

PET GAZETTE

Media Pack 2010

PET GAZETTE
JUNE 2010 www.petgazette.biz

Burgess
supacat

Supacat just got better!

Same great quality & award winning taste.
But now a full life stage range &
STAY-Clean™ for Oral Health

Every cat deserves Supacat

Call 01751 474 123 to see how you can benefit from
a full POS kit and nationwide marketing campaign

SHOW REVIEW: REPORTING BACK FROM THE HIGHLY SUCCESSFUL PATS AND INTERZOO 2010 EVENTS

Walk this way
Helping customers to choose the right leads and harnesses and avoid walking woes

Back to basics
Guidance for getting your customers started in marine and tropical fish keeping

PET GAZETTE

Welcome to *Pet Gazette*, the UK's largest circulation magazine for the pet industry

The pet trade has expanded rapidly in the last few years, with garden centres and multiples now competing side by side with traditional specialist pet shops. Because of the growth of these new and significant retail outlets, you will have to work much harder and reach more people to succeed.

And this is exactly where *Pet Gazette* comes in. A fresh modern design together with concise editorial will make *Pet Gazette* a 'must read' publication. Combine this with an unrivalled circulation and you have a magazine that can work much harder for you.

The UK Pet market is not only growing but it is changing too. *Pet Gazette* will reflect those changes and help your business meet the challenges of the future.

More readers means more stockists, means more sales – *Pet Gazette!*

Pet Gazette recognises the importance of reaching as many customers as possible. It is distributed free of charge to over 7,000 businesses across the UK.

Magazine Information

Published: Monthly

Circulation: Pet Shops: 2,615
Pet Supplies Centres: 408
Southern Ireland Pet Shops: 377
Aquarium & Pond Supplies: 851
Garden Centres: 725
Groomers, kennels and catteries: 270
Manufacturers, wholesalers and suppliers: 1277
Saddlers & Equestrian supplies: 620
Veterinary Surgeries: 476

Total 7,619

Profile: The UK's largest circulation magazine for the pet trade.

Editorial: Communicates news, new products and features to the trade. It includes articles relating to relevant industry issues, as well as interviews and Q&As with leading industry figures, and business advice for small to mid-sized companies. The result is a magazine that is a must read for anyone within the pet trade.

PET GAZETTE

The Expert's Choice

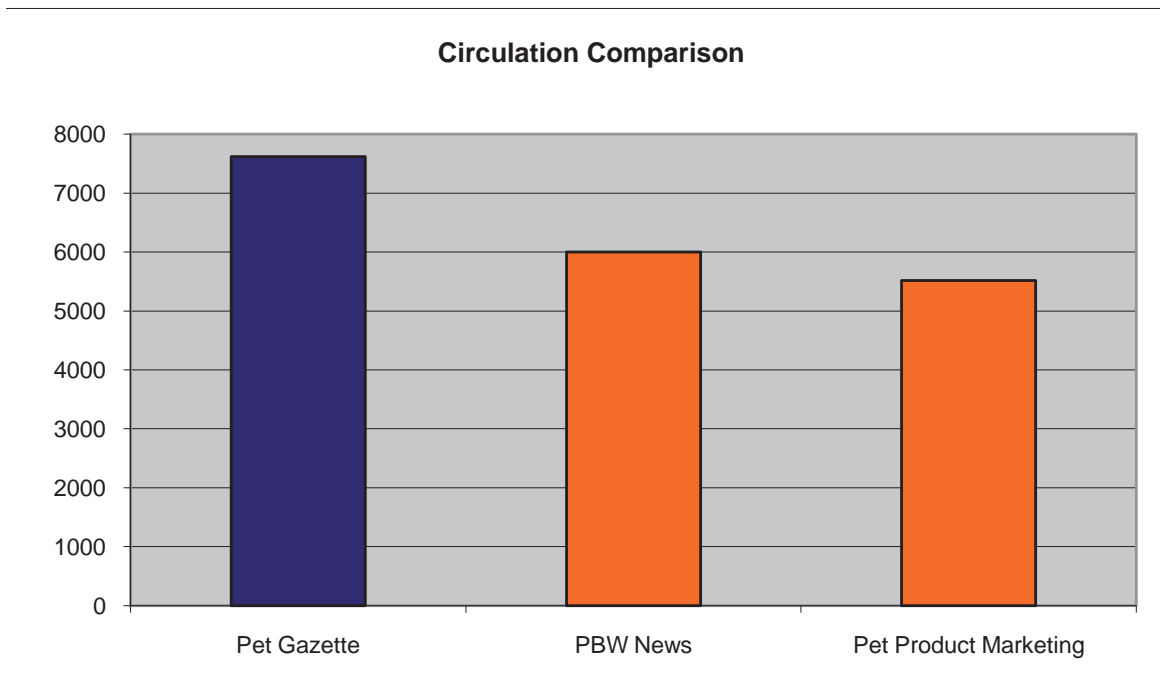
People are willing to spend much more on their pets to get that extra quality. This opens up many new streams of revenue, but also makes life more demanding for the pet retailer.

