

Pet Business

2020

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Pet Business is the most trusted trade media brand in the pet industry. Through our diverse and evolving set of platforms—including print magazines, websites, newsletters and social media—Pet Business covers every facet of the industry, providing valuable, actionable advice to pet specialty retailers along the way.

Advertising with Pet Business, whether in print or online, ensures that you are getting the best return for every marketing dollar you spend. But you don't have to just take our word for it; let the BPA-verified facts about our circulation speak for themselves.

Our monthly print magazine
reaches more than

26,000
qualified readers*

Our weekly newsletter
goes to more than

18,000
subscribers*

Our website
draws nearly

55,000
unique visitors**
per month

We also have the largest audited social media following among the industry's trade publications.

*Source: BPA Worldwide June 2019 Brand Report

**Source: BPA Worldwide Monthly Web Traffic Audit (3 month average, July - Sept. 2019)

JANUARY



SPECIAL SUPPLEMENT:
GLOBAL PET EXPO
PREVIEW GUIDE

THE NUTRITION ISSUE

SPECIAL REPORT: Pet Furniture
PRODUCT ROUNDUP: Pet ID
FOCUS ON: Oral Care Products
DOG: Fetch & Tug Toys
DOG: Housetraining Essentials
CAT: Stopping Problem Behaviors
SMALL ANIMAL: Chews
FISH: Aquarium Décor
HERPTILE: TBD

AD CLOSING:

December 11, 2019

MATERIALS DUE:

December 13, 2019

FEBRUARY



SPECIAL IN-ISSUE SECTION:
THE GROOMING SALON
BONUS DISTRIBUTION:
GLOBAL PET EXPO, FEB. 26-28
ATLANTA PET FAIR, MARCH 12-15

TOP 25 RETAILERS ISSUE

SPECIAL REPORT: High-Tech Products
PRODUCT ROUNDUP: Pet Bowls
FOCUS ON: Stain & Odor Products
DOG: Baked Dog Treats
DOG: Leashes & Collars
CAT: Healthcare & Supplements
SMALL ANIMAL: Diets
FISH: Packaged Diets
BIRD: Travel Essentials

AD CLOSING:

January 6, 2020

MATERIALS DUE:

January 9, 2020

MARCH



SPECIAL REPORT: Functional Treats
PRODUCT ROUNDUP: Flea & Tick Products
FOCUS ON: Hemp in Pet Products
DOG: Freeze-Dried Food & Snacks
DOG: Between-Bath Products
CAT: Bringing Cats Outdoors
SMALL ANIMAL: Diets
FISH: The Latest on Invertebrates
HERPTILE: TBD

AD CLOSING:

February 10, 2020

MATERIALS DUE:

February 12, 2020

APRIL



SPECIAL IN-ISSUE SECTION:
THE GROOMING SALON
BONUS DISTRIBUTION:
INTERGROOM, APRIL 2-5
INTERZOO, MAY 19-22

THE HEALTHCARE ISSUE

SPECIAL REPORT: Made in the USA
PRODUCT ROUNDUP: Summer Essentials
FOCUS ON: Building a Training Department
DOG: Outdoor Gear
DOG: Pet Food Toppers & Mixers
CAT: Toys
SMALL ANIMAL: Litter & Bedding
FISH: Lighting Essentials
BIRD: The Latest Trends in Avian Nutrition

AD CLOSING:
March 7, 2020
MATERIALS DUE:
March 12, 2020

MAY



SPECIAL REPORT: The Latest News on CBD
PRODUCT ROUNDUP: Dog Walking Supplies
FOCUS ON: Travel Products
DOG: Skin & Coat Care
DOG: Beds
CAT: The Latest Trends in Litter
SMALL ANIMAL: Small Rodent Products
FISH: The Latest Filtration Innovations
HERPTILE: TBD

AD CLOSING:
April 7, 2020
MATERIALS DUE:
April 9, 2020

JUNE



SPECIAL IN-ISSUE SECTION:
THE GROOMING SALON
SPECIAL SUPPLEMENT:
NATURAL PRODUCTS GUIDE

SPECIAL REPORT: Fruits/Veggies in Pet Nutrition
PRODUCT ROUNDUP: Carriers
FOCUS ON: The Latest Trends in ID Tags
DOG: Plush Toys
DOG: Home Bathing Essentials
CAT: Feline Containment & Carriers
SMALL ANIMAL: Treats
FISH: Freshwater Livestock Report
BIRD: Supplements

AD CLOSING:
May 12, 2020
MATERIALS DUE:
May 14, 2020

JULY



THE LIFESTYLE ISSUE

SPECIAL REPORT: Natural Trends in Pet Food

PRODUCT ROUNDUP: Dog & Cat Treats

FOCUS ON: Raw Diets

DOG: Supplements & Remedies

DOG: Natural Chews

CAT: Flea & Tick

SMALL ANIMAL: Nutritional Supplements

FISH: Water Treatments

HERPTILE: TBD

AD CLOSING:

June 9, 2020

MATERIALS DUE:

June 11, 2020

SPECIAL SUPPLEMENT:
SUPERZOO SHOW PREVIEW

AUGUST



SPECIAL IN-ISSUE SECTION:

THE GROOMING SALON

BONUS DISTRIBUTION:

SUPERZOO, SEPT. 1-3

GROOM EXPO, DATE TBD

RETAILER OF THE YEAR ISSUE

SPECIAL REPORT: Natural Wellness & Healthcare

PRODUCT ROUNDUP: Gift Ideas for Pets & Pet Lovers

FOCUS ON: Gates, Pens & Crates

DOG: Home-Grooming Tools

DOG: Chewy Toys

CAT: Climbers & Scratchers

SMALL ANIMAL: Toys

FISH: Aquarium Maintenance Products

BIRD: Toys & Playgrounds

AD CLOSING:

July 7, 2020

MATERIALS DUE:

July 9, 2020

SEPTEMBER



THE HOLIDAY RETAILING ISSUE

SPECIAL REPORT: Licensed Products

PRODUCT ROUNDUP: Healthcare & Supplements

FOCUS ON: Natural Cat Litter

DOG: Calming Aids & Behavior Modification

DOG: The Latest Trends in Dog Food

CAT: Treats

SMALL ANIMAL: Habitat Trends

FISH: Starter Kits

HERPTILE: TBD

AD CLOSING:

August 11, 2020

MATERIALS DUE:

August 13, 2020

OCTOBER



SPECIAL IN-ISSUE SECTION:
THE GROOMING SALON
BONUS DISTRIBUTION:
PET CONNECTIONS EXPO, DATE TBD

THE CBD & HEMP ISSUE

SPECIAL REPORT: Eco-Friendly Pet Supplies
PRODUCT ROUNDUP: Winter Essentials
FOCUS ON: First Aid & Wound Care
DOG: Grain-Free Food & Treats
DOG: Spa Products
CAT: Feline Diets
SMALL ANIMAL: Rabbit Essentials
FISH: Display Tank Tips & Tricks
BIRD: Wild Bird Products

AD CLOSING:

September 8, 2020

MATERIALS DUE:

September 10, 2020

NOVEMBER



SPECIAL SUPPLEMENT:
PET INDUSTRY HANDBOOK

SPECIAL REPORT: Made in the USA Trends
PRODUCT ROUNDUP: Oral Care
FOCUS ON: Dog Chews
DOG: Puzzles & Interactive Toys
DOG: Apparel Trends
CAT: Calming Aids
SMALL ANIMAL: Hay & Hay Accessories
FISH: Selling Frozen & Live Foods
HERPTILE: TBD

AD CLOSING:

October 6, 2020

MATERIALS DUE:

October 8, 2020

DECEMBER



SPECIAL IN-ISSUE SECTION:
THE GROOMING SALON
SPECIAL FEATURE:
THE GUIDE TO PET CARE

INDUSTRY RECOGNITION AWARDS ISSUE

SPECIAL REPORT: The Latest Science Behind Supplements
PRODUCT ROUNDUP: Hemp/CBD Pet Products
FOCUS ON: Products for Each Life Stage
DOG: Limited-Ingredient Diets
DOG: Treat Trends
CAT: Catnip & Grass Gardens
SMALL ANIMAL: Nutrition
FISH: Marine Livestock Report
BIRD: Backyard Poultry Products

AD CLOSING:

November 9, 2020

MATERIALS DUE:

November 12, 2020

THE GROOMING SALON



The Grooming Salon is a bi-monthly *Pet Business* feature that serves as a comprehensive educational resource for professional groomers, pet stylists and salon owners. Written by groomers for groomers, the content covers exciting innovations in equipment and technique, the latest issues facing the industry, best practices for running a successful business and step-by-step instructions for grooming the most common breeds seen in pet salons.



