



INTERNATIONAL
PETFOOD

ADVERTISING SOLUTIONS 2024



PRINT - DIGITAL - CONTENT - SOCIAL MEDIA - EXHIBITIONS - TRAINING - VIDEO

Trusted publications for your industry



Our titles are available

**IN PRINT
ONLINE
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**Our magazines have
been trusted since 1891
- over 130 years**



Why?

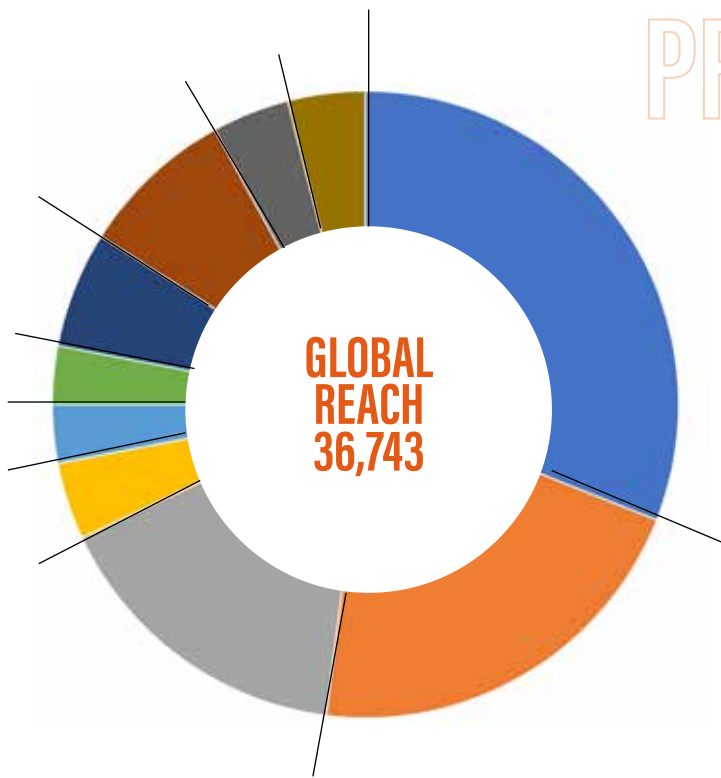
We care about your business
We have regional offices on every continent
We are your local and global partner
We support you at every major exhibition
We report your webinars and conferences

