

Media Information

2011

PET ONLINE



www.PETonline.de



Dähne Verlag

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Media Information

Editorial

PET
ONLINE

In brief

PETonline is the internet service that offers current news, background reports and core data for the pet sector in German-speaking regions. Available at www.PETonline.de is a periodical update of news from commerce and industry, which is also sent as a newsletter and is updated several times a week. Supplementary articles add depth to this current section and to topics included from pet magazine. One major section offers statistics on the pet-keeping scene, the individual retail groups and different product categories. The range offered by PETonline is rounded off by further tools that include new products, previews of the next issue, buyers' guide, location check and calendar of events.

Membership

VDZ, SZV

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Karl-Heinz Dähne

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One month subscription PETonline plus € 22.80

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Terms + Conditions

www.daehne.de/media

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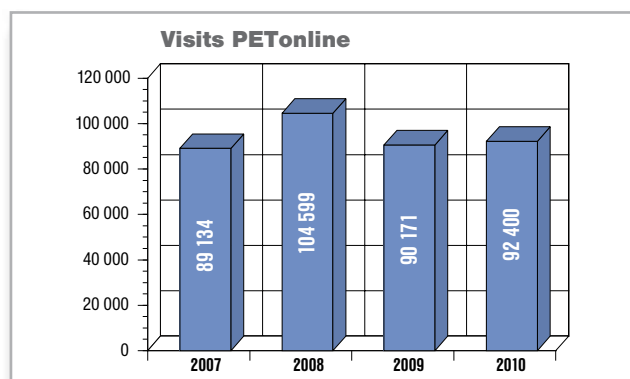
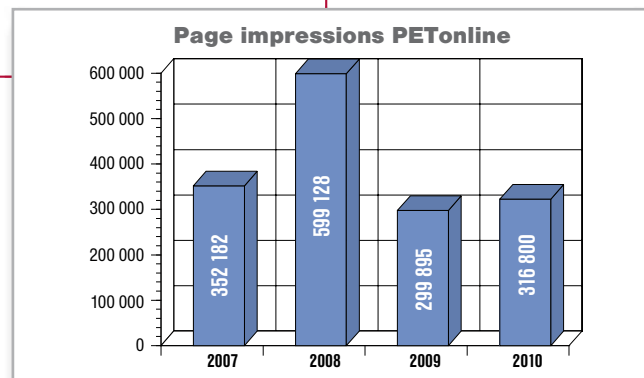
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Media Information

Website analysis

Visits per month: 7 700
Page impressions per month: 26 400
Subscribers of the newsletter: app. 1 150
(Status July 2010)



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

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Banner on the website



Header banner, large

Size 468 x 60 pixel
positioned at top centre

€ 337.- per month



Header banner, small

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

€ 157.- per month plus sales tax



Menu banner on right

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

€ 140.- 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

€ 36.- per month



Skyscraper

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

€ 412.- 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 Fachmagazin – current issue (all editorial pages, without preview pages)

€ 420.- per month

Discounts

Website (except rotating banner)
over 3 month 3 %
over 6 month 5 %
over 12 month 10 %

Newsletter
over 13 weeks 5 %
over 26 weeks 7 %
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 3 x per week



Text advertising

Up to 250 characters (incl. spaces)
€ 38.- per week

Up to 500 characters (incl. spaces)
€ 74.- per week



Banner on centre

Size 468 x 60 pixel

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

€ 112.- per week



Header banner on right

Size 156 x 60 pixel

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

€ 90.- 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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