

PET FOOD media

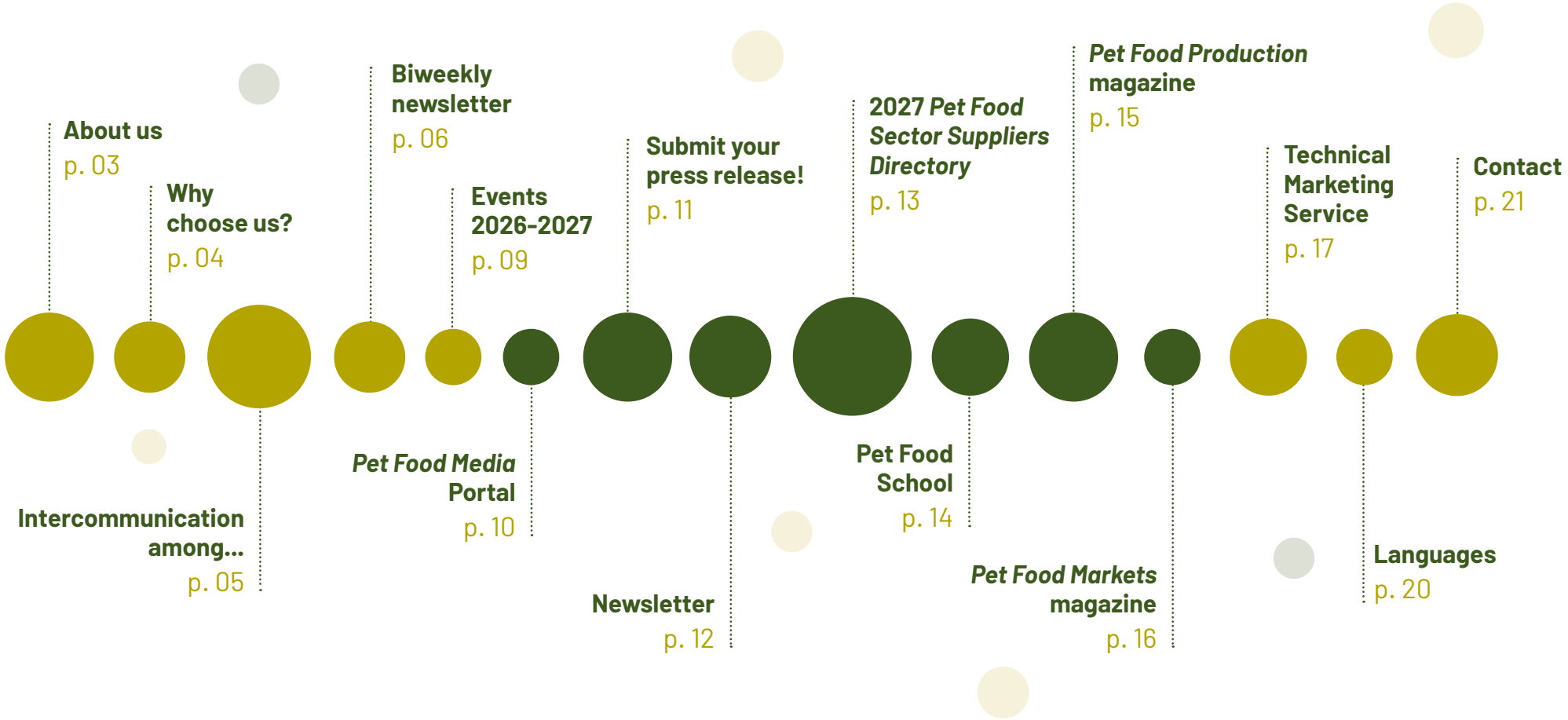
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www.**petfoodmedia**.com

# **MEDIA KIT** 2027

# INDEX




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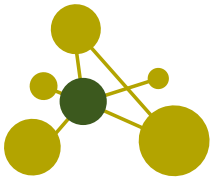
# ABOUT US

**20**

We are a team of **veterinarians with more than 20 years of experience** in scientific and technical communication



We bring extensive expertise in **managing and adapting information** in academic and corporate environments



We have a well established and widely **recognised collaboration network** in animal nutrition

We understand the **drivers and sensitivities** shaping the evolution of the European pet food sector



We uphold transparency and ethics, ensuring **responsible and traceable use of information**



Our headquarters are located in the province of **Barcelona,** our home and starting point, in a dynamic environment strongly linked to veterinary and agri food innovation

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# WHY CHOOSE US?