Trust your { **BRAND
PRODUCTS
REPUTATION** } to **INTERNATIONAL
PETFOOD**

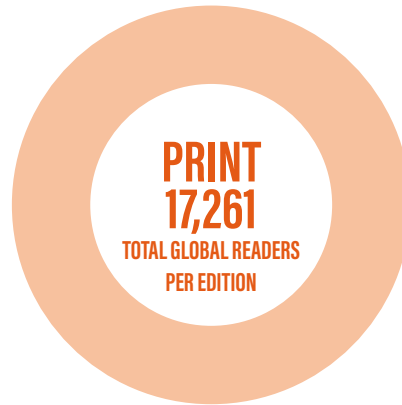


PRINT

INTERNATIONAL
PETFOOD



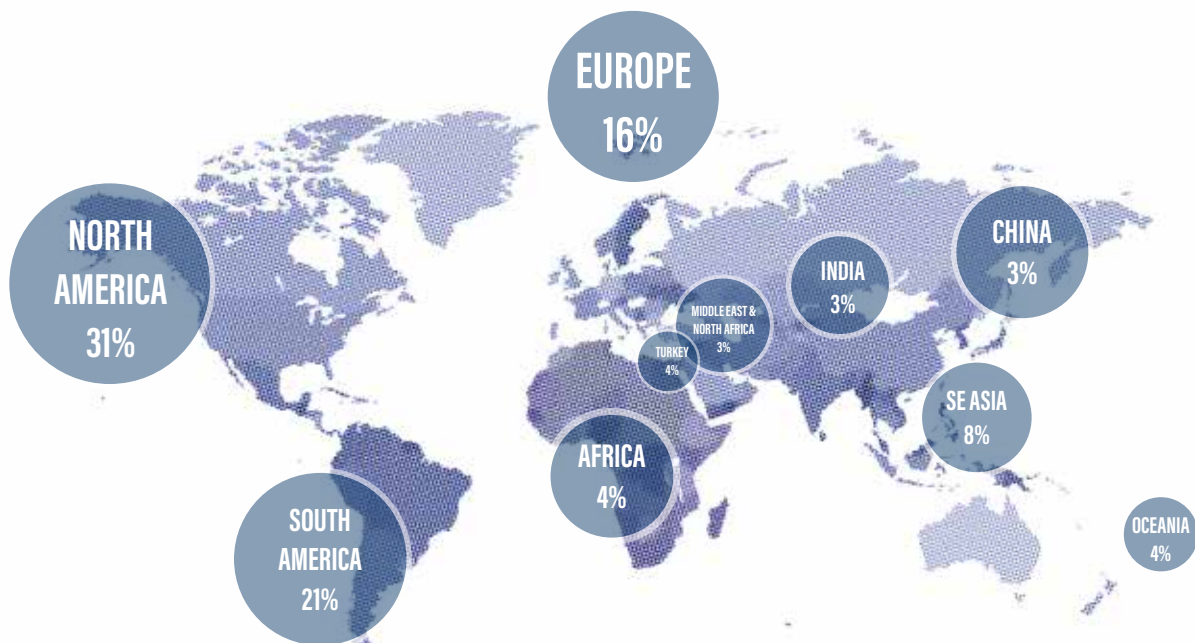
North America	31%	Europe	16%
South America	21%	Africa	4%
Brazil	6.3%	Middle East	3%
Mexico	5.5%	India	3%
Argentina	4.6%	China	6%
Chili	2.9%	SE Asia	8%
Equador	1.1%	Oceania	4%
Other	0.6%	Turkey	4%



Figures are based on a pass on rate of 3.9 per copy, which we feel is a more realistic figure inline with our industry.
*Copies distributed at Expo's and industry events are counted as one read per copy distributed - and are not included in the print total.



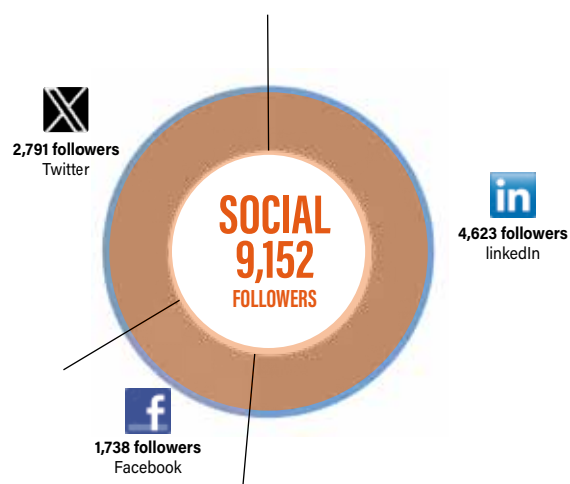
BY REGION



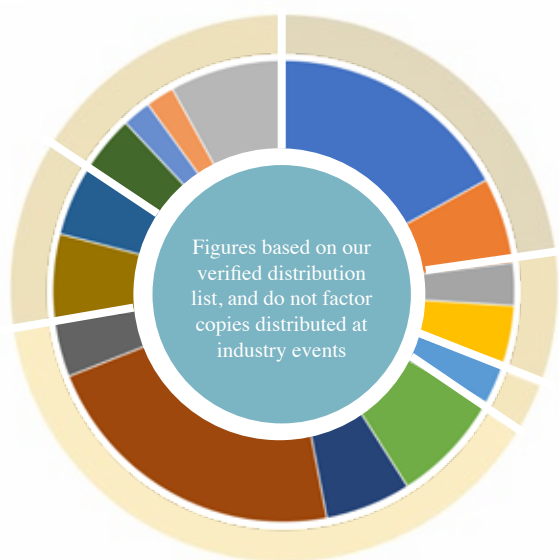


North America	20%
South America	15%
Brazil	4.5%
Mexico	3.9%
Argentina	3.3%
Chile	2.1%
Equador	0.8%
Other	0.5%

Europe	21%
Africa	6%
Middle East	5%
India	7%
China	7%
SE Asia	10%
Oceania	4%
Turkey	5%



BUSINESS SECTOR



23%	Nutrition and Formulation
17%	Nutrition
6%	University Research/Academia

8%	Government and Associations
3%	Associations
4%	Government Dept.

