

INFORMATION FOR ADVERTISERS

PetScandinavia is the only Scandinavian magazine for the professional pet trade, and a valued forum for communication and exchange of ideas. The magazine is a non-profit publication for education, promotion and image building of the pet and ornamental fish industry in Scandinavia, produced and published by the Scandinavian Pet Trade Union - SPTU, owned and run by the trade associations NZB (Norway) and Zoorf (Sweden).

PetScandinavia is distributed free of charge to pet trade companies (individual retailers, retail chains, wholesalers, importers

and manufacturers) in Norway, Sweden, Denmark and Finland. Additionally the magazine is sent to a number of government, public service and scientific institutions.

PetScandinavia is published in four issues per year, each with 48 pages and in a print run of minimum 2.000 copies.

PetScandinavia is the obvious advertising medium for anyone who wants to reach pet trade professionals in the Nordic countries.

Advertisement formats and prices 2023

Format	Placement	Width x Height	"PRICE in NOK"
1/1 page	Back cover	210 x 297 mm + 3 mm bleed at all sides	24 300
1/1 page	Inside cover	210 x 297 mm + 3 mm bleed at all sides	22 100
1/1 page	Unspecified page	210 x 297 mm + 3 mm bleed at all sides	19 950
2/1 page	Unspecified page	420 x 297 mm + 3 mm bleed at all sides	28 900
1/2 page horizontal	Unspecified page	210 x 146 mm + 3 mm bleed at all sides (or 175 x 130 mm)	11 250
1/2 page vertical	Unspecified page	103 x 297 mm + 3 mm bleed at all sides (or 92 x 271 mm)	11 250
1/4 page horizontal	Unspecified page	175 x 64 mm	6 750
1/4 page vertical	Unspecified page	85 x 130 mm	6 750
1/8 page	Unspecified page	175 x 32 mm	3 950
Front page banner (only in combination with 1/1 page)	Front page	175 x 32 mm	14 700
New Products	New Products column	Max. 120 words, 1 photo	4 200

Unless otherwise agreed on, all advertisements should be delivered as press quality PDF.

Publication dates and deadlines 2023

	No. 1	No. 2	No. 3	No. 4
Deadline for advertisements	1. February	1. May	1. August	1. November
Distribution (appr.)	15. March	20. June	15. September	15. December

Contact & material delivery:

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