



The ONLY Scandinavian magazine for the professional pet trade



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 3.500+ 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 48-56 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!)	€ 2.280
1/1 page, bleed	inside cover (page 2 or 39)	210 x 297 mm (3 mm bleed at all sides!)	€ 2.090
2/1 page, bleed	unspecified page	420 x 297 mm (3 mm bleed at all sides!)	€ 2.700
1/1 page, bleed	unspecified page	210 x 297 mm (3 mm bleed at all sides!)	€ 1.860
1/2 page horizontal	unspecified page	210 x 146 mm (3 mm bleed at all sides!) or 188 x 131 mm	€ 1050
1/2 page vertical	unspecified page	103 x 297 mm (3 mm bleed at all sides!) or 92 x 271 mm	€ 1050
1/4 page	unspecified page	92 x 131 mm	€ 600
1/8 page	unspecified page	92 x 61 mm	€ 380

- All rates apply to 4-colour and monochrome ads.
- Unless otherwise agreed on, all advertisements should be delivered as vector graphics files, Adobe Illustrator EPS-format or press quality PDF.
- 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
#1/12	March 2012	1 February 2012
#2/12	June 2012	1 May 2012
#3/12	September 2012	1 August 2012
#4/12	December 2012	1 November 2012
#1/13	March 2013	1 February 2013
#2/13	June 2013	1 May 2013

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