Editorial Calendar

FEBRUARY

ISSUE FOCUS: Marketing Your Salon
TIPS & TRICKS: Safe Handling Techniques
PRODUCT ROUNDUP: Shampoos

Bonus Distribution:

Atlanta Pet Fair **March 12-15**

Ad Closing **January 6, 2020**
Materials Due **January 9, 2020**

APRIL

ISSUE FOCUS: Going All-Natural
TIPS & TRICKS: Setting Prices
PRODUCT ROUNDUP: Brushes & Combs

Bonus Distribution:

Intergroom **April 2-5**

Ad Closing **March 6, 2020**
Materials Due **March 10, 2020**

Skin & Coat Care

JUNE

ISSUE FOCUS: Choosing the Right Tables & Lifts
TIPS & TRICKS: Dealing with Difficult Clients
PRODUCT ROUNDUP: Skin & Coat Care Essentials

Ad Closing **May 12, 2020**
Materials Due **May 14, 2020**

AUGUST

ISSUE FOCUS: Bathing Done Better
TIPS & TRICKS: Perfecting Your Scissor Work
PRODUCT ROUNDUP: Ear & Nail Care Essentials

Bonus Distribution:

SuperZoo **Sept. 1-3**
Groom Expo **Date TBD**

Ad Closing **July 7, 2020**
Materials Due **July 9, 2020**

OCTOBER

ISSUE FOCUS: Advances in Salon Software
TIPS & TRICKS: Breaking Into Competitive Grooming
PRODUCT ROUNDUP: Dryers

Ad Closing **September 8, 2020**
Materials Due **September 10, 2020**

DECEMBER

ISSUE FOCUS: Elevating Your Clipper Work
TIPS & TRICKS: Finding Good Help
PRODUCT ROUNDUP: Tubs & Bathing Systems

Ad Closing **November 9, 2020**
Materials Due **November 12, 2020**

	1x	4x	7x	12x
Full Page	\$5,090	\$4,790	\$4,580	\$4,280
2/3 Page	\$4,120	\$3,890	\$3,710	\$3,470
1/2 Island	\$3,690	\$3,470	\$3,340	\$3,090
1/2 Vertical	\$3,610	\$3,400	\$3,250	\$3,040
1/2 Horizontal	\$3,490	\$3,270	\$3,160	\$2,950
1/3 Vert. or Strip	\$2,700	\$2,500	\$2,440	\$2,260
1/3 Horizontal	\$2,470	\$2,320	\$2,210	\$2,070
1/4 Strip	\$2,340	\$2,190	\$2,100	\$1,960
1/4 H or V	\$2,200	\$2,080	\$1,990	\$1,860

COVERS

Cover 4	\$6,120
Cover 3	\$5,190
Cover 2	\$5,630
Page 3	\$5,440
False Cover	\$6,970

INSERTS*

2 Page	\$4,800
4 Page	\$8,560
6 Page	\$10,140
8 Page	\$13,260
16 Page	\$15,710

*Additional charges
may apply

CONTACT US FOR SPECIAL ADVERTISING OPPORTUNITIES.

Cancellations must be made in writing before the published closing dates. Cancellations may result in being short-rated to the nearest frequency run. All issues are available digitally, and ads will appear at no additional charge.

Pet Boutique

Small

NEVER MIND THE DOG, BEWARE OF THE KIDS
This whimsical story by Kay Berry is the perfect gift for any dog lover. Made in America & guaranteed to last a lifetime. Call 800.426.1932 or visit www.kayberry.com

Medium

HOPE TOYS JUST GOT A LOT MORE INTERESTING!
100% handmade, eco-friendly, Walkie Toys's new breed of natural & colorful, durable like toys often break better than others. Support artisans in a socially responsible environment! Shop AlaskaOnline.com or www.WalkieToys.com

Large

ALL NEW TIE-DYES FROM WALKIE & WOOD!
Starting with color and Walkie's signature quality, this new collection is a must for summer. Orders ship within 24 hours. Guaranteed 100%. Made in USA since 2012. Order TODAY! Call 888.777.2386 or visit www.WALKIEWOOD.com

THE PET BOUTIQUE

Highlights boutique-style products in colorful spreads that look like editorial features.

AD RATES	IMAGE	TEXT
Small \$400	2" x 2"	20 words max
Medium \$600	3" x 3"	30 words max
Large \$800	4" x 4"	40 words max

Includes high-res product image, headline (max 5 words), copy, phone number & website.

THE PET PLAZA & PRODUCT SHOWCASE

Offers special advertising rates in order to ensure affordable placement for all companies interested in capturing the *Pet Business* audience.

THE PET PLAZA & PRODUCT SHOWCASE

Comfort You Won't Get with an E-Collar
The Cover-Me by Tail, Now with adjustable fit, protects surgical sites, hot spots and allergy areas without the pressure and discomfort of an e-collar.
Talaney's Closet

Live Aquatic Plants
We have a variety of live aquatic plants for sale. Call us today for more information. www.aquaticplants.com

Golden Ina, Inc.
Specialty of Golden Ina, Inc. is to provide the highest quality, most reliable, and most affordable pet products. Call us today for more information. www.goldenina.com

Wild Alaskan Seafood
We can fill your ingredient needs with our all natural, frozen seafood products. Call for more information. www.wildalaskanseafood.com

High Quality Aquarium Plants
Imported Direct To Your Door
JANE SIMONS
Aquarium Plants
Phone: 800-455-5775

Waggle Wag
We make fun, dog hair ties, hairbands, hair bows, collars, harnesses, leashes, muzzles.
Call for more information. www.wagglewag.com

Discontinued American Cheese
Black & White Pecan Pie
Black Gold
Call for more information. www.blackgold.com

9-9 KANON™ MINI
It's a KANON™ MINI, the newest term ball launcher from Tiger Pet. It's a compact, easy to use, and pull back the handle, ball ball, and shoot. Features easy ball storage, distance control and hands-free pick up. No need to touch those sticky balls! Patented.
Tiger Pet
www.tigerpet.com
1-800-455-5775

nulo freestyle™
UP LINE DELIVERY AT GLOBALL!
Nulo Pet Food (nulo.com) is leading the way in pet nutrition. Nulo and canned recipes at Global Pet Expo. Call Nulo freestyle™, the 100% Grain Free line. The charts in terms of most based protein levels, low glycemic ingredients, and a unique, patented Probiotic. It's not canned recipes or all ingredients free.
Nulo Pet Food
www.nulo.com

PETCATS GREY & TREATS VETERINARIAN
PetCats is the new name for PetCats and Treats. We require that all pet parents to ensure that their pet from anywhere using their medications or products. Please and see each other while you. Based on pet parents and only they know. Please and see each other. Please visit our website!
PetCats
855-466-0848
www.petcats.com

NEED REPTILES?
Order Today
Call for more information. www.needreptiles.com

CLASSIFIEDS
BUSINESS OPPORTUNITIES
Small Animal Distributors wanted in Florida and Southern Texas.
Dixie-Belle Marshall Service - medical/surgical/consultants, de-scented with temporary dispenser vaccine. Contact: www.dixiebelle.com or call 1-800-292-5424.

AD SIZE	WIDTH X HEIGHT	1-5X	6-11X	12X
1/4 Page	4.625" x 3.75"	\$1,140	\$1,070	\$970
1/6 Page (V)	2.3175 x 4.75	\$780	\$690	\$660
1/6 Page (H)	4.625 x 2.375	\$780	\$690	\$660
1/6 Page (Showcase) *	Image & 50 words	\$780	\$690	\$660
1/8 Page	2.3125 x 3.75	\$570	\$550	\$480
1/12 Page	2.31255 x 2.4375	\$400	\$360	\$350
1" Adlet	2.3125 x 1	\$210	\$190	\$180

* Includes high-res product image, copy, headline (max 5 words), company name, phone number & website.

The Industry Leader in Digital Marketing

With a market-leading network of websites, digital issues, social media feeds and newsletters, *Pet Business*' ability to reach your target audience online is unmatched.

