



**PET
FOOD**
media

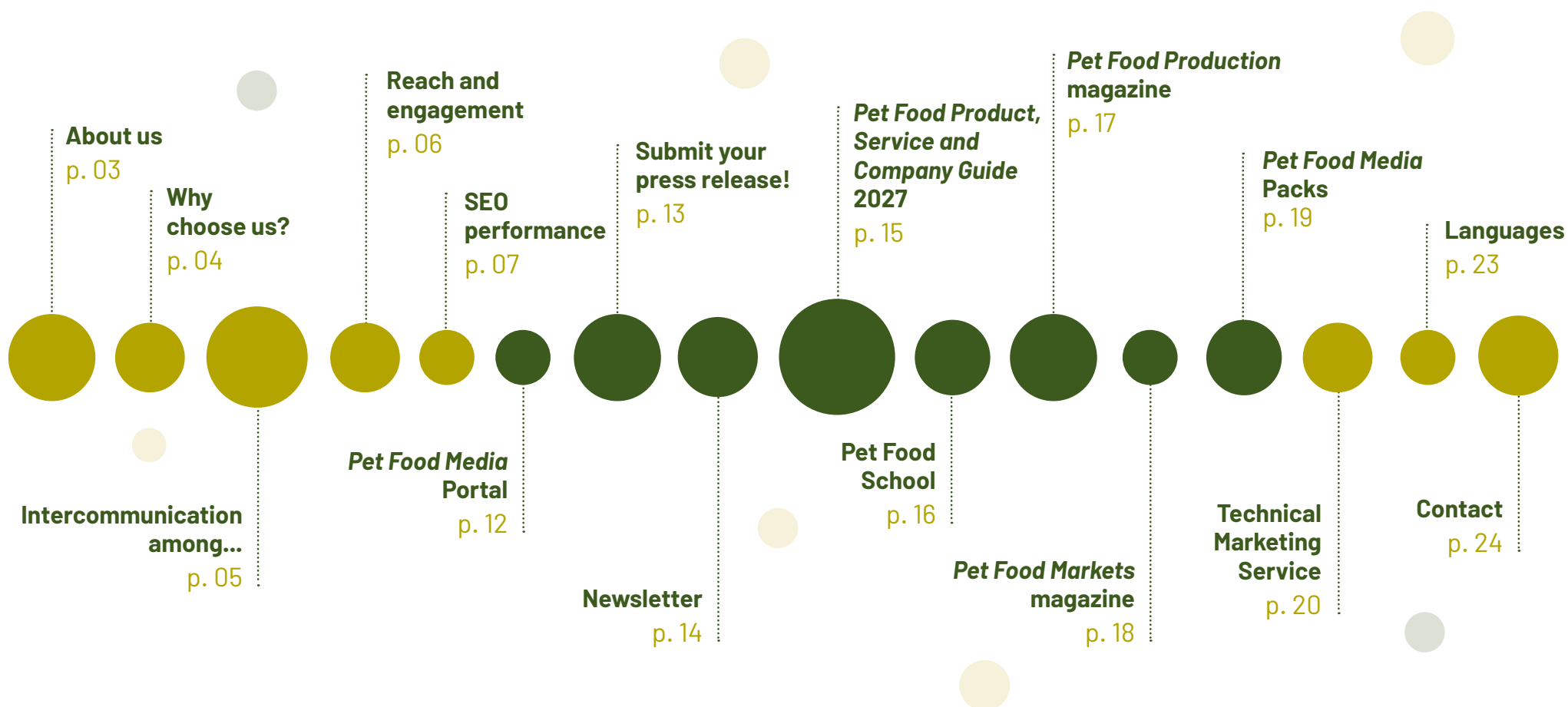
feed · connect · grow

www.petfoodmedia.com



MEDIA KIT 2027

INDEX



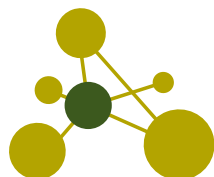
ABOUT US

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