3%	Health
3%	Veterinary laboratories

39%	Pet Food Production
8%	Pet Feed Machinery
6%	Extrusion
22%	Pet Feed Mills/Manufacturers
4%	laboratory analysis/Pet Food Quality Control

11%	Storage & Handling
6%	Pet Food Handling
5%	Pet food Storage

16%	Petfood Distributors
4%	Distributors
2%	Import and Export
2%	Commodities / Brokers
8%	Retail

EDITORIAL SCHEDULE 2024

This editorial schedule is a guideline for our editorial team to source content. Please do not see a detailed topic above as an obstacle to sending in your own content as we will publish all relevant articles.

INTERNATIONAL PETFOOD		JANUARY	FEBRUARY	MARCH	APRIL	MAY
Advertising Deadline		15 January 2024	15 January 2024	15 February 2024	15 March 2024	15 April 2024
Editorial Deadline		10 December 2023	10 January 2024	10 February 2024	10 March 2024	10 April 2024
PET FOOD PRODUCTION	Pet Food Machinery	Mixing / Dosing	Freeze drying	Vacuum coating	Coating	Cooling
	Pet Mill Management	Plant design	Controls in the Plant	Flexibility in the Plant	Optimisation in the Plant	Energy Mangement
	Pet Food Extrusion	Standard Pet Food	Long Goods(Meat Sticks)	Baked Treats	High Meat Inclusion	Starch gelatinisation
	Extrusion process	Raw Material (Test for verification)	Heat Parameters	Shear Parameters	Pressure & Time Parameters	Pre Conditioning
	Laboratory Equipment	Proximate Analysis	Oils and Fats	Sampler	Ash	Minerals & Salt
	Packaging	Palletizing	Labeling	Robotics	Packaging types	Pneumatics
	Storage & Handling	Raw Material Intake	Cooling & Drying	Bucket elevators	Screw & Chain Conveyors	Silos
NUTRITION AND FORMULATION	Animal Derivatives / High Meat Inclusion	Beef	Lamb	Poultry	Pork	Rabbit
	White Fish	Haddock	Plaice	Cod	Whiting	Sole
	Oily Fish	Herring	Pilchards	Mackerel	Sardines	Tuna
	Dairy products and eggs	Cheese	Milk	Eggs	Cheese	Milk
	Vegetables	Kale	Spinach	Carrots	Green Beans	Broccoli
	Cereals and cereal by-products	Corn (maize)	Rice	Wheat	Barley	Sorghum
	Fats and oils (animal and vegetable)	Omega 3	Vitamin A	Vitamin D	Vitamin E	CBD
	Additives	Enzymes	Phytogenics	Methionine	Feather meal	Flavours
	Ingredients	Protein (Insect)	Lipids	Minerals (Phosphorus)	Paps	Vitamins
	Pet species	Cannie and feline feeds feature in every issue				
	Speciality feeds	Reptiles / Amphibians	Aquatics / Aquaria	Small Mammals / Lab Rats	Equine	Aquatics / Aquaria
	CONDITION/BREED SPECIFIC	Joint Problems	Pregnant or Nursing	Young	Kidney Disease	Sight Problem
REGIONAL FOCUS	Throughout the year we will cover specific regions such as Africa, Middle East, USA, Europe, China, SE Asia, Oceania, South America, India and Central Asia.					
ADDITIONAL TOPICS	Throughout the year we will be doing Interviews with leading figures in the pet food industry as well as articles on industry projects and company profiles.					

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
15 May 2024	15 June 2024	15 July 2024	15 August 2024	15 September 2024	15 October 2024	15 November 2024
10 May 2024	10 June 2024	10 July 2024	10 August 2024	10 September 2024	10 October 2024	10 November 2024
Mixing / Dosing	Conditioning	Drying	Twin Screw	Hammer Mill / Grinding	Weighing	Baking
Plant Sustainability	Future Proofing	Fossil Fuel Reduction	Odour control out of plant	Unadulterated production	Bacteria Control	Temperature hit system
Dextrinizing!	Shaping	Granulating!	Unique textures	Organic & Funtional	Soft bites	Treats/Snacks
Monitoring, Controlling and Documenting Critical Process Parameters	Recycling Underprocessed Material	Thermocouples (flush mount v's extended tip)	Kibble moisture	Extruder Barrel	Water Activity	Dies
Mycotoxins	Amino Acids	Salmonella spp (APBR)	Enterobacteriaceae (APBR)	Moisture	Sample Keeping	Protein
Moisture control	Sewing	Packaging sustainability	Preserving additives	Recycling	Materials	Packaging approach
Bagging/Packaging	Palatising	Metal detecting	Pnuematic unloading	Filler & Seemer	Shipping Distribution	Vacuum Blowers
Game	Beef	Lamb	Poultry	Pork	Rabbit	Game.
Haddock	Plaice	Cod	Whiting	Sole	Haddock	Plaice
Salmon	Trout	Herring	Pilchards	Mackerel	Sardines	Tuna
Eggs	Cheese	Milk	Eggs	Cheese	Milk	Eggs
Beets	Celery	Cucumber	Yams /Sweet Potatoes	Butternut Squash	Toxic Veg	Carrots
Beet pulp	Rice bran	Corn (maize)	Rice	Wheat	Barley	Sorghum
Omega 6	Vitamin A	Vitamin D	Omega 3	Vitamin E	Vitamin K	Omega 6
Algae	Acidifiers	Probiotics	Mycotoxins	Yeast	Flavours	Iron and copper sulphate
Carbohydrates	Fibre	Lipids	Minerals	Rendering/Paps	Protein (Soldier Fly)	Vitamins
Cannie and feline feeds feature in every issue						
Cage / Aviary Birds	Zoo	Equine	Small Mammals	Reptiles / Amphibians	Aquatics / Aquaria	Zoo