• **55,000+ unique visitors**** go to PetBusiness.com each month—nearly **double Pet Product News**, nearly **4x more than Pet Age**, and **5x more than Pets+**!

• **18,000+ subscribers*** receive our weekly newsletter, which boasts an open rate that is well above the industry average.

• **19,000+ social media users** follow Pet Business, including **8,800+ followers on Twitter***, **8,200+ followers on Facebook***, and **2,500+ followers on Instagram**.

Ensure your message is seen by the top decision makers in pet product retailing with a variety of industry-leading advertising platforms, including:

- DIGITAL EDITION ADVERTISING
- NEWSLETTER ADVERTISING
- E-BLASTS
- WEB BANNERS
- CONTENT MARKETING
- VIDEO
- CARE SHEETS



*Source: BPA Worldwide June 2019 Brand Report

**Source: BPA Worldwide Monthly Web Traffic Audit (3 month average, July - Sept. 2019)

Delivered directly into more than 18,000 email boxes each month, *Pet Business*' digital editions have a very loyal and engaged audience.

As the manner in which pet retailers consume the industry-leading content within *Pet Business*' printed products continues to evolve, our digital issue platform has grown more prominent as a valuable advertising vehicle.

WITH THIS IN MIND, PET BUSINESS HAS DEVELOPED a variety of unique marketing opportunities centered on this popular and growing media platform, including:

- Issue Sponsorships
- Enhanced Media
- Digital Blow-Ins
- Custom Links
- Inserts
- Banner Ads
- Video Ads

728 x 90 Leaderboard Banner



180 x 150
Button Ad

HOLIDAY RETAILING ISSUE

Making the Holidays a HIT

To make the most of the opportunities that come with the holiday season, retailers must build the right selection of fun holiday-themed and giftable products, and have their merchandising and marketing strategies in place early.

BY ALYSSA BREWER

The holiday season can be the most wonderful time of the year for retailers — assuming they are prepared to take full advantage of this lucrative sales period. The last few months of the year hold tremendous potential, but retailers must act early to ensure they have an optimal selection of products, creative ideas for merchandising and in-store events, and well-timed marketing strategies.

Pet specialty retailers' holiday customers can be a great treasure in many ways. They are often more likely to spend on premium products, and they are more likely to be loyal customers. To make the most of these fun and profitable products during the peak season for impulse buying and gifting,

For this year's holiday season, the team at San Francisco-based FLAVY, Pet Lifestyle and Your recommendations readers add fun items to a classic approach.

When we launched our Holiday Classic Collection, we created classic holiday-themed items such as a Gingerbread Man, Hot Christmas, Hot Legs, Candy Cane and Turkey," says Deborah Rupp, co-founder and director at FLAVY, which offers a wide range of plush toys, accessories and more. "Some items draw in our customer audience and give us the traditional holiday theme, we want a step further by adding something whimsical of nature to each toy.

For example, dogs may engage with the candy and the fabric in our "Starry" fabric toy, along with a wide selection of fun gifts off our upcoming season.

For the kids, we created the gingerbread of Muppet's International, hand in Massachusetts, N.J., also one of a kind in the industry. Our options during the holiday season, when classic and nostalgic products are especially hard to find.

"We find our clients are, especially our Little Chops holiday items, consistently trending up," says Kelly.

"It is so valuable to see all the social media posts after the holidays with all of the dogs and their best friends. We also see them in our readers for the classic holiday dog to be offered in a variety of characters for the customers to collect."

In keeping with the traditional holiday theme, Kim Berg, director of Retail's Pet Shop Boutique, based in Richmond Hill, N.Y., says

180 x 150
Button Ad

Content marketing is a proven way to make sure your message is heard by packaging it with valuable, relevant information that can help your target audience.

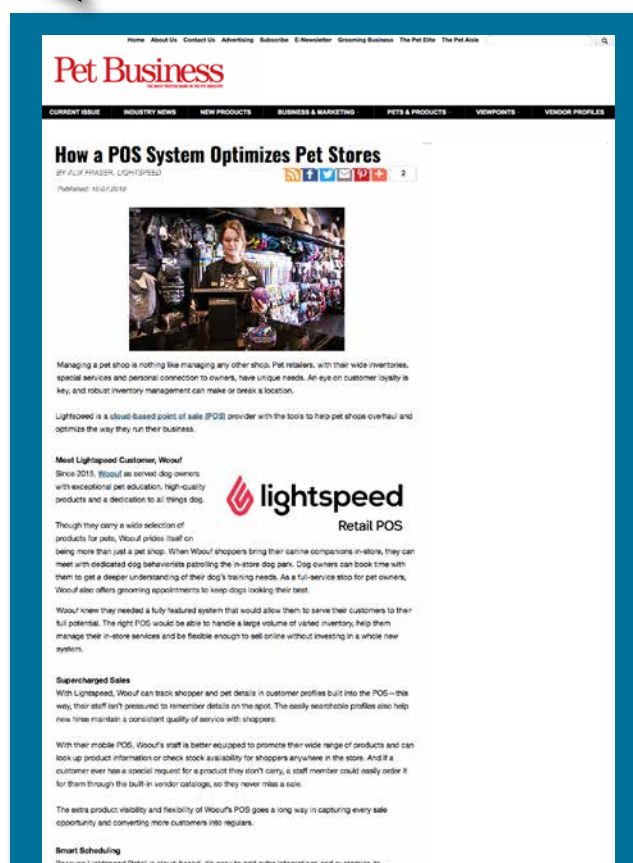
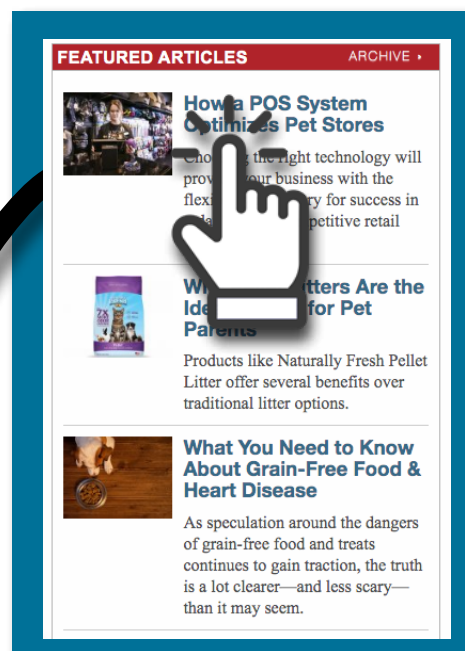
Pet Business has developed a multifaceted program designed to maximize the ROI for our partners by sharing our industry-leading approach to content creation and packaging, as well as actively generating measurable results.

IN ADDITION TO BEING FEATURED PROMINENTLY ON OUR HOME PAGE, all sponsored content is actively promoted via our industry-leading newsletters and social media. Each sponsored content campaign includes:

- Expert guidance in creating and packaging content.
- "Featured" article on *PetBusiness.com* homepage with image.
- Option to rotate in new content weekly (older articles will remain archived for the duration of the campaign).
- Option to embed video content inside of article.
- Promotion via at least two of *Pet Business's* weekly e-newsletters.
- Promotion via social media at least two times during the campaign month.

**All content must be approved by our team before launch.*

Sponsored Content
\$3,500/month



Reach a high-value audience by marketing your company through the pet industry's leading business-to-business website, which draws nearly 55,000 unique visitors per month.