Broad **international presence** and reach

**Interactive space** that encourages collaboration between **industry** and scholarly context

Communication targeted to highly segmented **databases**

**A 100% specialised pet food media platform**



A platform for **corporate and academia professionals** wishing to share knowledge

Inclusion of **distributor, wholesaler, retailer, e-commerce** and **veterinary clinics** as strategic partners of the industry

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# INTERCOMMUNICATION AMONG...

**Ingredient** suppliers

**Packaging** suppliers

**Machinery** and **technology** providers

Specialist **laboratories** and **research** centres

**Manufacturers** of pet food, snacks and nutraceuticals

**Consultants** and training institutions

Certification and regulatory **bodies**

**Distributors,** specialized pet shops, e-commerce and veterinary clinics

Professional **associations** and major **events**



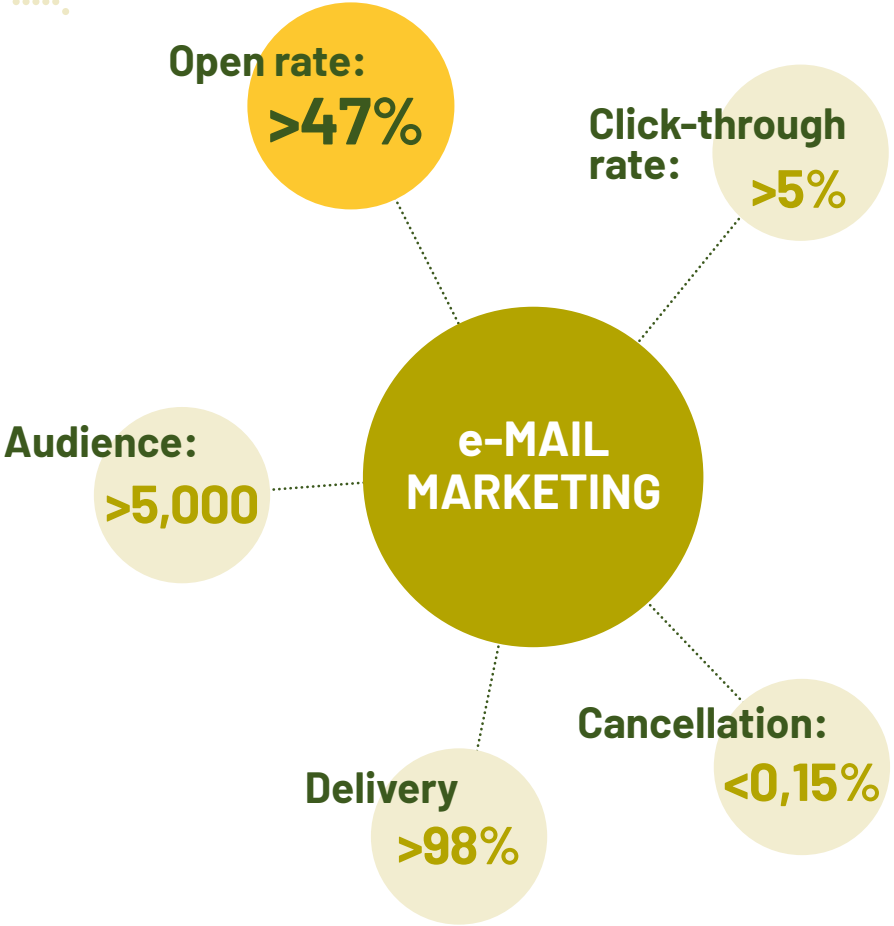
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# BIWEEKLY NEWSLETTER




