



PETFOODINDUSTRY®

EUROPEAN MEDIA KIT 2027

PET FOOD

Your guide to proven marketing solutions for reaching a targeted European audience and growing your business

www.WATTGlobalMedia.com

- ▶ Industry expertise
- ▶ Multi-platform delivery channels
- ▶ Turnkey solutions



MEET YOUR EUROPEAN SALES CONTACT

Where do pet food manufacturers turn when they want to successfully grow their business across Europe? They work with a sales partner who understands the complexity, diversity and opportunities of the European pet food market.

Petfood Industry is represented in Europe by IMP InterMediaPartners GmbH, Wuppertal, Germany. IMP has been a European sales partner to leading B2B industry publishers for decades and is your direct connection to decision-makers across the region.

- » Nearly three decades of experience in international B2B media and marketing for industrial and pet food clients
- » Deep understanding of the European market, from regional nuances to cross-border strategies
- » Long-term partnerships with clients who have trusted IMP for more than 20 years
- » Proven expertise in developing integrated, results-driven campaigns that generate qualified leads

Europe is not a single market. We know the diversity of countries, cultures and business practices, and help you reach the right audience with the right message.

If your company wants to connect with informed, decision-ready professionals across Europe, we will work with you to create a customized, integrated campaign that keeps your brand visible, relevant and trusted, while delivering measurable business impact.



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Companies headquartered outside Europe: please refer to the final page for WATT Global Media contact details.

FIND UNIQUE VALUE WITH PETFOOD INDUSTRY

How can you strengthen your brand across Europe's diverse and fast-evolving pet food market?

With the Petfood Industry brand focused on Europe you connect with a highly qualified audience of pet food and brand company decision-makers through a trusted portfolio of technical and scientific content, data-driven insights and integrated marketing solutions, all tailored to the European pet food market.

EUROPEAN AUDIENCE

Connecting you with 15,041 pet food professionals across Europe.

CONTENT & EXPERTISE

Helping European industry leaders stay informed as they navigate regulatory change, innovation pressure and market fragmentation across regions.

MULTI-CHANNEL CAPABILITIES

- » Online via digital platforms and targeted messaging
- » In person at European conferences, forums and exhibitions

TOTAL PET FOOD INDUSTRY AUDIENCE REACH IN EUROPE (UNDUPLICATED)

15,041

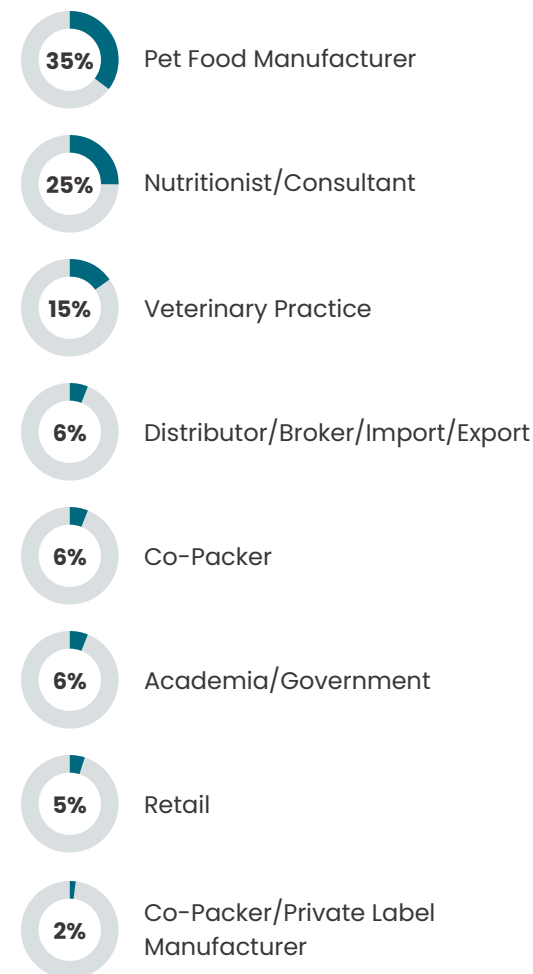
Publications · Newsletters · Events, website, content marketing

Geographical Breakdown

Western Europe	<div></div>	6,966
Southern Europe	<div></div>	3,136
Central & Eastern Europe	<div></div>	2,134
DACH	<div></div>	1,627
Northern Europe	<div></div>	1,178

For country-specific or regional audience details, contact your European sales contact.

Primary Business & Industry Profile



Percentages based on consensus data.

ACHIEVE YOUR MARKETING OBJECTIVES IN EUROPE

Looking to increase brand visibility across Europe? Launch a new product? Establish your company as a thought leader? Or engage decision-makers in a complex, multi-market environment?

Pet food marketers across Europe are facing increasing business pressure in uncertain and rapidly changing conditions. Navigating regional differences, regulations and market maturity requires focused, outcome-driven marketing strategies.

We make it easy to select the marketing tactics that support your specific business goals, whether pan-European or regionally targeted, and build integrated campaigns that deliver relevance, reach and measurable impact.

Your Objectives, Our Solutions

- » **Branding:** Strengthen your brand presence across Europe and shape how your organization and products are perceived in diverse regional markets.
- » **Traffic:** Drive qualified European industry decision-makers to your website, landing pages or other digital platforms.
- » **Content:** Reach the right European audience with the right message at the right time, aligned with regional market needs.
- » **Thought Leadership:** Build trust with current and prospective customers by sharing your expertise.
- » **Leads/Database Building:** Generate interest from decision-makers in our audience and open a direct line of communication with prospects.
- » **Research:** Support decision making with research-based and actionable insights.

Your Reach Across the European Pet Food Market



We make it easy to reach your target market. Contact your European sales contact for more information.