Research shows that many new pet keepers give up within the first year because they feel their animals are too difficult to care for. Perhaps they need a special diet, perhaps they develop a mystery disease; whatever the reason this could often have been avoided had they been given better guidance at point of sale.

The retailer needs to stay ahead of the latest trends and developments and ensure staff are well versed in all areas of business. With competition on the rise, there has never been a more important time to know the business.

As a manufacturer, you need to get your message across to those who count the most – the people who sell your products. The more they know about storing products, animal welfare and nutrition, the easier it is for you to ensure that customers get the most out of your product.

Pet Gazette will have views, analysis and advice from the top experts in the business. Whether discussing seasonal food for pond fish or the latest fashion trends for cats, it will be covered here by the top names in the business. A magazine by the experts for the experts.



Title	Circulation	Frequency	Audited/Mailing Certificate
Pet Gazette	7619	12x	Royal Mail Docket
PBW News	6000	12x	No Certification
Pet Product Marketing	5520	12x	ABC Audited

PET GAZETTE

Pet Gazette Advertising Rates

Display

Full Page	£1425
Half Page	£785
Quarter Page	£430

Classified

Per Single Column Centimetre	£14
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Special Positions

Outside Back Cover	£1710
Inside Front Cover	£1710
Inside Back Cover	£1640
Centre Spread	£3135

Loose Inserts

Per 1000 (15g Per Insert)	£150
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Series Discounts

3 Insertions	10%
6 Insertions	15%
10 Insertions	20%

Other Discounts

Agency Discount	10%
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To take advantage of these rates, or to discuss your advertising needs and the special offers available, please don't hesitate to contact our advertising sales team on:

Tel: 01206 767 797 Fax: 01206 767 532

Submission of Editorial

Please note that clients who would like to take advantage of an editorial opportunity, or who wish to submit a press release containing information to appear in *Pet Gazette* magazine, should follow the criteria below.

- If your content is to appear in the News section, please ensure that the products or services you wish to promote are new to the trade and therefore newsworthy
- Images must be high-resolution, of at least 300dpi, and accompanied by descriptive text.
- Images or text may not be the same as included in advertisements in the same issue.
- The press release should be submitted by approximately one week before the copy deadline
- The Editor reserves the right to edit content. Although every effort is made to include editorial in the issue preferred by the client, this may not always be possible. In such cases, *Pet Gazette* will try to place the submission in the next available issue.

Please note that any editorial promise is made as a gesture of goodwill and is completely separate to the contractual terms of placing an advertisement. Any editorial inclusion can be suspended, amended or deleted at the sole discretion of the Editor. If the Editor takes any of these three actions, any charge made separately for advertising space will STILL stand.

PET GAZETTE

Pet Gazette **Mechanical Requirements**

All adverts being submitted to *Pet Gazette* need to be provided in a digital format. We do not accept film or other analogue formats. If you are unsure of any of these details please contact Matthew in the production department on 01206 767797.

When submitting an advert please ensure that it is provided in a Windows PC compatible format via email, CD or DVD. Please provide a black and white or colour print depending on the nature of your advert for proofing purposes. All adverts must be provided at a resolution of 300dpi (dots per inch) at the appropriate size. Images cannot be accepted embedded into Microsoft Word documents. If submitting finished artwork, please supply file as a flattened image to avoid file corruption.

Acceptable formats:

.pdf (high resolution 300 dpi in CMYK mode)

Adobe Illustrator Files (up to v.10) saved as .eps files. All type must be 'vectorized' to eliminate any font difficulties and artwork saved in CMYK mode.

Images: **.jpeg .tiff** or **.eps** formats. Type saved in .eps format must be 'vectorized'. Images must be high resolution (300 dpi) and saved in CMYK mode.

Advertisers or Readers wishing to submit their own pictures should set their digital cameras to the highest resolution available on their camera, before shooting. Pictures taken at low resolution will not be publishable quality.

Advert Dimensions

Full Page: 210mm wide X 297mm tall (allow 3mm for bleed)

Half Page Vertical: 93mm wide x 268mm tall

Half Page Horizontal: 190mm wide X 130mm tall

Quarter Page: 93mm wide X 130mm tall

Eighth Page: 93mm wide X 65mm tall

Sixteenth: 45mm wide X 65mm tall

Classified Column Width: 45mm

Please note that we cannot guarantee that these will be the actual dimensions of the adverts that appear in the final printed magazine.