## ULTRA-SPECIFIC GLOBAL DATABASE OF THE PET FOOD SECTOR

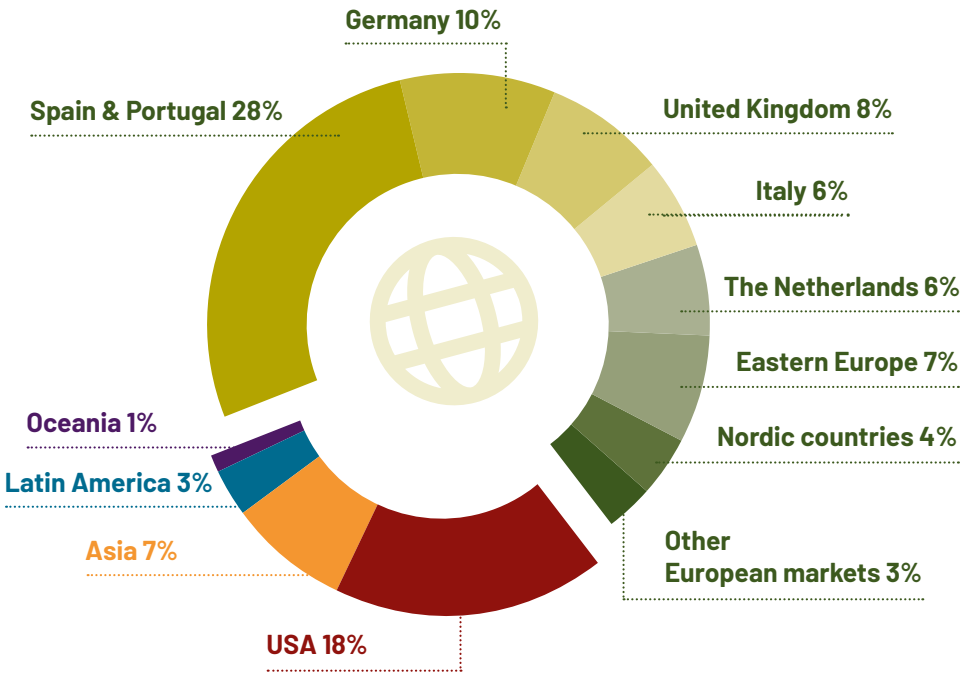
- Suppliers to the pet food industry: ingredients, machinery, software, packaging, consultancy, laboratory services, associations and major events: **>1,000**
- Manufacturers and marketers of pet food, snacks, nutraceuticals and emerging categories: **>1,000**
- Distributors, wholesalers, pet shops chains, e-commerce platforms: **>800**
- Veterinarians/Academia/R&D: **>2,000**




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# MANUFACTURERS
# DATA BASE DISTRIBUTION