PETBUSINESS.COM BANNER ADS

Top Banner (728 x 90)	\$2,750/month
Top Square (300 x 250)	\$2,750/month
Middle Square (300 x 250)	\$2,750/month
Large Rectangle (300 x 600)	\$3,000/month
Lower Square (300 x 250)	\$2,750/month

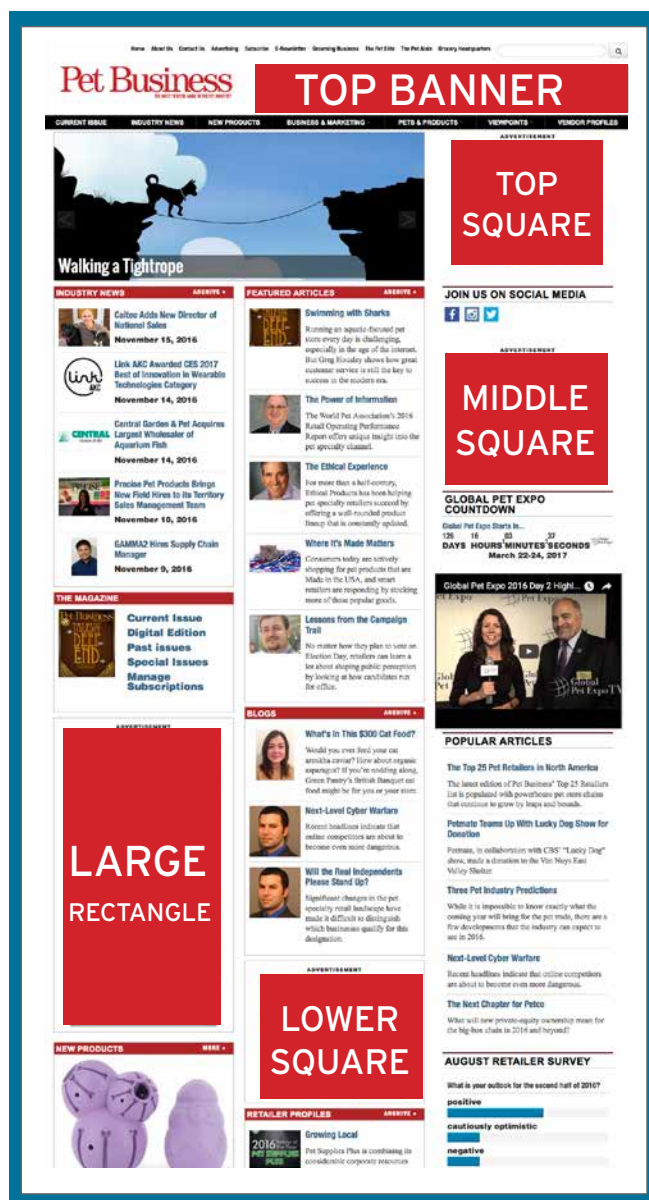
RUN-OF-SITE COMPLETE PACKAGE

Receive all of the ad placements and sizes above for \$6,000/month.

BANNER AD SPECIFICATIONS

- Accepted formats include JPG, GIF, Flash and third-party ad serving.
- Maximum file size is 50K on homepage, 100K on all other pages.
- Email materials to pbdigital@macfad.com.

Our "Ad Server" Technology uses "Google DoubleClick For Publishers" Our "Analytic" Technology uses "Google Analytics"



Banners appear on desktop, mobile and tablet versions of the website (alternate materials must be provided for 728 x 90). All banner sizes are IAB Unit Compliant.

Deliver your message directly to the inbox of your target audience with *Pet Business* newsletters and e-blast opportunities.

PET BUSINESS

WEEKLY NEWSLETTER

18,000 OPT-IN SUBSCRIBERS

BANNER ADS (728 x 90)

Position #1	\$2,500
Position #2	\$2,250
Position #3	\$2,000
Position #4	\$1,500

E-BLASTS

12,500 OPT-IN SUBSCRIBERS

1x	\$3,000
3x	\$2,500
6x	\$2,000

NEWSLETTER SPECIFICATIONS

- Ad size: 728 x 90
- Maximum file size: 100K
- Accepted formats include JPG, GIF and PNG

E-BLAST SPECIFICATIONS

- HTML file preferred, sent ONLY as an attachment; JPG also accepted.
- Maximum recommended file size is 150K; 600 pixels width.
- Advertisers must include subject line for email.
- Advertisers must supply email address of contact to approve test e-blast, and seed names from your company.
- Please include any necessary opt-out lists or suppression files (not required)

If you are having trouble viewing this email, [click here](#)

Position #1

The Most Trusted Name in the Pet Industry.

Pet Business

New on Petbusiness.com 11/8/16


Could You be Getting More from the Made in the USA Trend?
Consumers today are actively shopping for pet products that are Made in the USA, and smart retailers are responding by stocking more of these popular goods.
[Read more](#)



Identifying an Opportunity
Pet identification is becoming less noisy, yet more social, as pet parents seek effective solutions that will easily help identify their animals while maximizing safety and comfort.
[Read more](#)



Position #2



A Healthy Choice in Chews
With more consumers seeking out healthy options for their pets beyond food and treats, the natural chews category has nothing but growth in its future.
[Read more](#)



A Guide to Ear Care
Ear care is a critical component of pet hygiene that is often undervalued by pet owners, but retailers can help get the message out.
[Read more](#)

Position #3

Advertise With Us



Download November's Digital Issue

Download the Grooming Supplement

Download the 2016 Health & Nutrition Guide

Download Grooming Business November/December 2016

Position #4

**ASK ABOUT OUR EMAIL MARKETING
OPTIONS THAT SPECIFICALLY TARGET
PROFESSIONAL GROOMERS.**

**Note: E-blast pricing may vary in weeks leading up to major industry events.*

**Made in the
USA**

**Showcase your
product to more than
26,000
subscribers
for only \$500!**

Featured in the April & November issues of Pet Business...

Whether it's because they want to contribute to the restoration of the U.S. economy or simply place more trust in domestically sourced and produced products, a growing number of consumers are specifically looking for "Made in the USA" labels on the pet products they purchase.

Twice a year, *Pet Business* takes a comprehensive look at the Made in the USA movement and how pet stores can leverage this trend for the benefit of their businesses and customers alike.

(Actual Size)

**ENSURE YOUR MADE IN THE USA
PRODUCTS ARE PROMINENTLY FEATURED.**

Ad Closing
March 6, 2020
Oct. 6, 2020

Materials Due
March 10, 2020
Oct. 8, 2020

SHOWCASE AD INCLUDES:

- High-res product image (300dpi)
- Maximum five word headline
- Maximum 30 word product description
- Company name
- Company website
- Company phone number

All for only \$500!

NATURAL PRODUCTS GUIDE

The **2020 PET BUSINESS NATURAL PRODUCTS GUIDE** offers your business the opportunity to tap into the natural products revolution that is taking place in today's pet stores. Delivering unmatched insight into the latest trends in nutrition and eco-friendly pet supplies, as well as the operations of some of the industry's top natural-focused retailers, the Pet Business Natural Products Guide is a must-read for pet store owners and a great way to position your company as a leader in this growing segment of the industry.

AD RATES

Full Page	\$3,330
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1/2 Page	\$2,080
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1/3 Page	\$1,600
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1/4 Page	\$1,180
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SPECIAL POSITIONS

Cover 4	\$4,880
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Cover 3	\$3,500
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Cover 2	\$4,160
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Page 3	\$3,660
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**MAILED WITH THE
JUNE ISSUE
OF PET BUSINESS**

Ad Closing
May 8, 2020

Materials Due
May 12, 2020



The 2020 SuperZoo Show Preview

Showcase your products to thousands of buyers weeks before the show!



Product Preview

4LEGS4PETS
Find out why our cats are Pets Most Comfortable Place™
New colors! Largest variety of sizes & colors on the market!
Made in Arkansas. Shipping outside continental USA, contact us
www.4legs4pets.net
479-410-2211

THE ABSORBER DOG LOVER'S TOWEL
Have you heard about The Absorber? Designed to dry your
furry friend faster and easier thousands of groomers and dog
owners are ditching their towels and switching to The Absorber.
Come see why!
www.dogloverstowel.com
Booth 6843 & 914

ALL FOUR PAWS
We're excited to introduce New Products for 2019! Come meet
Shammy's bestie Oriani! Makers of the Original Conny Cone,
Conny Wags, Wags & Chili Collar, leaders in vet-recommended
health & recovery aids.
www.allfourpaws.com
Booth 4626

ANGELS' EYES
Angels' Eyes® is
developed specifically
for BOTH DOG & CATS.
100% wheat, corn, soy, &
dye free! Can be used for
both shedding and non-
shedding breeds. Angels'
Eyes® is made in the USA.
Best Seller.
www.angelseyesonline.com
Booth 4420

ANNAMAET PETFOODS
Annamaet Petfoods introduces Annamaet Chana and Rejuv-
nate from their grain-free family line that is made with sustain-
ably sourced fish and sold in sustainable, degradable packaging.
www.annamaet.com
Booth 743

B&B CREATIONS
B&B Creations, home to Colorado Kitty Pet® organic catnip, cat-
nip, and safe quality pet products with all net profits benefiting
animal charities. Our products are proudly made in the USA.
www.bbpetproducts.com

