

PetScandinavia

INFORMATION FOR ADVERTISERS

- PetScandinavia is the only Scandinavian magazine for the professional pet trade, and a valued forum for communication and exchange of ideas. The magazine is a non-profit publication for promotion and image building of the pet trade, produced and published by the Scandinavian Pet Trade Union – SPTU, which represents the leading Scandinavian pet trade associations.
- Every issue of PetScandinavia is printed in 3.000+ copies and distributed free of charge to all registered companies in the pet trade of Denmark, Finland, Norway and Sweden.
- PetScandinavia is published in four issues per year, each with 40 pages.
- Distribution, market monopoly and a high degree of respectability make PetScandinavia the obvious advertising medium for anyone who wants to reach pet trade professionals in Scandinavia.

Format	Placement	Width x Height	Price
1/1 page, bleed	back cover (page 40)	210 x 297 mm (3 mm bleed at all sides!)	€ 2.050
1/1 page, bleed	inside cover (page 2 or 39)	210 x 297 mm (3 mm bleed at all sides!)	€ 1.800
2/1 page, bleed	unspecified page	420 x 297 mm (3 mm bleed at all sides!)	€ 2.350
1/1 page, bleed	unspecified page	210 x 297 mm (3 mm bleed at all sides!)	€ 1.550
1/2 page horizontal	unspecified page	131 x 188 mm	€ 850
1/2 page vertical	unspecified page	82 x 270 mm	€ 850
1/4 page	unspecified page	91 x 131 mm	€ 450

- All rates apply to 4-colour and monochrome ads.
- Unless otherwise agreed on, all advertisements should be delivered as vector graphics files, preferentially Adobe Illustrator EPS-format. All text should be converted to vector graphics. Bitmap graphics, EPS-JPEG, is also acceptable if necessary.
- Advertisements must be in specified proportions and sizes. Any deviation from these formats must be agreed on in advance.
- All advertisements forwarded as digital files must be followed by a PDF-version or colour print. The name of the advertisement file must be indicated on the printout.

Issue	Publication dates	Order and material deadlines
#3/04	August 2004	1 July 2004
#4/04	November 2004	1 October 2004
#1/05	March 2005	1 February 2005
#2/05	May 2005	1 April 2005
#3/05	August 2005	1 July 2005
#4/05	November 2005	1 October 2005

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