cent year-over-year increase.

The full episode is distributed via an eDM solely dedicated to the podcast and delivered to our 5,187 subscribers. The episode is hosted on the Pet Industry News website, and we also provide a 30-second audiogram, which is the perfect way to amplify your podcast through social media channels.

\*The Smart Audio Report 2021 commissioned by Commercial Radio Australia.





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41 Bridge Road (PO Box 55) Glebe NSW 2037  
Tel +61 2 9660 2113 | Fax +61 2 9660 4419  
[www.petnews.com.au](http://www.petnews.com.au)

**Group Publisher and Commercial Director:** Safa de Valois – [safa@c-store.com.au](mailto:safa@c-store.com.au)  
**Associate Publisher:** Deborah Jackson – [d.jackson@c-store.com.au](mailto:d.jackson@c-store.com.au)  
**Editorial Director:** James Wells – [james@intermedia.com.au](mailto:james@intermedia.com.au)  
**Deputy Editor:** Thomas Oakley-Newell – [tom@c-store.com.au](mailto:tom@c-store.com.au)  
**Journalist:** Rachel White – [rwhite@c-store.com.au](mailto:rwhite@c-store.com.au)  
**Head of Sales & Strategy:** Elena Sabag – [esabag@petnews.com.au](mailto:esabag@petnews.com.au)

## Terms and Conditions

These conditions apply to all advertising booked or placed in Pet Industry News magazine, Pet Industry News email newsletter or the [www.petnews.com.au](http://www.petnews.com.au) website. Terms for bookings for the Pet Industry News Convention & Expo are contained separately on the Expo Booking Form.

**Rates:** All advertising bookings for the calendar year are billed at the rates contained in the current Media Kit. Advertising agency commissions are added to these rates.

**Confirmation:** All bookings, material instructions and variations must be confirmed in writing. Purchase Order Number with the booking is appreciated.

**Terms:** Payment is required 7 days after the on-sale date.

**Cancellation:** Cancellation before booking deadline attracts a 50% penalty. Cancellation after booking deadline or failure to provide material by material deadline requires payment in full.

**Consecutive insertions:** Material for consecutive insertions will be repeated unless advised otherwise in writing.

**Suitability:** The Publisher reserves the right to decline any booking if it believes the material supplied to be unsuitable or the client not creditworthy.

**Errors by Publisher:** The Publisher undertakes to repeat free of charge any advertisement which is not reproduced correctly but accepts no liability for errors or omissions.

**Debt recovery:** The advertiser or exhibitor indemnifies the publisher against all legal costs and statutory fees incurred in securing payment of overdue invoices.