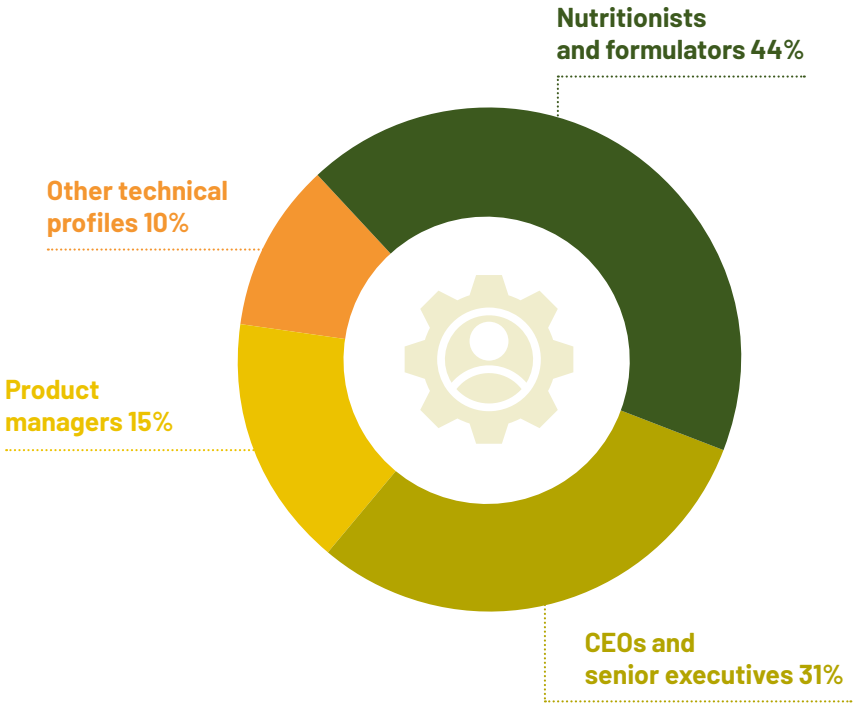
## GEOGRAPHICAL



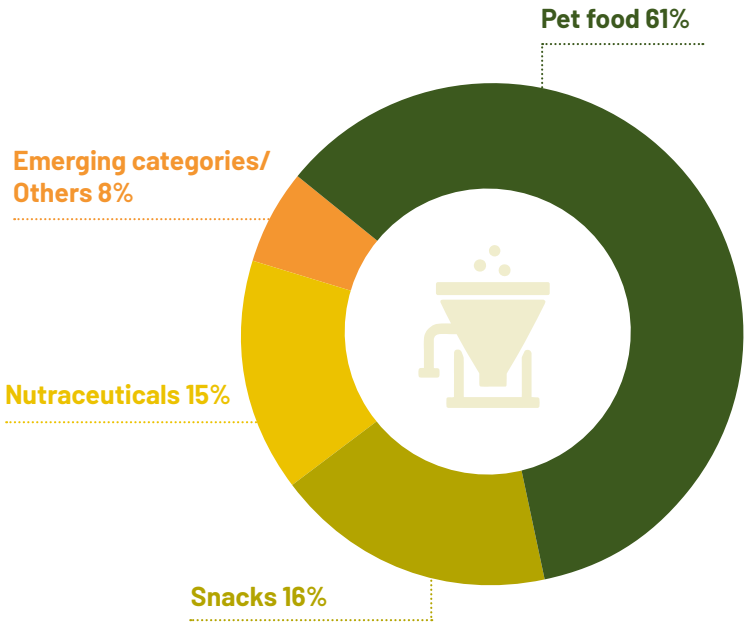

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# MANUFACTURERS
# DATA BASE DISTRIBUTION