2019 SUPERZOO PRODUCT PREVIEW • 22 • PET BUSINESS WWW.PETBUSINESS.COM

ANGELS' EYES
Angels' Eyes® is
developed specifically
for BOTH DOG & CATS.
100% wheat, corn, soy, &
dye free! Can be used for
both shedding and non-
shedding breeds. Angels'
Eyes® is made in the USA.
Best Seller.

www.angelseyesonline.com
Booth 4420

Showcase ad includes:

- High-res product image (300dpi)
- Company name
- Maximum 30 word description
- Website
- Booth number

All for only \$500

SuperZoo Show Preview distribution:

- Inserted in the July issue of *Pet Business*, which mails to 26,000 pet retailers
- Email blasted to more than 18,000 pet retailers & more than 8,000 pet grooming professionals
- Distributed to buyers at the show for bonus coverage

(Actual Size)

ADVERTISING RATES

Full page: \$2,000
Product showcase: \$500

SPECIAL POSITIONS

Cover IV:..... \$3,500
Cover III: \$2,500
Cover II: \$3,000
Page 3:..... \$2,750

INSERT SPECS

Full page (live area) 7.375" w x 10.375" h
Full trim size 7.875" x 10.875"
Full page bleed 8.125" x 11.125"
Spread (live area)..... 15.25" x 10.375"
Spread trim 15.75" x 10.875"
Spread bleed 16" x 11.125"










Ad Closing
June 5, 2020

Materials Due
June 9, 2020

Holiday Hot List

Pet Business' exclusive sneak peek at the products pet retailers will most want to stock for the holidays. This special section will be in buyers' hands in time for the big holiday selling season.

The Holiday Hot List will be included in the September issue of *Pet Business*, which mails to more than 26,000 subscribers and will be email blasted to more than 18,000 subscribers.

 <p>THE NEXT GENERATION OF REPTILE CARE The Bow Front Opening Terrarium comes with realistic tree background, removable doors, locking safety pins, and inserts to maintain humidity. Bowled glass adds a new dimension to a beautiful terrarium. CENTRAL GARDEN & PET 888-255-4527 ZILLARULES.COM</p>	 <p>DOG FOR DOG'S "SANTA'S TREATS" These tasty semi-moist beef and bacon flavored treats come in the style of fun holiday shapes and keep on giving, with a portion of sales going to help needy dogs. DOG FOR DOG 310.693.5910 WWW.DOGFORDOG.COM</p>	 <p>CUDDLE UP FOR THE HOLIDAYS Our dogs want the perfect place to rest their heads. Our pillows are designed for that exactly. They also make great gifts, calming companions and of course a cuddle buddy. THE DOG PILLOW COMPANY INFO@THEDOGPILLOWCOMPANY.COM WWW.THEDOGPILLOWCOMPANY.COM</p>
 <p>HOLIDAY GIFT GIVES! Dear Santa: I've been a good pup this year. All I want is Einstein Pet Santa's Helper, deliciously festive healthy dog treats. Available in 8oz and Stocking Stuffer sizes. EINSTEIN PETS 737-823-8233 WWW.EINSTEINPETS.COM</p>	 <p>EMERALD PET PUMPKIN HARVEST TREATS Pumpkin Harvest ovenbaked, low-fat chewy treats are perfect for those with allergies and sensitivities. Our meat free and poultry free healthy treats use pumpkin puree as the first ingredient. Made in the USA with US ingredients. Available in Apple, Chia, Sandy, and Sweet Potato. EMERALD PET PRODUCTS 877-454-9977 WWW.EMERALDPET.COM</p>	 <p>THIS BONE GIVES BACK! Fluff & Tuff's 2019 Holiday Charity Toy. Fluff & Tuff donates 100% of their profits from the sale of the Good Dog Bone to dogs in need. FLUFF & TUFF 248-705-5601 FLUFFANDTUFF.COM</p>
 <p>BE SEEN WITH THE HEADLIGHT HARNESS! The Perfect gift for any size dog! Highly Reflective with an integrated Bright LED light makes Headlight Harness the ultimate in dog safety. Complete the look with a matching Reflective double Handle leash. 800.597.0181 WWW.HEADLIGHTHARNESS.COM</p>	 <p>HEARTH HOUNDS HOLIDAY DOG STOCKINGS Let your Holidays go to the DOGS with our unique keepsake stocking! 24 breed specific, plush stockings that look just like your pup! Nothing else like them on the market! HEARTH HOUNDS 413-746-2041 WWW.HEARTHDOGS.COM</p>	 <p>HAPPY HOLIDAY TO YOUR PET! Check out our complete line of innovative electronic pet products for cats and dogs on Amazon.com. Exclusively from EYEWEAR by Ideal Pet Products. IDEAL PET PRODUCTS 800.378.4385 WWW.IDEALPETPRODUCTS.COM</p>

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THIS BONE GIVES BACK!
Fluff & Tuff's 2019 Holiday Charity Toy. Fluff & Tuff donates 100% of their profits from the sale of The Good Dog Bone to dogs in need.
FLUFF & TUFF
248-705-5601
FLUFFANDTUFF.COM

(Actual Size)

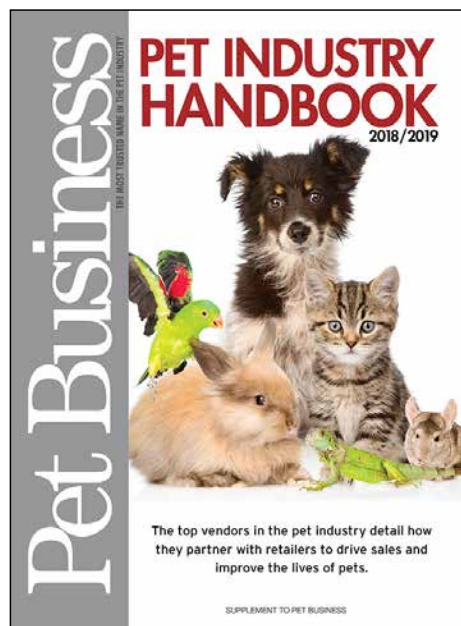
Showcase ad includes:

- High-res product image (300dpi)
- Maximum five word headline
- Maximum 30 word product description
- Company name
- Company website
- Company phone number

All for only \$500!

Ad Closing
August 11, 2020

Materials Due
August 13, 2020



THE 2020 PET INDUSTRY HANDBOOK WILL HELP YOUR BUSINESS STAND OUT in the hyper-competitive world of pet product suppliers. This guide to who's who among the pet industry's top vendors gives you an unmatched opportunity to tell retailers across the country about your unique brand of innovation.

Each full-page ad in the Handbook is accompanied by a full-page editorial Q&A that highlights your products and how your business helps pet stores achieve success. These Q&As will be posted online and promoted in Pet Business' popular weekly newsletter.

What's more, participants are welcome to embed banner ads and videos within the online version of their editorial feature, for **NO EXTRA COST!**

AD RATES

Full Page Ad and Q&A Advertorial	\$5,500
Full Page	\$3,500
1/2 Page	\$2,370
Cover 4	\$6,730
Cover 3	\$3,900
Cover 2	\$5,380
Page 3	\$4,200

**MAILED WITH THE
NOVEMBER ISSUE
OF PET BUSINESS**

Ad Closing
Oct. 5, 2020

Materials Due
Oct. 6, 2020

Going Hyper Speed

Tim Burton, CEO of Hyper Pet, talks about how the company is continually developing new products based on consumer desire.

What are some of your most popular products? Our products, which are all made from a proprietary material called LickiMat, are very popular. They are made from a proprietary material called LickiMat, which is a soft, flexible, and durable material that can be used in a variety of ways. Our products are made from a proprietary material called LickiMat, which is a soft, flexible, and durable material that can be used in a variety of ways.

What are your future plans? We are looking to expand our product line and reach more pet owners. We are also looking to expand our distribution network and reach more pet owners.

What are your future plans? We are looking to expand our product line and reach more pet owners. We are also looking to expand our distribution network and reach more pet owners.

FOUR GREAT PET BRANDS IN 1 PLACE!

PETLOGIX

For information about our products, call 800-866-1178 or visit hyperpet.com or visit hyperpet.com

POSITION YOUR BUSINESS AS THE EXPERT IN VITAL AREAS OF PET CARE

with pet retailers and pet owners alike by participating in the *Pet Business* Guide to Pet Care.