INTERNATIONAL PETFOOD

CONFERENCES & AWARDS

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CONTENT

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SOCIAL MEDIA

TRAINING

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INDUSTRY EVENTS

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ATIONAL OOD

PRINT

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WEBSITES

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APP

E-NEWSLETTER

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INTERVIEWS

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Exclusive to
Scheduled
Advertisers only

The market place

The market place

PRINT

THE MARKET PLACE PAGES



INTERNATIONAL
PETFOOD

UP TO 5 FREE LISTINGS

FEATURES OR NEWS SUPPLIED TO US



INTERNATIONAL
PETFOOD

RESERVED EDITORIAL SPACE

PRODUCT FOCUS



INTERNATIONAL
PETFOOD

PROMOTED PRODUCTS LINKED TO ONLINE
CONTENT

ENHANCED COMPANY ENTRY



FREE LOGO AND SYNOPSIS INCLUDED

CONNECTING PRINT & DIGITAL

Exclusive to Scheduled
Advertisers only

The market place

Scheduled advertisers
receive this exclusive
access to our full range of
distribution options through
The Market Place

myMAG

myMAG LINKS AND PAGE



International Petfoods myMAG shortlinks are custom links that enable readers to get the most out of the products we showcase in International Petfood each month.

QR CODES & myMAG LINKS to digital content



Custom QR codes and short links can be placed against any content in the magazine and linked to any content on the web.



DIGITAL

International Petfood

COMPANY PAGE



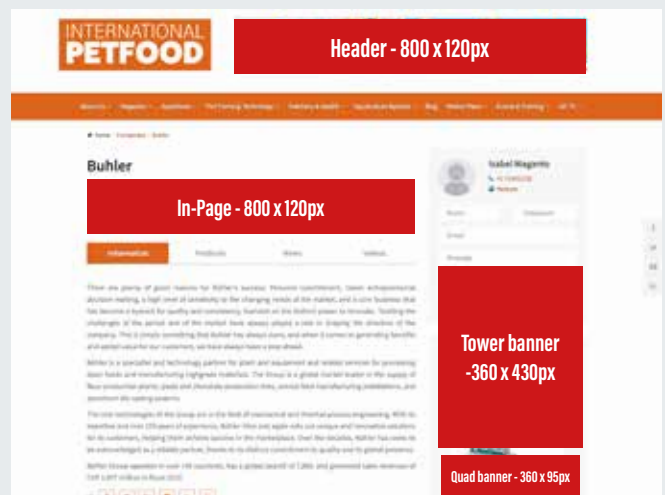
NEWS & FEATURES



PRODUCT PAGES



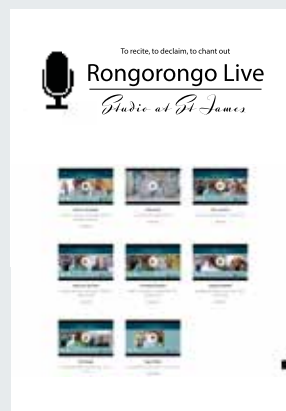
TV / VIDEO



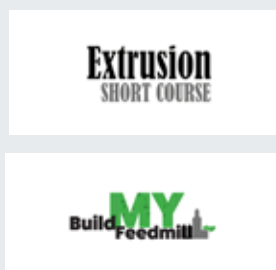
Company pages can also display up to 3 web banners FREE of charge.
Your company page also links to products, videos and news pages

