

Pet Food Media

Editorial Guidelines

Pet Food Media publishes technical and specialised content for professionals in the pet food sector. Our editorial project is developed through several complementary channels:

- **Pet Food Production**, a magazine aimed at the industry: ingredients, formulation, technology, processing, quality, food safety, consultancy, regulation, associations, major events.
- **Pet Food Markets**, the specialised magazine for distributors, retailers and veterinary clinics.
- **PFM Technical Section**, technical content published on the portal and subsequently indexed in a searchable repository.
- **Pet Food School**, a space for training and technical content delivered through audiovisual channels: videos, webinars, podcasts and other digital resources.

If your work relates to any of these areas and you would like to give it visibility, you may send an email to nuria.fernandez@petfoodmedia.com

TEXT

- ✍ Recommended maximum length: **1,600 words**.
- ✍ Delivery format: **Word (.doc o .docx)**.
- ✍ Images must be sent in **JPG**, with sufficient resolution for correct reproduction (**from 300 ppi**) and without watermarks.
- ✍ Content must be **original** and not previously published without permission.

AUDIOVISUAL FORMATS

TRAINING VIDEOS

- ▶ Recommended duration: **3–12 minutes**.
- ▶ Recommended format: **horizontal**, minimum resolution **1080p**.
- ▶ Videos may be delivered fully **edited** or as **raw material** for final preparation by PFM.



WEBINARS

- ▶ Recommended duration: **20–45 minutes**.
- ▶ A **script or content outline** is recommended to ensure technical coherence.
- ▶ The contributor may provide a **presentation** or supporting materials if desired.
- ▶ The webinar may be **broadcast live** or **scheduled**, as agreed with the author.

PODCASTS

- 🎧 Recommended duration: **10–25 minutes**.
- 🎧 A **brief script** or key points is recommended to facilitate production.
- 🎧 The contributor may send a recorded audio file or base material for **final preparation** by PFM.



CONTENT & AUTHORSHIP POLICY

THEMATIC CRITERIA AND FOCUS

- ✓ Content must be directly related to **pet nutrition**.
- ✓ Priority is given to materials with **technical rigour**, clarity and practical relevance.
- ✓ When data or technical claims are included, **sources must be cited**.
- ✓ The tone must be **professional, clear and respectful**.



EDITORIAL REVIEW AND SCHEDULING

- ⚠ All content submitted to PFM will be **reviewed by the technical team**, who may request adjustments to style, length or duration.
- ⚠ PFM reserves the **right to reject materials** that do not meet the required standards.
- ⚠ Publication dates will be defined according to the **editorial schedule or by agreement** with the author.



AUTHENTICITY AND CONFLICTS OF INTEREST

- ★ The author guarantees that the content and materials used are **their own** or have the necessary **permissions**.
- ⚠ Any commercial, institutional or personal **conflict of interest must be declared**.
- ⚠ PFM accepts **no responsibility for claims** arising from the use of unauthorised material.

PUBLICATION RIGHTS

- ✓ Submission of content implies **authorisation for PFM to publish** the material across its digital and print channels.
- ✓ Authorship will be **acknowledged unless anonymity** is expressly requested.

DATA PROTECTION

Personal data will be processed in accordance with PFM's Privacy Policy and used **exclusively for editorial management** and related communications.



CONTENT PREPARATION & ADAPTATION SERVICES (all formats)

PFM can manage the **preparation, editing, technical adaptation and formatting** of written content, videos, webinars and podcasts.

These services are optional and assessed according to the needs of each project.



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.



Corporate visibility and brand-integrated content



Content may include references to products, solutions or brands.

When the objective is **corporate visibility**, product presentation, or the creation of advertorials, promotional videos or technical-commercial pieces, this material will be managed through PFM's **corporate visibility services**, whose conditions and rates are available in our media kit at **www.petfoodmedia.com**

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