## PROFESSIONAL PROFILE




## TYPE OF MANUFACTURER

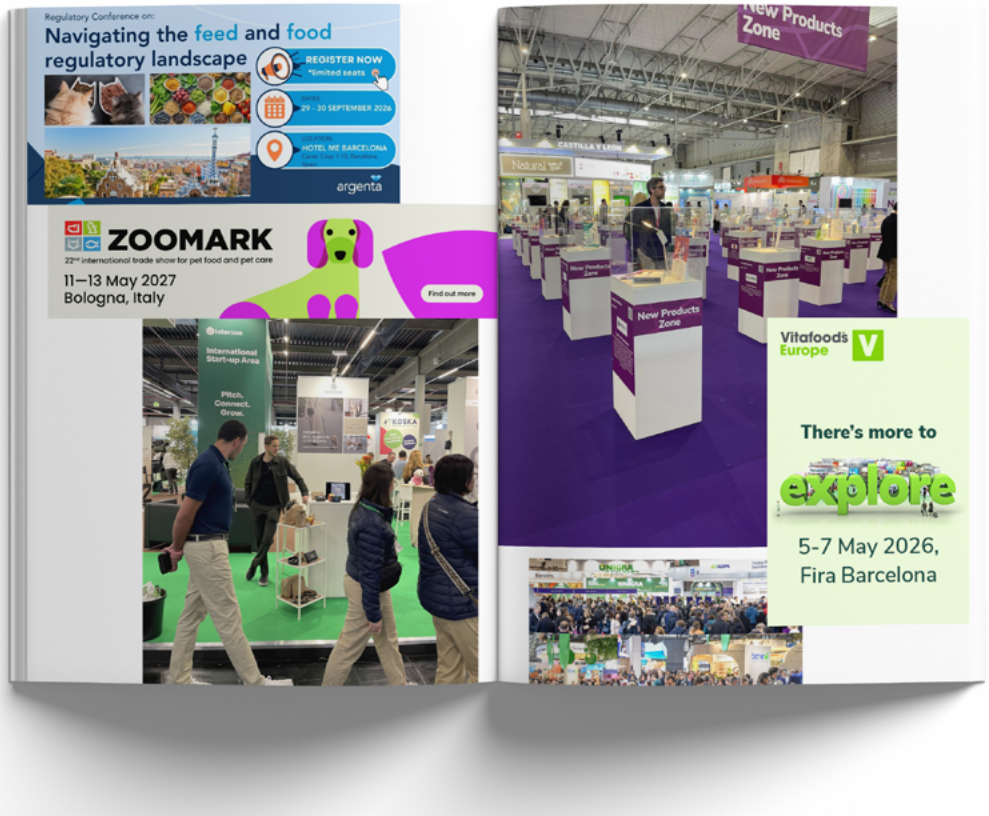



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# EVENTS 2026 - 2027

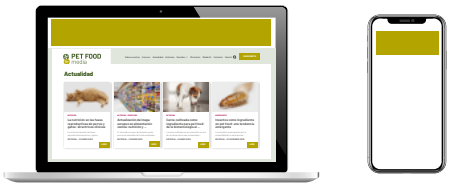
- **Iberpet 2027** (Media Partner, March 2027)
- **Zoomark 2027** (Media Partner, May 2027)
- **Vitafoods Europe 2027** (Media Partner, May 2027)

- Iberzoo 2026 (March 2026)
- Vitafoods Europe 2026 (Media Partner, May 2026)
- Interzoo 2026 (May 2026)
- Victam International 2026 (Media Partner, June 2026)
- Vitafoods Asia 2026 (Media Partner, September 2026)
- XXII Montenegro International Veterinary Congress (Media Partner, October 2026)
- Eurotier 2026 (November 2026)
- Food Ingredients Europe 2026 (Media Partner, November 2026)

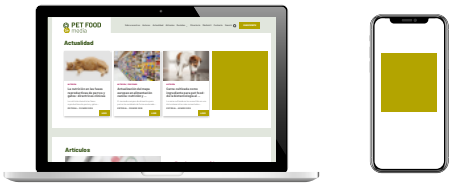


# *PET FOOD MEDIA* PORTAL

## BANNERS AND GIF'S



Header (728 x 90 px)

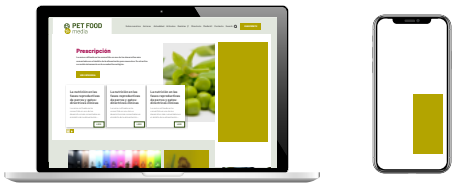


Large multi placement (336 x 280 px)

**DISCOUNTS**
3 months: **10%**
More than
3 months: **20%**



Medium multi placement (300 x 250 px)



Sidebar (300 x 600 px)