Exclusive opportunities for involvement and sponsorship for our market place members

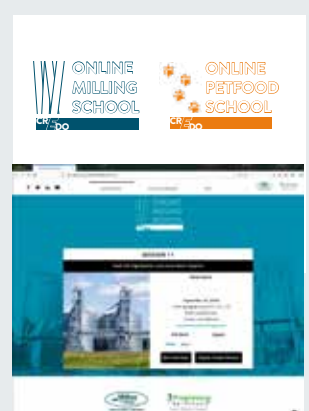
RONGORONGO LIVE STUDIO

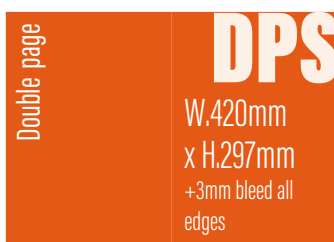


CONFERENCES



THE ONLINE PETFOODSCHOOL





	1 advert (each)		6 adverts (each)		12 adverts (each)	
	\$	£	\$	£	\$	£
Double Page	4500	3600	3750	3000	3125	2500
Full Page	2700	2160	2250	1800	1875	1500
Inside Front	3600	2880	3000	2400	2500	2000
Inside Back	3600	2880	3000	2400	2500	2000
Back Cover	5400	4320	4500	3600	3750	3000
Mini Page	1980	1584	1650	1320	1375	1100
Half Page	1620	1296	1350	1080	1125	900
Third Page	1350	1080	1125	900	937.5	750
Quarter Page	900	720	750	600	625	500

ARTWORK SPECIFICATIONS:
All print artwork should be supplied in high resolution pdf (300dpi) in CMYK colour.
Please check our editorial schedule for the deadline of each edition.
Please send all artwork to:
artwork@perendale.co.uk
You will receive a digital page proof before publication of each edition.

A FREE bonus, exclusive to Scheduled Advertisers only

The market place

PRINT



myMAG

DIGITAL





Header - 800 x 120px

In-Page - 800 x 120px

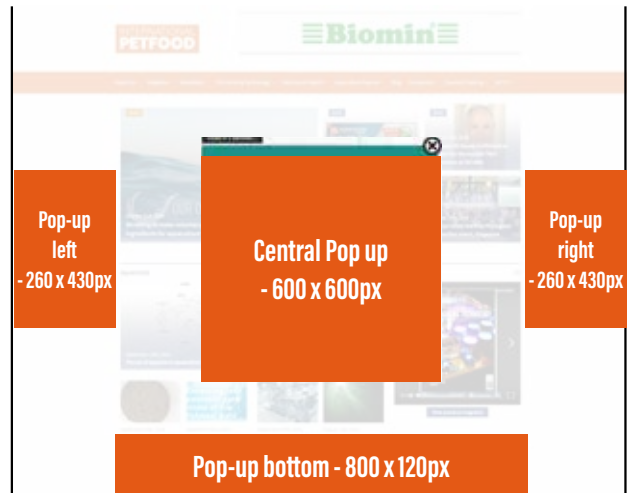
In-Page - 800 x 120px

Tower banner - 360 x 430px

Quad banner - 360 x 95px

In-Page - 800 x 120px

Quad banner - 360 x 95px



Pop-up left - 260 x 430px

Central Pop up - 600 x 600px

Pop-up right - 260 x 430px

Pop-up bottom - 800 x 120px

Advertise on the home page	1 Advert (each)		6 Adverts (each)		12 Adverts (each)	
	\$	£	\$	£	\$	£
Header - 800 x 120px	1080	864	900	720	750	600
In-Page - 800 x 120px	720	576	600	480	500	400
Tower Banner - 360 x 430px	720	576	600	480	500	400
Quad Banner - 360 x 95px	540	432	450	360	375	300
Central Pop up - 600 x 600px	1800	1440	1500	1200	1250	1000
Pop up (Left/Right) 260 x 430px	1080	864	900	720	750	600
Pop up Bottom - 800 x 120px	1080	864	900	720	750	600
Video - Home Page	540	432	450	360	375	300

