

Pet Industry News



Pet Industry News is Australia and New Zealand's pet trade magazine, and is now in it's 21st Year.

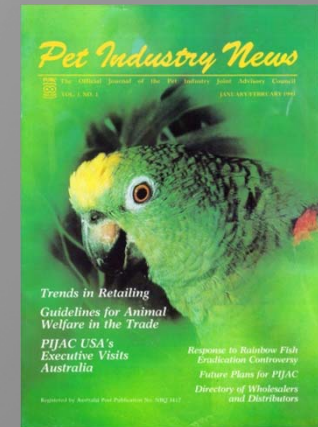
Published four times a year, around 4000 copies of the magazine are sent free of charge to every pet-related business in our region including pet shops, aquariums, kennels & catteries, grooming business, wholesalers, major vets & a lot more businesses related and interested in the pet industry.

Introduction

Magazine for the People of the Pet Industries in Australasia

Pet Industry News is Australia and New Zealand's pet trade magazine.

Published four times a year, around 4000 copies of the magazine are sent free of charge to every pet-related business in our region including pet shops, aquariums, kennels & catteries, grooming business, wholesalers, major vets, etc



Pet Industry News First Issue Published January 1991

Pet Industry News is an independent industry magazine *and is celebrating it's 21st Year.*

The magazine supports the Pet Industry Association of Australia (PIAA) and helps to promote the association through our web site www.petnews.com.au and the printed magazine.

Bob Croucher has been publisher of Pet Industry News since its inception in 1991.

He has been in the pet industry for more than 20 years.



“A very big thank you to all our advertisers and readers for all the support you have given us over the last twenty one years”

Bob Croucher

Advertising



Pet Industry News is distributed free to the Pet Industry throughout Australia and New Zealand.

Revenue is raised through advertising.

Pet Industry News has not raised the price of advertising for over 6 years.

The success of the magazine in getting the message about our advertiser's products has been proven over the past 20 years with many companies advertising since day one.

Our prices have been kept to an affordable rate with a variety of sizes enabling even the smallest business to promote their products through our magazine.

We have a number of product available for advertisers

[General Advertising – Directory of Suppliers - Quarter Page Special – E-Newsletter/Website](#)

Forms available direct from our web site www.petnews.com.au/Advertising.htm

General Advertising



We offer a range of advertising sizes from double page, full page (A4) to a mono/spot classified
(artwork to be supplied as hi-res PDF)

Discounts are available for advertising in 2 issues or 4 issues on double page, full page, half page, 1/3 page & 1/6 page ads

Advertisement sizes	Australia (including GST)	International
Double Page 277x400mm Or 297x420mm plus 3mm bleed	\$2915.00	AU \$2650.00
Full page (A4) 190x280mm Or 210x297mm plus 3mm bleed	\$1892.00	AU \$1720.00
1/2 page 135x190mm Or 90x280mm	\$1100.00	AU \$1000.00
1/3 page 90x190mm Or 125x135mm	\$957.00	AU \$870.00
1/6 page 60x135mm	\$550.00	AU \$500.00
Classified mono/spot 60x45mm	\$132.00	AU \$120.00

**Bookings in
2 issues 10%**

**Bookings in
4 issues 20%**

For full details and visit our website www.petnews.com.au

Directory of Suppliers



Quick & easy reference for your customer to find you.

Located at the back of the magazine, list your companies details for all states of Australia, New Zealand or anywhere in the world.

To provide a comprehensive guide to pet industry businesses – wholesalers, distributors and general service providers, *Pet Industry News* provides the Directory of Suppliers – a listing of these companies for the convenience of consumers and other industry members.

\$165 (Incl. GST)

gives you an entry in one state for 4 issues

Companies with branches or agencies will receive a 20% discount for each entry in a state after the initial listing.

For full details and visit our website www.petnews.com.au

Quarter Page Special



Advertising in Australia's only trade magazine has now been made affordable to even the smallest business that deals with the pet industry.

Our popular Quarter Page Special for only

\$330.00 (incl. GST)

1/4 page 90mm(w) x 135mm(h)

- Ads are run together alphabetically
- Please note that there is no further discount



Samples of quarter page ads

For full details and visit our website www.petnews.com.au

E-Newsletter/Website



E-Newsletter Advertising

Around 2500 E-newsletters are sent out once a week to people in the Industry. This list is continuing to grow every week.

Anyone who advertises in Pet Industry News will automatically receive a spot in our newsletter on a rotation basis. (your ad. appearing approximately 4 times over the three months).

Below rates are for ads in the newsletters only:

\$35 for one ad in one newsletter or

\$100 for a booking of four newsletters

Website Advertising

We offer advertising on the front page of our website www.petnews.com.au

Below are the rates and sizes for Web Ads Only:

\$80 for one month 150x83 Pixels Logo with link to your website

\$150 ad for one month of 250x 375 Pixels with link to your website

For more information of E-newsletter/Website advertising contact: bob@petnews.com.au

Contact Information



Bob Croucher

Contact Bob for your advertising needs

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Fax: (02) 8757 3579

Mobile: 0418 215 722

Email: bob@petnews.com.au

Sandra Totaro is the designer of Pet Industry News.

She has been in the graphic and web design industry for over 10 years. Her role is the design of the magazine as well as designing and laying up of advertising for clients

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