

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

Published four times a year, around 4000 copies of *PIN* are sent free of charge to every pet shop, aquarium, kennel/cattery, grooming business, wholesaler, major vets, etc. in our region.

DISCOUNTS:
Bookings for 2 issues 10%
Bookings for 4 issues 20%

Please see www.petnews.com.au for a booking form for **PIN Directory of Suppliers**

ARTWORK CHARGE
Please note: ads that require adjustments to artwork may incur an additional fee

Please note: ads which need to be made up by us, contact (02) 9552 6200 for the requirements. Material to be submitted **AT LEAST 10 days** prior to the deadline dates



PET INDUSTRY NEWS

ADVERTISING RATES – 2008/2009

Pet Industry News Advertising Guidelines 2008/2009

DEADLINES:

Issue	Published:		Art supplied DEADLINE
No. 4	Summer	DECEMBER	7 November 2008
No. 1	Autumn	MARCH	8 February 2009
No. 2	Winter	JUNE	8th May 2009
No. 3	Spring	SEPTEMBER	TBA

Please complete this form and fax it back to us on **(61.2) 9552 6211**
 For enquiries please call **(61.2) 9552 6200** or email narelle@petnews.com.au

DISPLAY Advertising RATES & BOOKING FORM:

	Australia (including GST)	International
_____ Double Page 277x400mm	\$2915.00	AU \$2650.00
_____ Or 297x420mm plus bleed	\$2915.00	AU \$2650.00
_____ Full page (A4) 190x280mm	\$1892.00	AU \$1720.00
_____ Or 210x297mm plus bleed	\$1892.00	AU \$1720.00
_____ 1/2 page 135x190mm	\$1100.00	AU \$1000.00
_____ 1/2 page 90x280mm	\$1100.00	AU \$1000.00
_____ 1/3 page 90x190mm	\$957.00	AU \$870.00
_____ 1/3 page 125x135mm	\$957.00	AU \$870.00
_____ 1/4 page 90x135mm	\$737.00	AU \$670.00
_____ 1/6 page 60x135mm	\$550.00	AU \$500.00
_____ Classified mono/spot 60x45mm	\$132.00	AU \$120.00

Name of Company or Individual: _____

Contact: _____ Position: _____

Address: _____ State: _____

Postcode: _____ Country: _____ Ph: (____) _____ Fax: (____) _____

Mobile: _____ Email: _____

Signed: _____ Date: _____

Please tick the following issue you wish to place you ad(s)

- Summer (December 2008)** **Autumn (March 2009)**
 Winter (June 2009) **Spring (September 2009)**

Please supply ad files as **high-resolution PDF** — Please tick format ad will be supplied

- Mac PC CD DVD

Despatch by: Mail (PO Box 20 Annandale NSW 2038) Email (graphics@petnews.com.au)

For our **1/4 PAGE SPECIAL** Please see our website www.petnews.com.au (conditions apply)