Advertise on a feature page	1 Advert (each)		6 Adverts (each)		12 Adverts (each)	
	\$	£	\$	£	\$	£
Header - 800 x 120px	900	720	750	600	625	500
In-Page - 800 x 120px	630	504	525	420	437.5	350
Tower Banner - 360 x 430px	630	504	525	420	437.5	350
Quad Banner - 360 x 95px	270	216	225	180	187.5	150
Central Pop up - 600 x 600px	1080	864	900	720	750	600
Pop up (Left/Right) 260 x 430px	720	576	600	480	500	400
Pop up Bottom - 800 x 120px	720	576	600	480	500	400
Video - Home Page	450	360	375	300	312.5	250



INDUSTRY EVENTS

An example of the industry events that we are working with, or attending

IPPE
Anido
Animal Health, Nutrition, and Technology Innovation Europe
ExpoZoo
VICTAM
Iberzoo+ Propet
Global Pet Expo
Petfair Vietnam Expo
China Pet Expo
Pet World Arabia

Petcare Innovation Europe
Interzoo
Animal Health, Nutrition, and Technology Innovation USA
Fenagra
Zoomark
Pet South America
SuperZoo
Pet Izmir
PATS Telford
VIV

CONFERENCES & AWARDS



The Online Petfood School is a set of weekly e-learning experiences for industry members wanting to learn more about each individual stage of the Pet food milling process. Each webinar specialises in one specific process in the Pet food production chain and features industry experts providing insight into how to optimise this process.

Co-organised by Milling and Grain and Progressus Agrischools, the Online Pet food School runs on a weekly basis and features a wide variety of topics, ranging from batching, mixing, conveying, pelleting and more.

Find out more at myMAG.info/e/875



Build myFeedmill is a concept introduced by Milling and Grain and VIV Worldwide in 2017 under the CropTech-FeedTech brand. During the Build myFeedmill Conference, 10-12 companies are given the opportunity to deliver a 10-minute presentation about a specific solution that assists feed millers in their everyday processes and practices.

Build myFeedmill enables attendees to discover how the latest innovations may help make their feed milling truly innovative, efficient and profitable.

Find out more at myMAG.info/e/297



Regularly hosted at VIV Exhibitions, the Aqua Feed Extrusion Conference series is a brilliant opportunity for companies to present their latest innovations for the feed and extrusion industries. Co-organised with Dr Mian Riaz, Head of Extrusion Technology at Texas A&M University, USA, these conferences specialise in pet food, aqua feed and all aspects of extrusion technology.

Find out more at myMAG.info/e/296



Hosted at VICTAM International exhibitions, The Animal Feed and Nutrition Awards (AFTaN) give companies the chance to have their new feed processing solutions recognised for their exciting offerings to the industry. Companies are welcome to enter their solutions into the awards, to be judged by an international panel of expert judges and trophies are awarded at the VICTAM International Reception. Previous award winners include Famsun, Geelen Counterflow and Van Aarsen.

Find out more at myMAG.info/e/966

CONTENT MARKETING

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Content marketing is as old as the first engraved stones, through to the first published newspapers and magazines. Your current and future customers will be drawn to all **relevant** content. Some will read it in printed material, others will search for it online, some will receive it in newsletters and others will pick it up in social media.

The key to it being read is not in its delivery but in its relevancy. It will only be **valuable** content if it is **relevant**. And if you are serious about marketing your content, you have to be **consistent** and available to all your current and potential customers.

Making your content easily accessible to readers ensures it is viewed as **valuable** content, whether it is distributed via **print, digital** as **news** or via **social media**.

What is content

- Press releases
- Features 400 and 1800 words + images
- Technology showcase
- Videos
- Infographics
- Staff appointments
- Completed project feature
- Company news updates
- Species focus
- Interviews
- Research
- Company anniversaries

Where content is hosted

- Print magazines
- Online in websites
- Online in blogs
- Online on social media platforms