## UNLOADABLE ARTICLES

Article, advertorial, interview







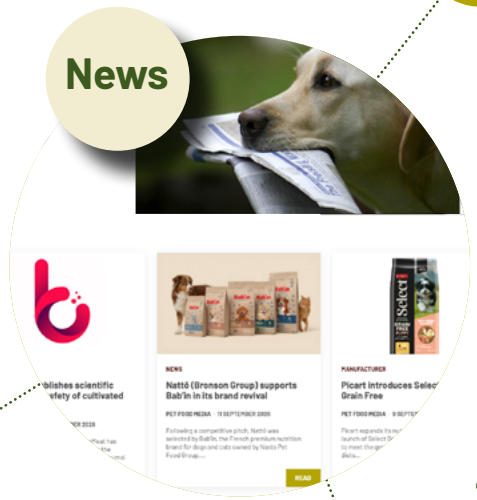
Permanent inclusion in the indexed technical content repository

1 LinkedIn post

1 inclusion in the global biweekly newsletter

# SUBMIT YOUR PRESS RELEASE!

- **Bilingual** publications (ES/EN)
- **Logo + corporate links**
- 1 **main image** + 4 images within the text
- Thematic **tagging**
- Permanent inclusion in thematic/ alphabetic **repository**
- Published **examples:**
  TRAINING – MACHINERY - INGREDIENTS




## DIGITAL DISCOVERY

- **SEO**-optimised structure
- Appearance in **AI-generated content**
- Fast and stable **indexing**

## VISIBILITY

- **3 weeks** featured on the homepage
- **Graphic** box + opening **text**
- Inclusion of external **links**
- Inclusion in the Pet Food Media **newsletter**

## TERMS AND CONDITIONS

- **Immediate** publication and a guarantee of clarity and visual consistency
- High editorial **standards and ethical** rigour

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# NEWSLETTER

**Banner** (320 x 100 px)

- 1 inclusion in the newsletter
- 1 LinkedIn post

**Content:**

- Included in the regular newsletter

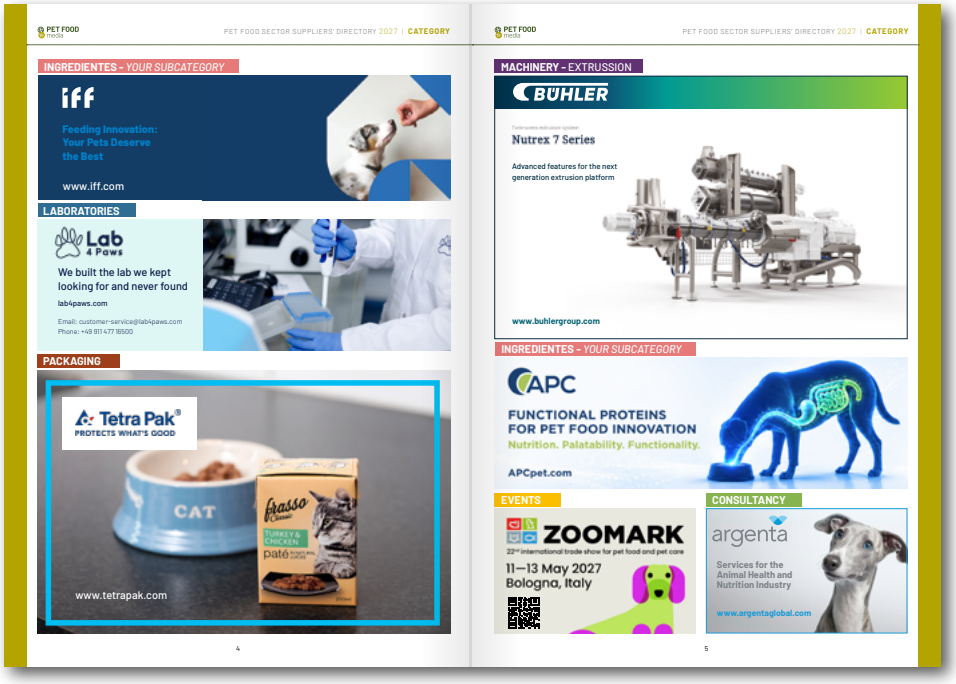
- Dedicated newsletter. Options: HTML provided by the client, or design created by Pet Food Media; in all cases, a test send is carried out for prior approval before distribution