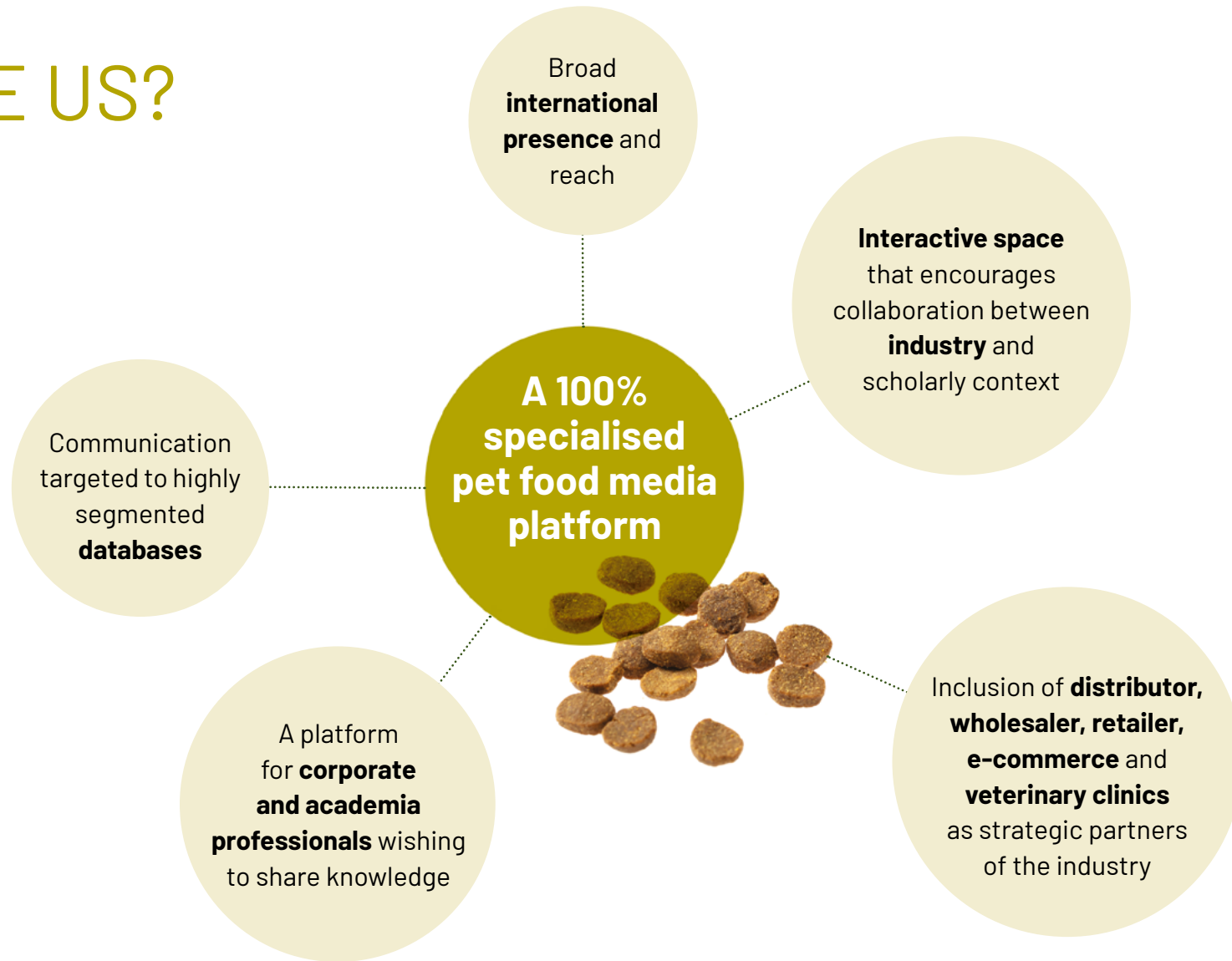
We uphold transparency and ethics, ensuring **responsible and traceable use of information**



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



WHY CHOOSE US?



INTERCOMMUNICATION AMONG...