How is the content distributed

Digital

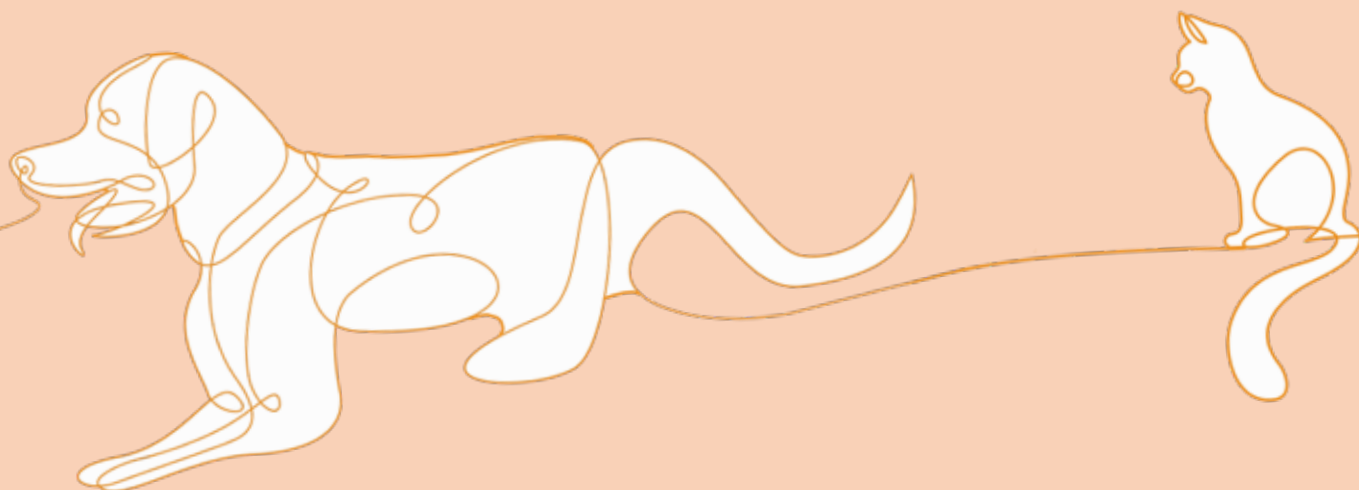
- Blogs
- Websites
- Youtube
- Social media

Print

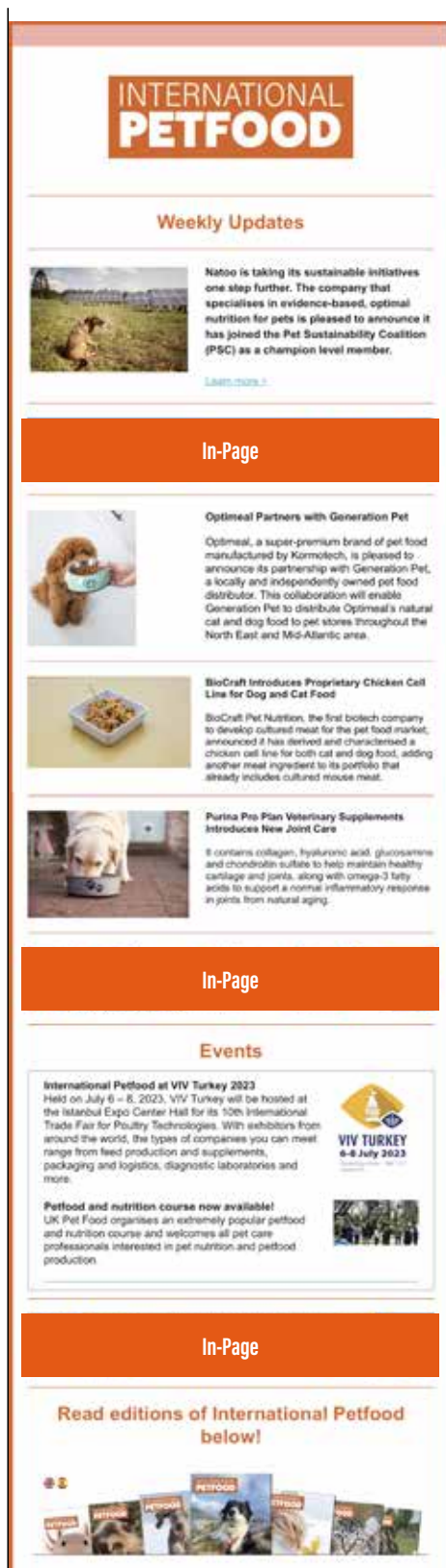
- Magazines
- Languages
- Short links connecting print and digital
- QR Codes connect print to digital

Through the market place

- Company pages
- Video pages
- Product focus



E-NEWSLETTER



International Petfood's weekly E-Newsletters provide all the essential industry updates you need to keep updated about the latest in pet food technology, delivered straight to your inbox. As well as the latest industry news, our E-Newsletters also provide subscribers with International petfood magazine updates and conference news.

