

the technical communication hub for the pet food sector



In the pet food sector, information circulates at an accelerating pace, with increasing specialization and a sharper need for informed judgment. Market developments require professionals to stay up to date on which solutions are scientifically backed, which trends are driving innovation, and how all of this translates into real improvements for pet health.

It is an ecosystem that coexists with a growing sensitivity towards respect for the environment, the responsible use of natural resources, and the choice of organic or sustainable ingredients. The increasingly informed end consumer demands products that not only nourish but also reflect values such as transparency, animal welfare, and environmental commitment. **Pet nutrition has become an area where science, technology, sustainability, and ethics must advance together.**



In response to this context, **Pet Food Media** was created:

a digital communication platform developed in Europe with an international reach

A project designed to:

- facilitate access to the latest news in the sector
- offer multiple resources for training all segments of the pet food industry
- provide channels for visibility
- facilitate contact with the rest of the community

Pet Food Media is based on four complementary pillars:

1 www.petfoodmedia.com

The website is the operational hub of **Pet Food Media**. It is designed as an environment for information, interaction, and professional visibility. It provides access to various sections:

- a directory of companies
- a community of authors
- a space for industry news
- our two technical magazines
- the *Pet Food School* training section



The content is available in **multiple audiovisual** formats and with demanding editorial criteria. Access is available through **free registration**, and each user can configure their profile, contribute content proposals, and interact with the platform and other participants.

2 Specialized magazines

Pet Food Media will publish two digital magazines that can be accessed through the portal:



focused on the **industry**, with current articles on ingredients, dosing challenges, the latest developments in machinery, technology applied to formulation, and distribution channels, among many other topics.



Targeted at **distributors, wholesalers, pet shops, e-commerce** and **veterinary clinics**. It is a space where manufacturers can present themselves to the channels that bring their products to pet owners.

3 Newsletter

The **Pet Food Media** newsletter will be an editorial selection including featured and current content that will be sent periodically to registered subscribers. The goal is to **keep readers informed** quickly and easily **by simply checking their email**. It is an essential channel for disseminating news and a means of visibility for both the industry and researchers.

4 LinkedIn

Pet Food Media's professional LinkedIn account will combine editorial visibility, brand positioning, and direct access to qualified contacts, making it a **strategic tool for amplifying content** and activating news with precision. It will be a channel with multiple content formats, from classic reports and advertorials to various audiovisual options.





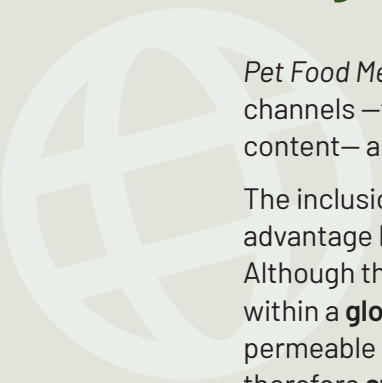
Target audience

Pet Food Media is designed for all professionals directly or indirectly involved in pet food.

From ingredient suppliers, manufacturers, and distributors to associations, researchers, veterinarians, consultants, and students to name just a few. It brings together those who formulate, prescribe, communicate, or design strategies within an increasingly cross-cutting and evolving sector.

Anyone looking for an up-to-date and rigorous overview of this dynamic field will find in *Pet Food Media* a space for connection, visibility, and knowledge.

Languages



Pet Food Media is a bilingual **English–Spanish** platform. All communication channels—the website, magazines, Newsletter, *Pet Food School* and LinkedIn content—are published in both languages.

The inclusion of Spanish reflects our mother tongue and provides a strategic advantage by facilitating the dissemination of content across Latin America. Although the platform is oriented towards Europe, the pet food sector operates within a **global technical and commercial landscape**, where boundaries are permeable and internationalisation is continuous. Maintaining two languages therefore **strengthens interregional connectivity**. The platform also anticipates the incorporation of additional languages in future phases.



Pet Food Media is not just a communication hub:

it is a structure designed to grow, adapt, and respond to the real dynamics of the sector. Its technical approach, digital architecture, and professional vocation make it a useful tool for those who need criteria, information, and effective channels to communicate in the pet food sector.



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