PET GAZETTE

Pet Gazette - A Certified Circulation

Confirmed Sales Order

Thank you!
Your order was received and is being processed.



with us it's personal®

Order: 5005260190 from 13.05.2009 14:16:12
Your Reference (optional): Pet Gazette
Your Description: MANSON GROUP AL3 6PZ

Overall Status: Confirmed
Confirmed Date: 13.05.2009 14:16:12
Total Net Price:
Shipping Costs:
Taxes:
Total Gross Price:
Terms of Payment:



Postnet number: 9000299041
Postnet name: MULBERRY PUBLICATIONS LTD-PREPAID
Postnet address: ., COLCHESTER, CO3 3BA

Account name: MULBERRY PUBLICATIONS LTD(PREPAID)
Account number: 0095144000
PFI number:

Additional Order Data

Payment Method
Selected Payment Method: Invoice

Item	Product: Description/Details	QTY	Total Price	Status
10	<p>PR2: PRESSTREAM 2ND CLASS DISCOUNT</p> <p>Your Configuration: Royal Mail Format: Lge Letter Average Item Weight [Gram]: 154 Direct Quantity: 2,026 Residue Quantity: 5,150</p> <p>Deliver To: MULBERRY P., COLCHESTER</p> <p>Amended Posting Date: 13.05.2009</p> <p>Your notes: Department: Customer Ref:</p>	7,176		Open
20	<p>STL: 1ST AND 2ND CLASS ACCOUNT MAIL</p> <p>Your Configuration: Class of Mailing: Second Class Royal Mail Format: Lge Letter Total number of Items: 19 Average Item Weight [Gram]: 154</p> <p>Deliver To: MULBERRY P., COLCHESTER</p> <p>Amended Posting Date: 13.05.2009</p> <p>Your notes: Department: Customer Ref:</p>	19		Open

Close

Print

PET GAZETTE

Pet Gazette Contacts

Pet Gazette
is published monthly by:
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PET GAZETTE

Pet Gazette Terms & Conditions

1) An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.

2) For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal, that is the party responsible for payment of charges arising from the publication of an advertisement.

Where appropriate, "advertisement" includes a loose or bound-in insert.

3) The Publisher reserves the right to refuse any advertisement submitted for publication.

4) The Publisher reserves the right to amend advertisement copy where absolutely necessary.

If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.

5) In the event of any error, misprint or omission in the printing of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make a refund of or an adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the Publisher for the advertisement in connection with which the liability arose (however where inserts are lost or damaged, the Publisher may also be liable for a proportion of the production costs) or (b) the cost of a further or corrective advertisement of a similar type to the advertisement in connection with which the liability arose.

Any complaint concerning the reproduction of an advertisement must be lodged in writing within 28 days of the publication date.

6) The Publisher cannot accept liability for any errors due to inaccurate copy instructions.

Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the published rates current at that date.

7) Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.

8) Telephone space orders are subject to the same conditions as written orders. Nevertheless the Advertiser is asked to issue written confirmation of a verbal booking as far in advance of the publication date as possible and certainly within 14 days of the booking.

9) The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.

10) If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.

11) Payment terms are strictly 30 days. If any debt remains unpaid beyond this point then Mulberry Publications Ltd reserves the right to either issue a claim in the County Court where all costs are to be borne by the Advertiser, or to pass the debt to its debt collecting agency, Daniels Silverman Ltd, whereupon a surcharge of 15% will be immediately added to the debt.

PET GAZETTE

Pet Gazette Terms & Conditions Continued

12) The Publisher grants a commission of 10% to advertising agencies with PPA recognition.

13) A series discount can be offered depending on the number of insertions booked. If an advertiser cancels the balance of a contract he relinquishes any right to the series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.

14) At least 4 weeks' notice prior to publication date is required to stop or suspend a monotone insertion. At least 6 weeks' notice prior to publication date is required to stop or suspend a colour insertion. This notice must be given in writing.

15) The Advertiser warrants that the advertisement does not contravene any Act of Parliament, nor is it in anyway illegal or defamatory or an infringement of any other party's rights or an infringement of the British Codes of Advertising and Sales Promotion. On the contrary, copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

16) The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed with the copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims should be handled.

17) The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.

18) If so required the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

19) If it is intended to include a competition or special offer within an advertisement, full details should be submitted at the time of booking.

20) In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the requirements of the Financial Services Act 1986.

21) The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.

22) The Advertiser's property and artwork etc. are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.

23) Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of Parliament, Order in Council, Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God, or other similar contingency beyond the control of either party.

24) These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.

Please note that all telephone calls are recorded. Errors and Omissions Exempted.