E-Newsletters

	Week	Month	6 Months	1 Year
In-Page - 690px X 95px	\$600 / £430	\$2,000 / £1,430	\$7,500 / £5,360	\$12,000 / £8,575





OUR APP



INTERNATIONAL PETFOOD

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app store to download the app and sign in to
access all of our petfood content



This offer entitles you to a FREE 12 month digital subscription to International Petfood magazine on our
app and desktop versions. This offer is valid until the end of December 2022

INTERVIEWS



Dr. Mian Riaz

Texas A&M Univ 2020-06-25

[View more](#)



Osvaldo Munoz

LA Sales Director, Extru Tech, 2020-06-11

[View more](#)



Vaughn Entwistle

Managing Editor International Aquafeed, 2020-06-05

[View more](#)



To recite, to declaim, to chant out

Rongorongo Live

Studio at St James

International Petfood have established a new video studio to complement our IPF TV Channel, to allow for interactive discussion around topics that matter to millers, nutritionists, farmers and the aquaculture industry most.

Rongorongo Live invites leaders and experts, both within and related to the feed industry, to discuss matters that concern them and that need to be addressed. It's an opportunity for the

feed production industries to join the debate about food safety, food security, the impact of trade and regulation on food supply and many other factors that production processes now face in an ever-concentrated world.

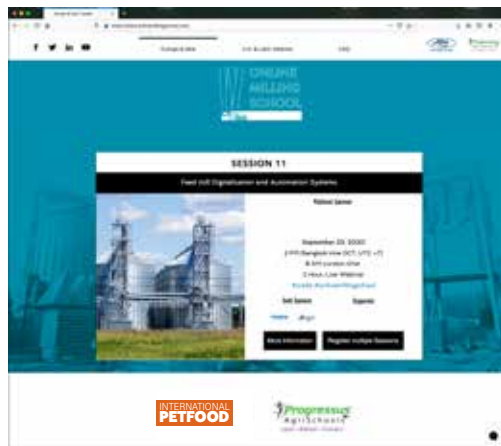
In our first few months of production, we have been proud to host industry leaders such as the European Aquaculture Society, Extru-Tech, Progressus Agrischools, VICTAM International and VNU Exhibitions in the Rongorongo Live Lounge.

Stay tuned to the Rongorongo Live video lounge to stay updated with all the crucial information regarding the Petfood industry, as well as industry interviews, project announcements and more.

Access the full Rongorongo Live video library at internationalpetfood.com



TRAINING



www.onlinemillingschool.com

The Online Milling School

In June 2020, International Petfood magazine, in cooperation with Progressus Agrischools, set up the Online Milling School. Serving as a platform for Petfood millers to engage with the industry and latest innovations in the Petfood sector, we have hosted a total of 12 e-learning experiences, discussing various critical aspects of the Petfood milling operation. These sessions have been a great success, and this is only the beginning!

Who should attend the OMS?

Are you a professional operating a Petfood mill plant, a nutritionist or in a technical role that supports Petfood mill operations, then come and join us at the Credo Online Milling School for a series of live webinars that will improve your knowledge and confidence in your work.

Credo brings you the most up-to-date, essential knowledge and enhanced understanding of livestock, aquaculture and petfood milling operations directly to your desktop!

Essentially, Credo offers a virtual live-streaming environment that is dedicated to providing you with a unique online learning experience, one that meets your constant drive to learn and grow within your chosen career.

The carefully crafted training modules of Credo are delivered by a variety of industry experts that are ready to share their valuable knowledge and know-how for the overall betterment of the industry and its professionals.

The benefit? Gain the skills you need to accelerate your career in the field of Petfood milling, or simple, an excellent way for you to learn more about a topic that you find beneficial for your everyday professional activities. No prior experience or travelling is required to get started. Simply sign up and you are ready to start building those critical capabilities.

Be a future presenter

Interested to show our industry that you are a supporter of people development through education? You are more than welcome to be part of this initiative! We are always on the lookout for expert instructors, knowledgeable contributors and programme supporters.

Be seen by those who want to learn

Our OMS will provide a 12-week learning experience in all aspects of Petfood milling, from raw material handling through to final packaging and dispatch. Those attending will be interested in all the technology and equipment that goes into the production process and there is no better way to reach these future industry movers and shakers than through sponsorship. Sponsoring comes in a range of packages and is a unique opportunity either as a one-off or over an extended period to be associated with this learning platform.

Find out more

The Credo Team

For registration information

Email: info@onlinemillingschool.com

Tel: +66 2653 1148

For presenters

Email: info@onlinemillingschool.com

Tel: +66 2653 1148

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