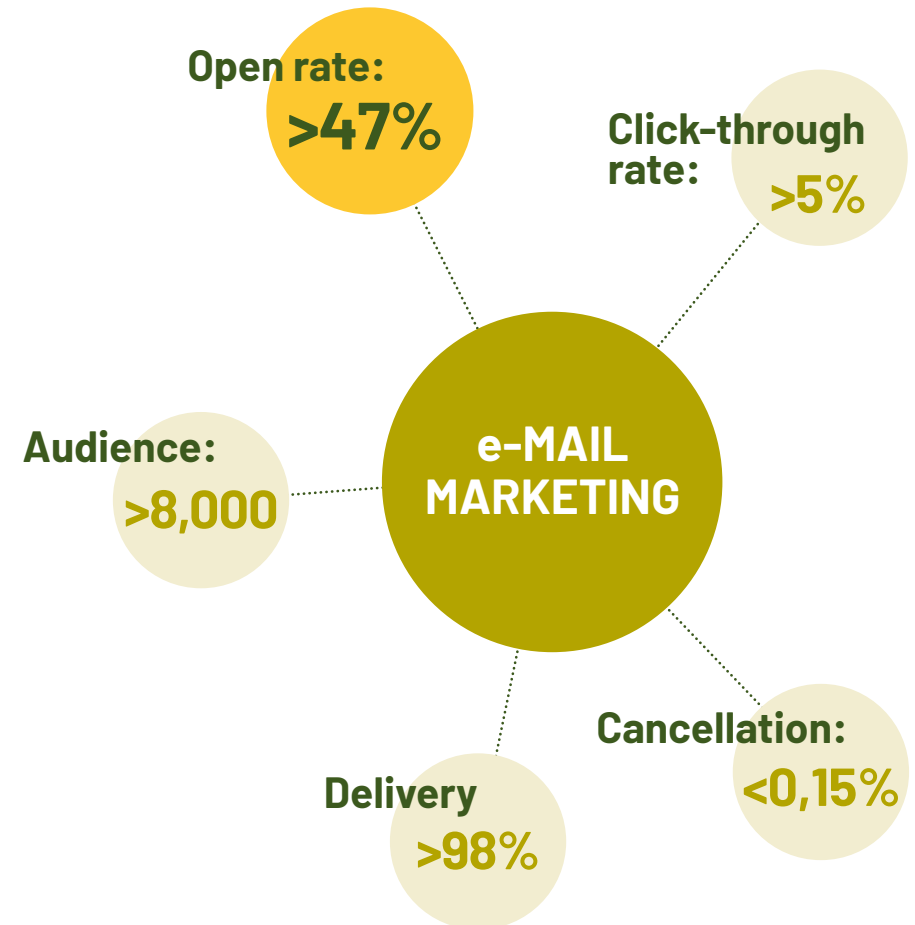
REACH AND ENGAGEMENT

>72%
in Europe



GLOBAL DATABASE

- 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:
>5,000



SEO PERFORMANCE

ORGANIC RANKING ON Google



Top positions for:

- "European magazine b2b pet food"
- "European English Spanish pet food magazine"
- "European technical pet food magazine"