# 2027 *PET FOOD SECTOR* ***SUPPLIERS DIRECTORY***

- Annual directory offering **high visibility placement** for brands, products and services across the whole pet food value chain
- Structured segmentation across **categories and subcategories**




## ADVERTISER BENEFITS

- Inclusions for **company, product, service** or **solution** listings
- **Photo, logo, website, contact details** and **concise description**
- Application of **"2027 NEW" corner label** for new launches
- Digital distribution as **downloadable PDF** from petfoodmedia.com
- Featured in **all global newsletters** with direct link
- Print distribution at **major 2027 events**
- Full year exposure **Feb 2027–Feb 2028**
- Annual renewal with **updated content**

## SIZE AND ANNUAL PRICE




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# PET FOOD SCHOOL

**Audiovisual training space** with direct access from the *Pet Food Media* portal, designed to enhance technical-commercial visibility

## TRAINING VIDEOS

- 20 minutes
- Technical support content
- Brand integration and contact details
- Various formats available (voice over presentation, on screen speaker, process recording, etc.)




## WEBINARS

- 40 minutes, including Q&A
- Technical support content
- Brand integration and contact details
- Scheduled according to the editorial calendar

## MULTI-CHANNEL DISTRIBUTION

- Featured presence on the homepage
- Searchable repository
- Newsletter
- Pre and post event LinkedIn posts

*Technical requirements available upon request.*

*Pet Food Media offers technical support for preparing these materials.*

# PET FOOD PRODUCTION MAGAZINE

## DISTRIBUTION

- **Bilingual** digital version at www.petfoodmedia.com
- **Promoted via electronic Newsletters** to the global data base
- Promotion via **LinkedIn** posts
- **Printed** distribution at major sector **events**

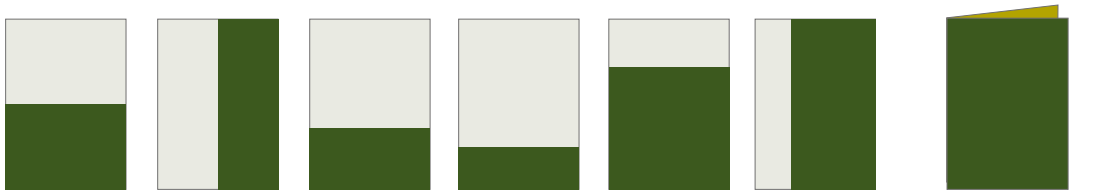


*Print size 21x29.7 cm*

## ADVERTISING SPACES



Cover strip | Inside front cover / inside back cover | Back cover | Full page | Double page



Half page horizontal | Half page vertical | One third horizontal | One quarter horizontal | Mid page | Mid page | Insert supplied as an A4 folded leaflet*

**Other insert size formats available upon enquiry*

## BRAND-INTEGRATED CONTENT SPACES



**Brand content**
(max. 500 words/page)
1 page
2 pages
3 pages
4 pages



Brand photograph featured on the front cover

## DISCOUNTS

2: **5%**
3: **10%**
4: **20%**

# *PET FOOD MARKETS* MAGAZINE

## DISTRIBUTION

- Launch in **January 2027**
- **Promoted via electronic Newsletters** to the global data base
- **Link** included in each newsletter
- Promotion via **LinkedIn** posts
- **Printed** distribution at major **pet food sector events**

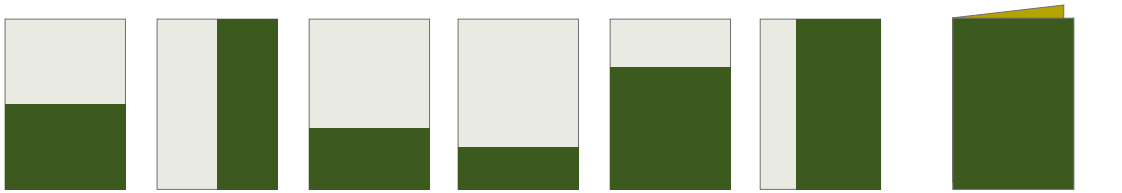



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# TECHNICAL **MARKETING** SERVICE



At ***Pet Food Media,*** we see technical marketing as a process that combines analysis, interpretation and precise communication to transform specialist information into useful tools for the commercial environment.

