

Media Information

2011

PET GLOBAL



www.PET-global.com

Dähne Verlag

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Media Information

Editorial



In brief

PETglobal is the internet service that offers current news and contributions for the international pet sector. Available at www.PET-global.com is a periodical update of news from commerce and industry that is updated weekly and is also sent as a newsletter. All articles published by the online service and in the specialist magazine PET worldwide since 2003 can be accessed in the archive. The range offered by PETglobal is rounded off by further tools that include previews of the next issue, buyers' guide and calendar of events. The service is provided in English.

Membership

VDZ, SZV

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Terms + Conditions

www.daehne.de/media

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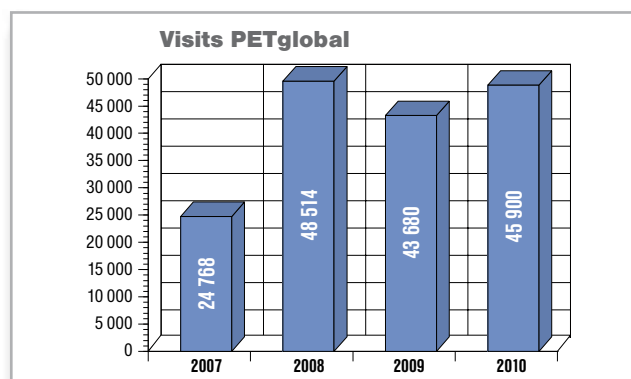
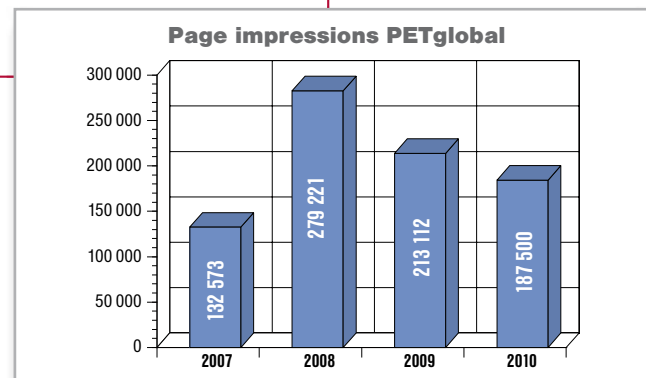
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Media Information

Website analysis

Visits per year: 45 900
Page Impressions per year: 187 500
(Status July 2010)



2009: Projection based on the statistics from January until July.

Media Information

Banner on the website



Header banner, large

Size 468 x 60 pixel
positioned at top centre

€ 312.- per month



Header banner, small

Size 137 x 60 pixel
positioned at left or right of header

€ 146.- per month



Menu banner on right

Size 156 x 60 pixel
positioned in the right column below
the first or second menu box

€ 130.- per month



Rotating banner

Size 234 x 60 pixel
The rotating banner is positioned in the central column
approx. halfway down the page. A random generator
displays two of the pool of paid banners each time a
page is called up.
Minimum runtime: 1/2 year

€ 35.- per month



Skyscraper

Size 120 x 600 pixel
positioned in the right of the website

€ 382.- per month

Size: width x depth

Media Information Banner on the website



Content banner

Size 300 x 250 pixel

This banner is positioned in the central editorial column.
It displays on this pages:

- News (without weekly and monthly overview)
- PETglobal Plus (all editorial pages, without preview pages)
- PET worldwide – current issue (all editorial pages, without preview pages)

390.- € per month

Discounts

| Website (except rotating banner) | Newsletter |
|----------------------------------|---------------------|
| over 3 month 3 % | over 13 weeks 5 % |
| over 6 month 5 % | over 26 weeks 7 % |
| over 12 month 10 % | over 39 weeks 10 % |
| | up to 52 weeks 15 % |

Technical specifications:

File formats for banner on the website: gif, jpg, flash*

*If you want to make use of flash banners, the absolute link to your home page must be pasted in a transparent button on the top layer of the flash film.

File formats for banner in the newsletter: gif jpg

Maximum file size: 30 kb for menu banner, head banner, banner in newsletter. 80 kb for skyscraper and content banner.

Media Information Advertising in the newsletter

Frequency of the newsletter: minimum 1 x per week



Text advertising

Up to 250 characters (incl. spaces)
€ 36.- per week

Up to 500 characters (incl. spaces)
€ 70.- per week



Banner on centre

Size 468 x 60 pixel

Alternativ text within text newsletter*
up to 250 characters (incl. spaces)

€ 104.- per week



Header banner on right

Size 156 x 60 pixel

Alternativ text within text newsletter*
up to 150 characters (incl. spaces)

€ 83.- per week

*Some subscribers ordered the newsletter as text version. For this you have to send us a text advertising as well.

Your Dähne advertisement team



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