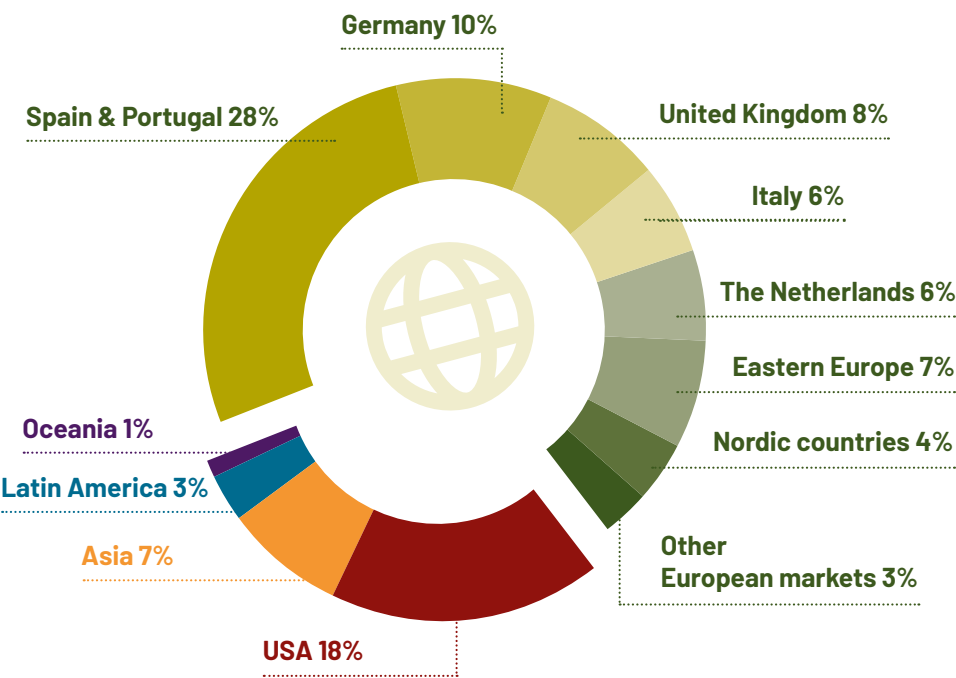
AI-DRIVEN VISIBILITY OF OUR EDITORIAL CONTENT AND SITE

- ✓ Consistent visibility in technical and sector-specific search intent
- ✓ Optimised bilingual structure (EN/ES) for stronger indexation
- ✓ Stable presence in high-value technical queries
- ✓ AI-powered engines (ChatGPT, Copilot, Google AI mode, Perplexity) also reference Pet Food Media in sector-specific searches