This valuable resource for pet retailers will compile a variety of sponsored care sheets designed to be printed/copied and shared with their customers. Sponsors will have an opportunity to shape an exclusive one-page care sheet on a pet care topic of their choice. Each care sheet will prominently feature the sponsor's logo and will be situated in a 2-page spread layout with the company's full-page ad.

All of the care sheets will be published in an easy-to-print format that can be downloaded through a special section of PetBusiness.com and will be aggressively promoted through our industry-leading newsletters and social media platforms.

In addition, the care sheets will be compiled into a printed guide that will be distributed to Pet Business' entire circulation with the December 2020 issue.

\$3,500/year

5 Ways to Provide Daily Enrichment for Small Animals

Most pet parents know that a nutritious, balanced diet is essential to their small pet's health. But are you aware their daily opportunities for enrichment are essential to a pet's health and happiness as well? Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.

- 1. SUPPORT THEIR NATURAL INSTINCTS IN FEEDING AND CHALLENGING WAYS**
Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.
- 2. KEEP IT SAFE AND NATURAL**
Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.
- 3. PROVIDE SPECIAL CHALLENGES WITH SOME SIMPLE "HIDEOUT" DEVICES**
Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.
- 4. OFFER A VARIETY OF RESOURCES TO KEEP THEM INTERESTED**
Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.
- 5. ENRICHMENT WITH A PURPOSE**
Enrichment can come in many forms, and providing enrichment opportunities is enjoyable for pet and pet parent alike. Here are five fun and easy ways to provide enrichment for small pets each day.

Coming this Spring! Learn more at www.enrich-pet.com

What to Look for in a Dog Kennel

Your pet is your family. You want them to sleep as comfortably as you do. With that in mind, here are six kennel features that are key to providing your pet with a safe, inviting place to rest.

- 1. INSPECT YOUR PET & YOUR HOME**
To ensure your pet and home are safe, select a kennel that is built to last and is designed to be safe for your pet and home.
- 2. SUPPORT NATURAL DOGGING INSTINCTS**
To ensure your pet is comfortable, select a kennel that is built to last and is designed to be safe for your pet and home.
- 3. TRAVEL COMFORT**
To ensure your pet is comfortable, select a kennel that is built to last and is designed to be safe for your pet and home.
- 4. DURABLE**
To ensure your pet is comfortable, select a kennel that is built to last and is designed to be safe for your pet and home.
- 5. SAFE**
To ensure your pet is comfortable, select a kennel that is built to last and is designed to be safe for your pet and home.
- 6. HYGIENE**
To ensure your pet is comfortable, select a kennel that is built to last and is designed to be safe for your pet and home.

Premium plastic kennels from Petmate offer year-round comfort. Welcome Home.

5 Things You Need to Know About Eliminating Parvovirus Outbreaks

Reason outbreaks of Canine Parvovirus (parvo) have persisted for so long is due to the fact that the virus is highly contagious and can survive in the environment for up to 10 years. Here are five things you need to know about eliminating parvovirus outbreaks.

- 1. PARVO IS HIGHLY CONTAGIOUS**
Parvo can be spread by direct contact with infected animals, or by indirect contact with contaminated surfaces, such as food bowls, water bowls, and bedding.
- 2. HIGH RISK ANIMALS MUST BE IDENTIFIED QUICKLY**
Identifying high-risk animals is the first step in preventing a parvovirus outbreak.
- 3. CHOOSE A DISINFECTANT THAT DOES NOT LEAVE HARMFUL RESIDUES**
Select a disinfectant that is safe for your pet and the environment.
- 4. CHOOSE A DISINFECTANT THAT CAN BE USED ON A VARIETY OF SURFACES**
Select a disinfectant that can be used on a variety of surfaces, including floors, walls, and furniture.
- 5. CHOOSE A DISINFECTANT THAT IS EASY TO USE AND DOES NOT HAVE A STRONG ODOR**
Select a disinfectant that is easy to use and does not have a strong odor.

Perfomacide is a powerful disinfectant that kills parvovirus and other harmful bacteria. It is safe for your pet and the environment.

MAKE CLEANLINESS A PRIORITY KILLS PARVO AND ELIMINATES ALL ODORS

EASY-TO-USE

- NO WIPE
- NO RINSE
- NO RESIDUE

EPA-REGISTERED! KILLS CANINE PARVOVIRUS, KILLS CORONAVIRUS, KILLS INFLUENZA-A, KILLS FELINE CALICIVIRUS

DOES NOT LEAVE STREAKS ON: Stainless Steel, Chrome, Glass, Plastic, Vinyl, Ceramic and More

PART# 100999

PERFOMACIDE ASK YOUR DISTRIBUTOR FOR MORE INFORMATION. FIND OUT MORE AT KILLSPARVO.COM 800.227.8583

Pet Business

is the
EXCLUSIVE
publisher for

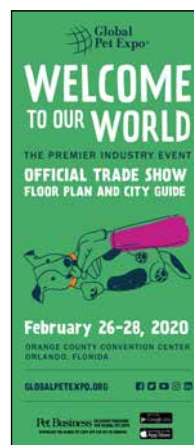


**Global
Pet Expo®**

The most consistent, knowledgeable and dedicated team in the pet industry has partnered with Global Pet Expo for more than 15 years. Advertising in the Global Pet Expo publications will increase awareness of your brand and drive traffic to your booth at the show.

OFFICIAL SHOW ISSUES:

- Preview Guide
- Show Map & Floor Plan
- Show Directory
- Show Dailies





The **OFFICIAL GLOBAL PET EXPO PREVIEW GUIDE** is your opportunity to showcase your products to thousands of buyers weeks before the show. Highlighting the latest and greatest products that will be found in the aisles of Global Pet Expo 2020, the Preview Guide is an essential resource for attendees to planning make the most of their time on the show floor.

GLOBAL PET EXPO PREVIEW GUIDE DISTRIBUTION:

- Inserted in the January issue of Pet Business, which mails to 26,000 qualified readers.
- Mailed by show organizers to a select list of high-value buyers several weeks prior to the show.
- Email blasted to more than 18,000 subscribers, as well as Global Pet Expo's pre-registered buyers.
- Distributed to buyers at the show's registration area.

ADVERTISING RATES

FULL PAGE:\$2,200

1/2 PAGE:\$1,500

PRODUCT SHOWCASE:\$750

SPECIAL POSITIONS

COVER IV:\$3,750

COVER III:\$2,700

COVER II:\$3,250

PAGE 3:.....\$2,950

AD MATERIAL SIZES

FULL PAGE (LIVE AREA) 7"W X 10"H

FULL TRIM SIZE7.875" X 10.8125"

FULL PAGE BLEED 8.125" X 11.0625"

SPREAD (LIVE AREA) 14" X 10"

SPREAD TRIM 15.75" X 10.8125"

SPREAD BLEED 16.25" X 11.0625"

1/2 PAGE HORIZONTAL 7" X 4.75"



(ACTUAL SIZE)

AD CLOSING: DECEMBER 10, 2019 MATERIALS DUE: DECEMBER 12, 2019



Pet Business presents the **2020 OFFICIAL GLOBAL PET EXPO DIRECTORY**. This comprehensive directory features exhibitor listings, a detailed show schedule and a city guide including hotel and restaurant information. Attendees rely on the Show Directory to make the most of their time on the show floor and use it as a reference guide to contact exhibitors for post-show follow up.

Have your company stand out from the crowd. Advertising in the 2020 Official Global Pet Expo Show Directory is your best opportunity to make a lasting impression on more than 7,000 attendees during and after the show. The Show Directory will be distributed in the registration area.

