



## MEDIA INFORMATION

*Pet Business World* is the UK's leading news magazine for the pet and aquatics industry.

Since the first issue 60 years ago, the trade has relied on pbw for accurate, up-to-the-minute coverage of product launches; business start-ups, acquisitions and mergers; market trends; who's who in the industry; trade shows and conferences; and legal and marketing updates. In-depth features by expert columnists provide trustworthy advice on how to grow sales and profitability. In recent years, the magazine has also featured the specialist *aquatic trader* section and we also publish the quarterly *Grooming News* supplement to cater for this fast-growing sector. In short, we do everything we can to help our readers run a successful business, with, we hope, a bit of fun thrown in!

We have a closely-targeted readership and invest continuously in maintaining and updating our mailing list of more than 7,600 petcare professionals, including pet and aquatic shops, garden centres, groomers, manufacturers, wholesalers, and kennels and catteries.







Our in-house team of experienced journalists and designers, and on-going research into new and developing areas of business ensure that pbw is well regarded across the industry, giving advertisers the opportunity to promote their products to thousands of prospective customers who read the magazine each and every month.

*Pet Business World* has been a must-read for the petcare industry since 1951 and now has a strong and growing internet presence via our trade-only website – [www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk) – which features a comprehensive directory of UK suppliers together with daily news and product updates, and informed industry comment.



## PETBUSINESSWORLD.CO.UK



-  For information you can trust...
-  Latest trade news at the click of a mouse
-  Comprehensive pet trade directory
-  Number one for pet specialist recruitment
-  1.3 million hits between February and December 2010
-  Averaging 20,000 page loads a month (and rising)
-  More than 15,000 unique visitors

## 2011 DEADLINES

pbwnews issue	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Advertising deadline	7 Jan	3 Feb	1 Mar	1 Apr	27 Apr	29 May	24 June	29 July	1 Sept	30 Sept	28 Oct	2 Dec
Editorial deadline	12 Jan	9 Feb	7 Mar	8 Apr	6 May	3 June	1 July	5 Aug	7 Sept	7 Oct	4 Nov	9 Dec
Publication date	19 Jan	16 Feb	14 Mar	15 Apr	13 May	10 June	8 July	12 Aug	14 Sept	14 Oct	11 Nov	16 Dec

## CONTACT US

### Key facts

Published monthly  
Circulation 7,549  
Established 1951

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## ADVERTISEMENT RATES

Full page	£1,025
Half	£600
Quarter	£390
Eighth page/banner	£295
Product news (including website)	£150
Recruitments per sec Classifieds	£20 from only £10
Inserts and cover mounts	price on application

All advertising is subject to VAT



## MECHANICAL DATA

	DEEP		WIDE
<b>DPS</b>			
Type area	270mm	x	400mm
Trim	297mm	x	420mm
Bleed	303mm	x	426mm
<b>Full page</b>			
Type area	270mm	x	190mm
Trim	297mm	x	210mm
Bleed	303mm	x	216mm
<b>Half page</b>			
Portrait	270mm	x	92mm
Landscape	132mm	x	190mm
<b>Quarter page</b>			
1/4 portrait	132mm	x	92mm
1/4 landscape	64mm	x	190mm
<b>Eighth page</b>			
1/8 portrait	64mm	x	92mm
1/8 landscape	32mm	x	190mm
<b>Front page banner</b>			
landscape	45mm	x	190mm
			WIDE
<b>Classified</b>			
Single column			35mm
2 columns			75mm
3 columns			115mm
4 columns			155mm
5 columns			195mm

## DISCOUNTS FOR SERIES BOOKINGS

12 issues	-15%
six issues	-10%
three issues	-5%

5% discount for pre-payment  
Agency commission 10%

## TECHNICAL SPECIFICATIONS

### Digital documents

We are happy to receive high resolution CMYK pdf files, tif or embedded eps documents (graphics and fonts created as outlines or curves within one image).

### Transfer media

Broadband e-mail, CD or DVD (prepared for the Mac platform).

### Free design service

If you would like us to set your advertisement for you please send the following: logo, wording and pictures.

## CONTACT SALES

For further information, please call  
Mark Lightfoot or Philip Raby on  
01234 714404/714644  
e-mail [sales@pbwnews.com](mailto:sales@pbwnews.com)

**5%**  
discount for  
pre-payment