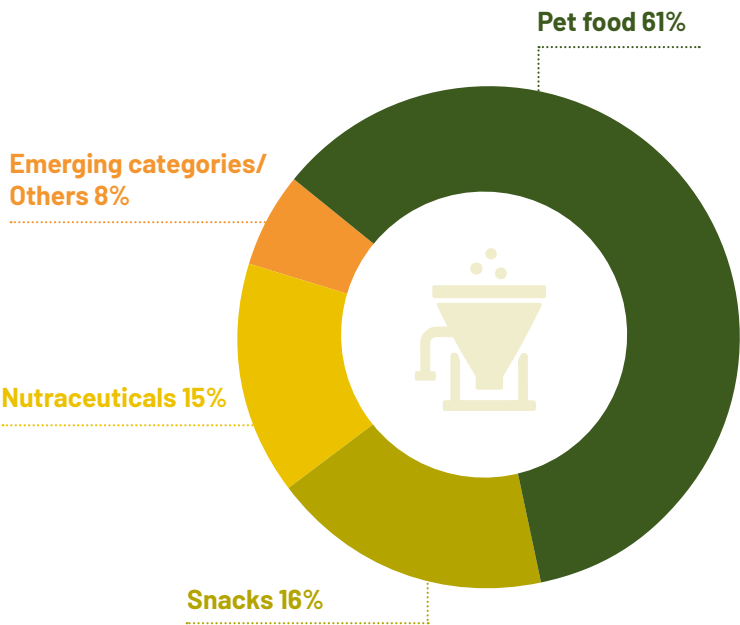


DATA BASE DISTRIBUTION

GEOGRAPHICAL

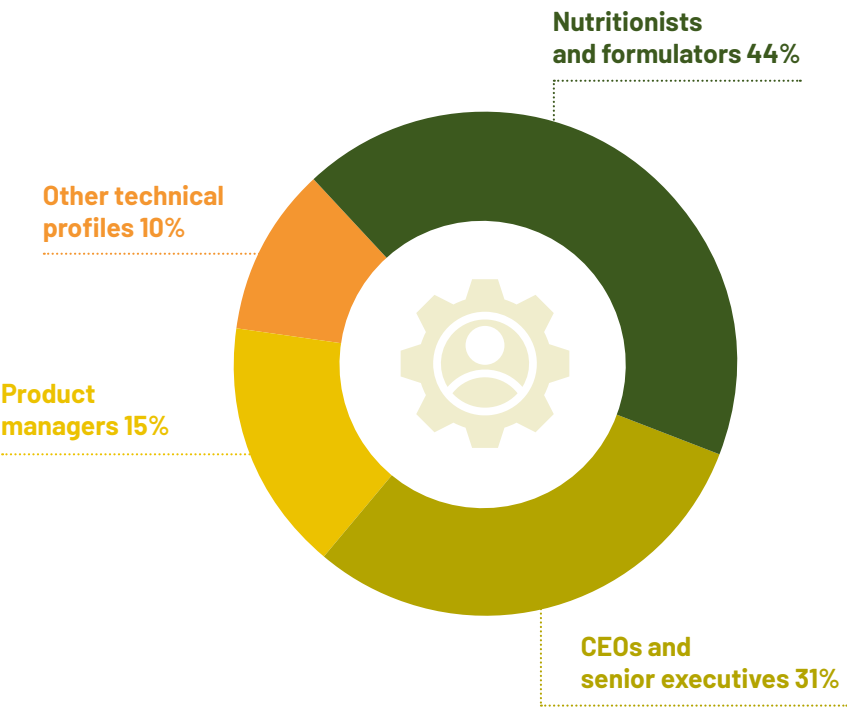


TYPE OF MANUFACTURER

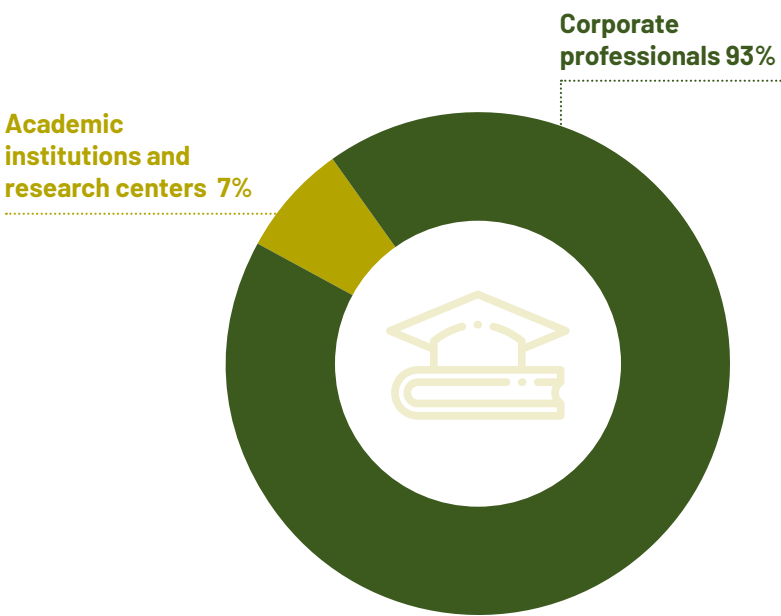


DATA BASE DISTRIBUTION

PROFESSIONAL PROFILE



ORIGIN



SEGMENTATION PARAMETERS

Countries covered

Spain	Belgium	Ukraine
United Kingdom	Hungary	Denmark
Germany	Czechia	Lithuania
Italy	Romania	Serbia
Netherlands	Latvia	Norway
Poland	Greece	Bulgaria
France	Finland	Croatia
Austria	Ireland	Slovenia
Turkey	Switzerland	Iceland
Portugal	Sweden	Estonia

Product types

- Pet food
- Treats and snacks
- Nutraceuticals
- Supplements
- Emerging formulations



Trade channels

- Distributors
- Specialised pet shops chains
- E-commerce platforms
- Veterinary clinic chains



PET FOOD MEDIA VISIBILITY 2026-2027



- ✓ 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)