Our work focuses on **supporting companies** in the sector in converting their scientific and technical knowledge into clear formats that are aligned with their brand positioning.

These are the **stages** we follow to carry out this work and ensure that the complexity of the product is effectively conveyed to the customer:

## ANALYSIS OF THE COMMUNICATION OBJECTIVE

**Who is it for?:** the company's audience; for example, management teams, product developers, distributors, retailers or veterinary clinics

**What is it for?:** to clarify what the company aims to convey and for what purpose; for example, to launch a product, educate the public, differentiate itself or strengthen the brand image

## ANALYSIS OF THE RAW MATERIALS

- **REVIEW OF SOURCE MATERIALS:** such as conferences, protocols, reports, technical data sheets, study results or internal presentations
- **INTERPRETATION AND SELECTION:** identifying which data can be converted into clear and effective communication formats

# CONCEPT DEVELOPMENT AND GRAPHIC DESIGN OF TECHNICAL MARKETING MATERIALS

- **TECHNICAL CLARITY:** concise, direct messages that remain faithful to the scientific content
- **IMMEDIATE READABILITY:** structure designed for quick comprehension by professionals in the field
- **BRAND CONSISTENCY:** alignment with the client's positioning and narrative
- **ADAPTATION TO THE CHANNEL:** tailoring the message to the format and end use
- **TARGETED DISTRIBUTION:** sent to our geographically and professionally segmented database
- **FORMATS:**
  - ***Ad hoc* digital and/or printed corporate publications:** corporate magazines or newsletters for one-off or regular distribution.
  - **Publications in PFM magazines and on the PFM website:** articles, features, interviews, adverts, banners, GIFs. Literature review.
  - **Handling materials:** short, user-friendly documents, mainly in print, such as infographics, booklets, leaflets or fact sheets, summarising features and benefits, for commercial use.
  - **Audiovisual presentations:** materials for technical and promotional purposes, to be included in training sessions, shared as part of a presentation, or displayed at trade fairs and other events.



## TRANSLATION

Specialised **linguistic adaptation** for commercial communication

**Translation** of scientific concepts, claims, processes and sector-specific terminology

**Alignment** with the brand narrative and **adaptation** to the professional audience in each country




## ELECTRONIC DISTRIBUTION TO CORPORATE OR PFM DATABASES

Distribution via **newsletters** and targeted campaigns

Distribution to **corporate or PFM databases**

**Optimisation** for immediate viewing on devices and use in presentations

## PRINT

**Selection** of formats and details according to the end use

**Production** of durable materials for trade fairs and sales visits

**Quality control** of printed materials

## POSTAL DISPATCH TO CORPORATE AUDIENCE, PFM DATABASES, OR INTERNATIONAL EVENTS

**Physical delivery** of publications and printed materials to clients, prospective clients, distributors, retailers, veterinary practitioners or other strategic partners

**Segmentation** by audience profile and geographical region

Preparation of **mailings** for delivery at international events

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*For further service details and pricing information, please contact us at editorial@petfoodmedia.com*

# LANGUAGES

Pet Food Media is a bilingual **English–Spanish** platform. All communication channels —the website, magazines, newsletter, Pet Food School and LinkedIn— operate in both languages, which facilitates the circulation of content between Europe and Latin America and **strengthens the international reach** of the platform.



**Brand actions** contracted in one language can be extended to the second under preferential conditions.

The platform also anticipates the incorporation of additional languages in future phases.

# CONTACT




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*Pet Food Media reserves the right to authorise the publication of submitted content. Request a no-obligation quote. Pet Food Media offers significant discounts and bespoke packages tailored to each company's communication needs.*