ADVERTISING RATES

FULL PAGE.....	\$2,500
1/2 PAGE.....	\$1,850
1/3 PAGE.....	\$1,500

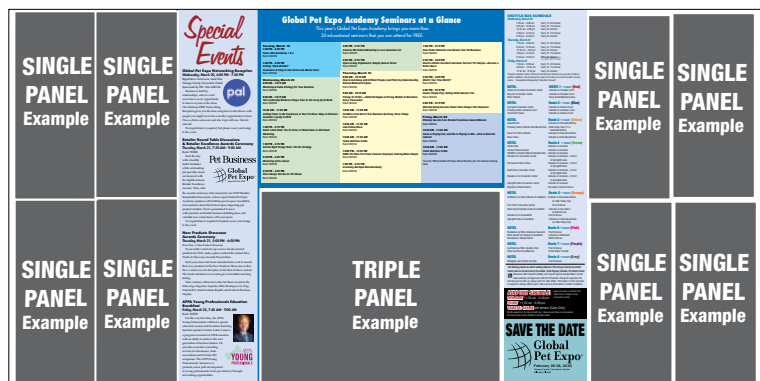
SPECIAL POSITIONS

COVER IV	\$3,950
COVER III	\$2,950
COVER II	\$3,500
PAGE 3	\$3,200

ADVERTISING MATERIAL SIZES

FULL PAGE (LIVE AREA)	8.5"W X 10.375"H
FULL PAGE TRIM	9" X 10.875"
FULL PAGE BLEED	9.25" X 11.125"
SPREAD TRIM	18" X 10.875"
SPREAD BLEED	18.5" X 11.125"
1/2 PAGE HORIZONTAL	7.3125" X 4.75"
1/2 PAGE ISLAND	4.625" X 7.75"
1/3 PAGE HORIZONTAL	4.625" X 4.75"
1/3 PAGE VERTICAL	2.375" X 9.75"

AD CLOSING: JANUARY 28, 2020 MATERIALS DUE: JANUARY 30, 2020



The Official Global Pet Expo Show Map is an easy, quick-reference map distributed at the buyer registration area of the expo and features the floor plan, exhibitor listings and booth numbers. This fold-out guide also includes a schedule of special events and Global Pet Expo Academy seminars, as well as the official shuttle schedule for getting to and from the show.

Distributed in the registration area at the show, the Official Global Pet Expo Show Map is one of the most important destinations for your company's message during Global Pet Expo. Don't miss your chance to help attendees get where they need to be!

ADVERTISING MATERIAL SIZES

SINGLE PANEL LIVE AREA	3.175"W X 7.9375"H
SINGLE PANEL TRIM	3.675" X 8.4375"
SINGLE PANEL BLEED	3.925" X 8.675"

ADVERTISING RATES

BACK COVER	\$6,000
TRIPLE PANEL	\$6,000
SINGLE PANEL	\$3,000

AD CLOSING: JANUARY 30, 2020

MATERIALS DUE: FEBRUARY 3, 2020



Advertising in the Global Pet Expo Show Daily is a great way to ensure maximum exposure at Global Pet Expo. Each issue of the Show Daily offers attendees at Global Pet Expo the opportunity to read all about show news and events within hours of when they happen. Pet Business will publish three show dailies, one for each morning of the show, and distribute them to attendees as they arrive on the show floor.

In addition, a digital version of each issue of the Show Daily will be emailed to registered buyers at Global Pet Expo, as well as Pet Business 18,000-plus newsletter subscribers.

ADVERTISING MATERIAL SIZES

FULL PAGE (LIVE AREA)	10.625"W X 14.5"H
FULL PAGE TRIM	10.875" X 14.75"
FULL PAGE BLEED	11.125" X 15"
SPREAD LIVE AREA	20.75" X 13.75"
SPREAD TRIM	21.75" X 14.75"
SPREAD BLEED	22.25" X 15"
JUNIOR PAGE	7.875" X 10.875"
1/2 PAGE HORIZONTAL	10" X 6.375"
1/2 PAGE VERTICAL	5" X 13"
1/3 PAGE HORIZONTAL	6.375" X 6.5"

1/9 PAGE SHOWCASE— HIGH-RES, 300 DPI IMAGE PLUS MAXIMUM 50 WORDS OF TEXT, MAX 5 WORD HEADLINE AND CONTACT INFORMATION.

DIGITAL SHOW DAILIES ADVERTISING MATERIAL SIZES

TOP BANNER AD	520 X 85 PIXELS
BUTTON AD	150 X 120 PIXELS

ADVERTISING RATES

RATES ARE FOR ALL THREE DAYS

FULL PAGE	\$4,300
JUNIOR PAGE	\$3,550
1/2 PAGE	\$3,250
1/3 PAGE	\$2,750
1/9 PAGE	\$1,100

COVER POSITIONS

COVER IV	\$6,800
COVER III	\$5,100
COVER II	\$5,250
PAGE 3.....	\$4,750

SPECIAL ADVERTISING OPPORTUNITIES

COVER WRAP	\$6,850
FRONT COVER STRIP	\$5,200
2 PAGE INSERT	\$5,750
4 PAGE INSERT	\$7,200

DIGITAL SHOW DAILIES

TOP BANNER.....	\$4,000
BLOW-IN AD	\$3,000
BUTTON AD.....	\$2,000
EXCLUSIVE SPONSORSHIP*	\$8,000

*EXCLUSIVE SPONSORSHIP INCLUDES ALL POSITIONS ABOVE, PLUS A BANNER IN THE SHOW DAILY EMAIL BLAST TO SHOW ATTENDEES

AD CLOSING: FEBRUARY 3, 2020 MATERIALS DUE: FEBRUARY 5, 2020

FULL PAGE (LIVE AREA)	8.5" w x 10.375" h
FULL TRIM SIZE	9" x 10.875"
FULL PAGE BLEED	9.25" x 11.125"
SPREAD	18" x 10.875"
SPREAD LIVE AREA	17" x 10.375"
SPREAD BLEED	18.5" x 11.125"
2/3 PAGE VERTICAL	4.625" X 9.75"
1/2 PAGE ISLAND	4.625" X 7.75"
1/2 PAGE VERTICAL	3.75" X 9.75"
1/2 PAGE HORIZONTAL	7.3125" X 4.75"
1/2 PAGE HORIZONTAL SPREAD LIVE AREA	17.625" X 4.875"
1/2 PAGE HORIZONTAL SPREAD BLEED	18.25" X 5.5"
1/3 PAGE STRIP	7.3125" X 3.5"
1/3 PAGE VERTICAL	2.375" X 9.75"
1/3 PAGE HORIZONTAL	4.625" X 4.75"
1/4 PAGE STRIP	7.3125" X 2.5"
1/4 PAGE VERTICAL	3.75" X 4.75"
1/4 PAGE HORIZONTAL	4.625" X 3.75"

SHOWCASE AD (IMAGE) 4" X 5" (TEXT) 50 WORDS OR LESS & CLIENT CONTACT

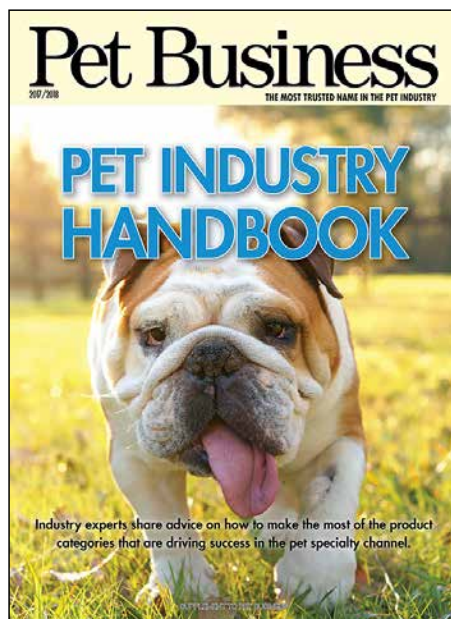
BOUTIQUE AD (IMAGE) 4" X 5" SMALL: 20 WORDS MEDIUM: 30 WORDS LARGE: 40 WORDS OF TEXT PLUS PHONE & WEBSITE