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

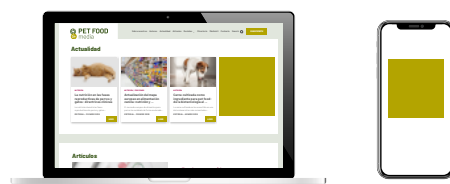


PET FOOD MEDIA PORTAL

BANNERS

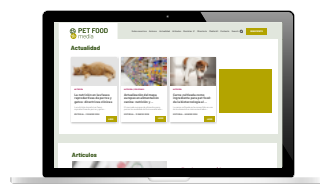


Header (728 x 90 px)

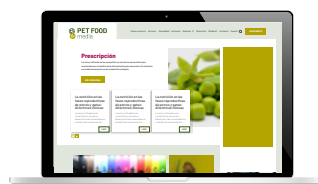


Large multi placement (336 x 280 px)

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



Medium multi placement (300 x 250 px)



Sidebar (300 x 600 px)

BRAND-INTEGRATED CONTENT

Article, advertorial, interview



Publication on News section for 2 months



Unloadable PDF file



1 LinkedIn post



1 inclusion in the global newsletter



Permanent inclusion in the indexed brand-integrated content repository

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



VISIBILITY

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



News



DIGITAL DISCOVERY

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



TERMS AND CONDITIONS

- **1 press release quarterly**
- **1 press release monthly**
- **Immediate** publication and a guarantee of clarity and visual consistency
- High editorial **standards and ethical** rigour



NEWSLETTER

Mailing including the latest sector news sent to our entire subscriber base:



Banner (320 x 100 px)



1 inclusion in the newsletter



1 LinkedIn post



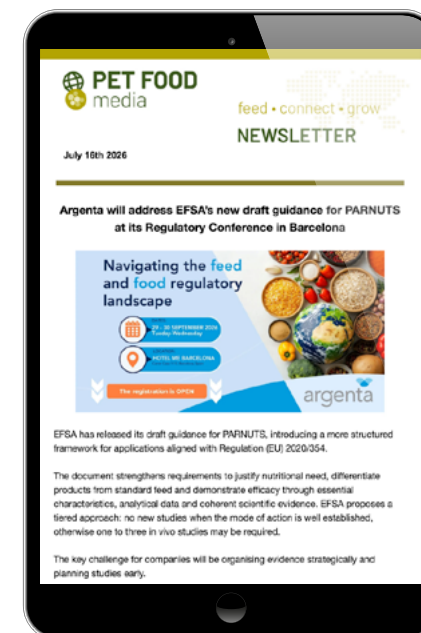
Content:



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



PET FOOD PRODUCT, SERVICE AND COMPANY GUIDE 2027

- ✓ Annual guide offering **high visibility placement** for brands, products and services across the whole pet food value chain
- ✓ Structured segmentation across **ingredient types, machinery types, service categories and trade segments**

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
- Placement in **categories selected/proposed** by each company
- 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



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.)
- Per unit:



WEBINARS

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



⚡ 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

- **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



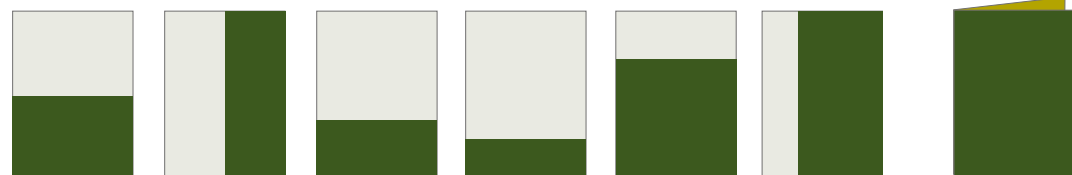
Cover strip

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

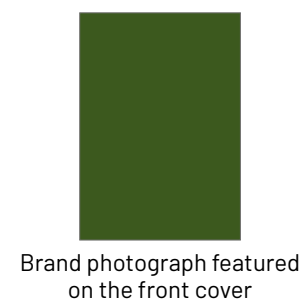
Insert supplied as an A4 folded leaflet*

*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



PET FOOD MARKETS MAGAZINE



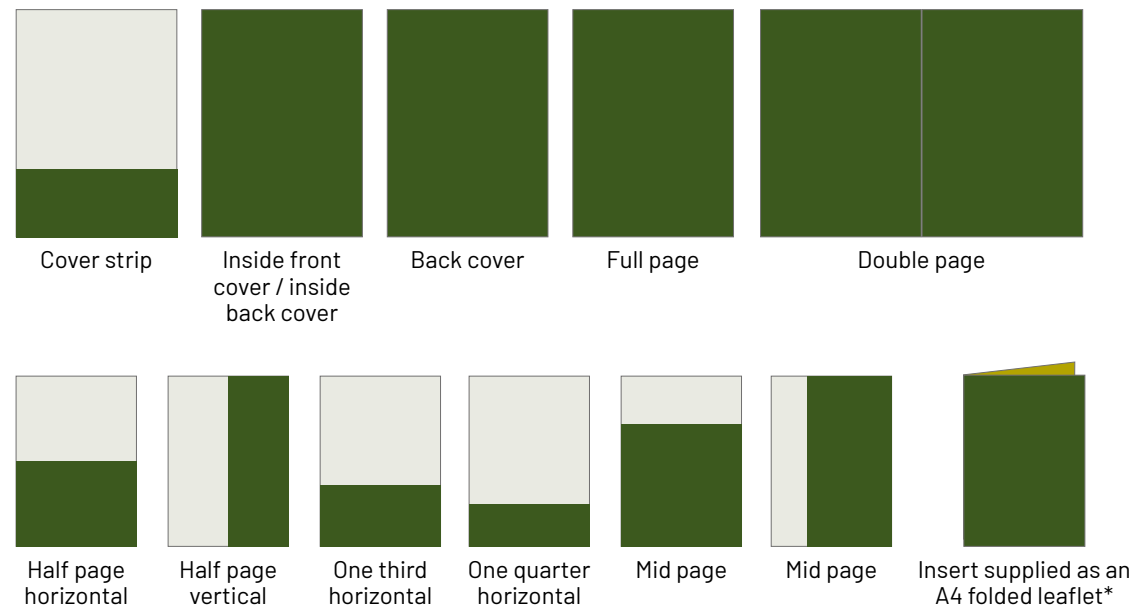
DISTRIBUTION

- **Promoted via electronic Newsletters** to the global data base
- **Printed delivery** to all distributors and retailers in Spain and Portugal
- **Link** included in each newsletter
- Promotion via **LinkedIn** posts
- **Printed** distribution at major **pet food sector events**



Print size 21x29.7 cm

ADVERTISING SPACES



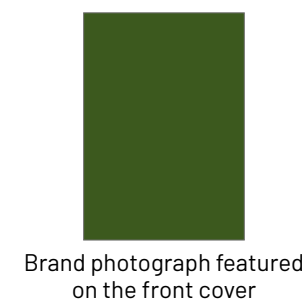
*Other insert size formats available upon enquiry

BRAND-INTEGRATED CONTENT SPACES



Brand content
(max. 500 words/page)

- 1 page
- 2 pages
- 3 pages
- 4 pages



DISCOUNTS

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

PET FOOD MEDIA PACKS

	ESSENTIAL	PLUS	ADVANCED	PREMIUM
FEATURES in PET FOOD PRODUCTION or PET FOOD MARKETS	1/2 page	1 editorial feature (2 pages) + related advertisements	3 pages across 2 issues + related advertisements	4 pages across 3 issues + related advertisements
PET FOOD PRODUCT and COMPANY GUIDE 2027	1/8 page	1/4 page	1/2 page	1 page
BANNER in NEWSLETTER	✓	✓	✓ ✓	✓ ✓ ✓
BANNER on www.petfoodmedia.com		Sidebar, 3 months	Sidebar, 6 months	Header, 6 months
UNLOADABLE PDF			✓	✓
DEDICATED NEWSLETTER				✓



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

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

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



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



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.
Prices listed in this media kit do not include VAT.
Rates valid until 31 December 2027.*