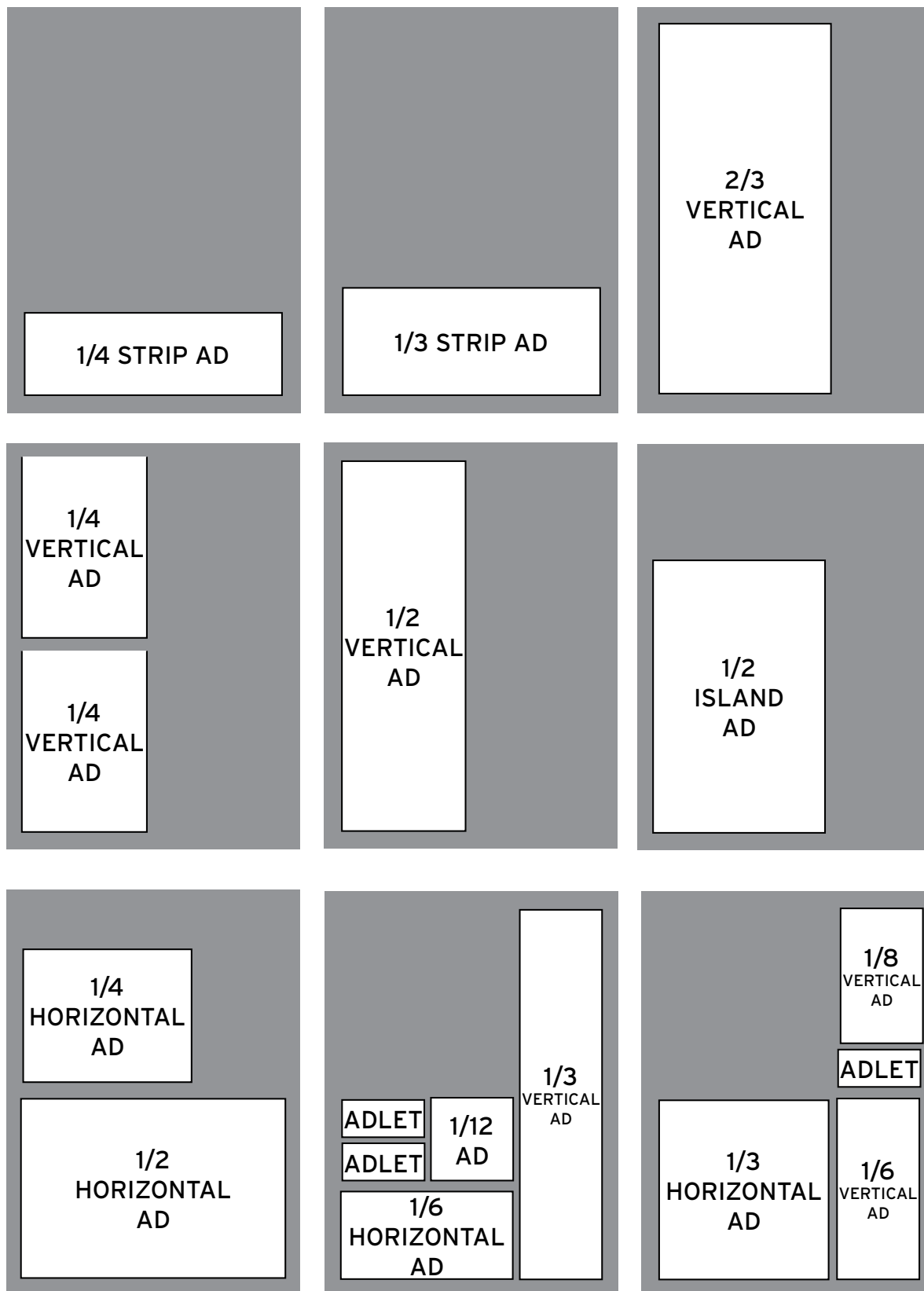
SPECIAL ADVERTISING SIZES

INSERTS	2, 4, 8 & 16 pages	FALSE COVER FRONT (LIVE) (.0625" BLEED ON THE BOTTOM)	8.5" X 7.5625"
MINIMUM	4" x 7.25"	FALSE COVER FRONT (TRIM) (.125" BLEED ON THE BOTTOM)	8.875" X 7.75"
MAXIMUM (allow additional 3/8" safety margin from head trim on all inserts)	8" x 10"	FALSE COVER FRONT (BLEED)	9.125" X 7.875"
6 PAGE INSERT (FRONT)	7.75" X 10.5"	FALSE COVER BACK (LIVE) (.1875" SAFETY)	8.5" X 10.375"
6 PAGE INSERT (MIDDLE)	7.75" X 10.5"	FALSE COVER BACK (TRIM)	8.875" X 10.75"
6 PAGE INSERT (BACK)	7" X 10.5"	FALSE COVER BACK (BLEED)	9.125" X 11"

THE PET INDUSTRY HANDBOOK & NATURAL GUIDE

FULL PAGE (LIVE AREA)	7" W X 10" H
FULL TRIM SIZE	7.875" X 10.8125"
FULL PAGE BLEED	8.125" X 11.0625"
SPREAD (LIVE AREA)	15.25" X 10.3125"
SPREAD	15.75" X 10.8125"
SPREAD BLEED	16" X 11.0625"
2/3 PAGE VERTICAL	4.5625" X 10"
1/2 PAGE ISLAND	4.5625" X 7.375"
1/2 PAGE VERTICAL	3.375" X 10"
1/2 PAGE HORIZONTAL	7" X 4.875"
1/3 PAGE VERTICAL	2.1875" X 10"
1/3 PAGE HORIZONTAL	4.5625" X 4.875"
1/4 PAGE VERTICAL	3.375" X 4.875"
1/4 PAGE HORIZONTAL	4.5625" X 3.625"





SUBMIT YOUR AD TO: **MACFAD.SENDMYAD.COM**

- All files must be submitted as PDF-X1A
- Ads must be created with proper trim and bleed crop marks and have a crop mark offset to .1667
- Make sure all ads are built to specs and scaled at 100%
- Include all fonts and ensure that images are linked
- CMYK embedded images only. No RGB will be accepted
- All images must be hi-res, more than 300 dpi
- Maximum ink density must be 300% or less on all images
- No Pantone or Spot colors (convert to process)
- Make sure “white” type is NOT set to overprint
- Crop marks must be ON for partial ads
- Please name PDF to identify: title/year/month/ad size/client.
Example: Pet11071_3V_Nutro.pdf
- For guides and special issues, substitute title for other identifier. Example: Nat for Natural
- If using InDesign, go to Preferences, and under “Appearance of black,” both options for black should be set to display and output blacks accurately
- For support, contact adportalhelp@macfad.com

Submitting Ads

Display and Pet Plaza upload your pdf to:
<https://macfad.sendmyad.com/>
You will need to create an account, if you don’t already have one.

Pick Up Ads

Simply email detailed instructions to:
adpickup@macfad.com

Classified Ads

Email text to: **classified@petbusiness.com**

Boutique Ads

Email a high-res product image, copy, headline, website and phone number to:
boutique@petbusiness.com

Showcase Ads

Email a high-res product image, 50 words of copy, headline, company name, website and phone number to:
showcase@petbusiness.com

ISSUE	AD CLOSING	MATERIALS DUE
JANUARY	DECEMBER 10, 2019	DECEMBER 12, 2019
FEBRUARY	JANUARY 6, 2020	JANUARY 9, 2020
MARCH	FEBRUARY 10, 2020	FEBRUARY 12, 2020
APRIL	MARCH 6, 2020	MARCH 10, 2020
MAY	APRIL 7, 2020	APRIL 9, 2020
JUNE	MAY 12, 2020	MAY 14, 2020
JULY	JUNE 9, 2020	JUNE 11, 2020
AUGUST	JULY 7, 2020	JULY 9, 2020
SEPTEMBER	AUGUST 11, 2020	AUGUST 13, 2020
OCTOBER	SEPTEMBER 8, 2020	SEPTEMBER 10, 2020
NOVEMBER	OCTOBER 6, 2020	OCTOBER 8, 2020
DECEMBER	NOVEMBER 9, 2020	NOVEMBER 12, 2020

SPECIAL ISSUES	AD CLOSING	MATERIALS DUE
GPE OFFICIAL PREVIEW GUIDE	DECEMBER 10, 2019	DECEMBER 12, 2019
GPE OFFICIAL SHOW DIRECTORY	JANUARY 28, 2020	JANUARY 30, 2020
GPE SHOW MAP & FLOOR PLAN	JANUARY 30, 2020	FEBRUARY 3, 2020
GPE SHOW DAILIES	FEBRUARY 3, 2020	FEBRUARY 5, 2020
NATURAL PRODUCTS GUIDE	MAY 8, 2020	MAY 12, 2020
SUPERZOO SHOW PREVIEW	JUNE 5, 2020	JUNE 9, 2020
PET INDUSTRY HANDBOOK	OCTOBER 5, 2020	OCTOBER 6, 2020
THE GUIDE TO PET CARE	NOVEMBER 6, 2020	NOVEMBER 10, 2020