How does your company align marketing objectives with overall company goals? There is no one-size-fits-all strategy. We offer proven solutions that drive the results you are seeking.

SOLUTIONS	YOUR OBJECTIVES					
	BRANDING	TRAFFIC	CONTENT	THOUGHT LEADERSHIP	LEADS	RESEARCH
PUBLICATIONS						
Petfood Industry	✓					✓
Digital Edition Options	✓	✓				
Signet AdBrand™ Study	✓				✓	✓
Petfood Forum Show Guide	✓					
DIGITAL						
Banner Advertising on PetfoodIndustry.com	✓	✓				
Dynamic Content Marketing Banners	✓	✓	✓	✓	✓	
Online Directory Enhancements	✓	✓			✓	
Newsletters	✓	✓				
Webinars	✓		✓	✓	✓	✓
White Papers	✓		✓	✓	✓	
Audience Targeted Message	✓	✓				
Audience Extension	✓	✓				
Native Advertising	✓	✓		✓		
Content Marketing Services	✓		✓	✓	✓	✓
Contentamp (see contentamp.studio)	✓	✓	✓	✓	✓	
Custom Research Programs						✓
EVENTS						
Petfood Forum Conferences & Exhibitions	✓		✓		✓	



2027 ADVERTISING RATES

Contact your European sales contact to design a customized program tailored to your goals and budget, including preferred pricing for multiple ad insertions and premium cover placement options.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$5,500

PRINT SPECIFICATIONS

Full page bleed 8.125 x 10.75 in (207 x 274 mm), non-bleed 7.375 x 10 in (188 x 254 mm). PDF/X-1a, 300 dpi, CMYK. Full specifications: wattmediakit.com/pet-products/petfood-industry-magazine

Petfood Industry Editorial Calendar 2027

	TOPICS	BONUS DISTRIBUTION / VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Top pet food trends for 2027	IPPE 2027 Atlanta AFIA Pet Food Conference	Dec 11, 2026	Dec 15, 2026
FEBRUARY	In focus: A top trend highlighted in the January trends piece		Jan 14, 2027	Jan 19, 2027
MARCH	Safety: current challenges in pet food safety	Global Pet Expo 2027 Petfood Forum 2027	Feb 11, 2027	Feb 16, 2027
APRIL	Labeling: Pet food labels as consumer communication In focus: Small animal pet food trends	Petfood Forum 2027 Petfood Forum Show Guide Zoomark 2027	Mar 11, 2027	Mar 16, 2027
MAY	Packaging: pet food packaging case studies In focus: a top trend highlighted in the January trends piece	NASC annual conference	Apr 13, 2027	Apr 16, 2027
JUNE	Mid-year global pet food market update	Signet AdBrand™ Study	May 13, 2027	May 20, 2027
JULY	Top Pet Food Companies database annual report	Pet South America Petfood Forum Brasil	Jun 14, 2027	Jun 17, 2027
AUGUST	Annual Reference & Buyer's Guide In focus: current scientific research in pet food	Company listings SuperZoo 2027	Jul 13, 2027	Jul 16, 2027
SEPTEMBER	Pet food packaging trends	KSU/Petfood Industry collab event	Aug 16, 2027	Aug 19, 2027
OCTOBER	Special issue: business strategy and leadership	Pack Expo 2027	Sep 13, 2027	Sep 16, 2027
NOVEMBER	Cat segment trends Philanthropy in the pet food industry		Oct 13, 2027	Oct 18, 2027
DECEMBER	Extrusion/drying/cooling spotlight Year wrap-up: reflection on predicted trends from January	IPPE 2028 Atlanta AFIA Pet Food Conference	Nov 9, 2027	Nov 12, 2027

PETFOODINDUSTRY.COM ADVERTISING OPTIONS

Your banners are featured prominently on the home page of PetfoodIndustry.com along with these popular site sections:

- » Dedicated blogs featuring expert insight and commentary from editors and contributors
- » Top Pet Food Companies Database
- » Market section featuring interactive charts, data and articles on Marketing and Branding
- » Topic channels: Nutrition, Production & Safety, Packaging

POSITION	PRICE PER MONTH, EUROPEAN AUDIENCE
Top Leaderboard 970 x 250 / 300 x 50 (mobile)	\$4,100
Super Billboard 2048 x 480 responsive	\$5,100
Super Billboard Video 2048 x 480 responsive	\$5,600
Medium Rectangle (2) 300 x 250	\$3,500
Bottom Leaderboard 728 x 90 / 300 x 50 (mobile)	\$3,250



How can your company remain prominent in a rapidly changing European pet food marketplace and drive qualified traffic to your website?

If standing out from the competition is a priority, PetfoodIndustry.com connects you with industry professionals actively seeking information and solutions. Engage a highly informed and motivated community of European decision-makers who rely on PetfoodIndustry.com to stay ahead of industry challenges. With a clear and compelling call to action, your digital advertising can guide prospects directly to your website.

Why European professionals visit PetfoodIndustry.com

- » Breaking industry news relevant to global and European markets
- » Practical, easy-to-digest guidance on regulations, innovation and market trends
- » Exclusive, in-depth articles in the digital magazine
- » Quick access to content and information for Petfood Forum conferences and exhibitions

Key website statistics from Europe

- » More than 38,000 page views per month
- » Average of over 18,300 site visits per month
- » Average of 15,000 unique visitors per month

Full banner specifications: wattmediakit.com/pet-products/banner-advertising-on-petfoodindustry-com



WEBINARS

How do you position your company as a credible expert in Europe without overextending internal teams? Webinars are effective for educating European audiences, but success depends on overcoming common challenges: developing compelling content, coordinating speakers across regions and driving attendance in a crowded digital environment.

With Petfood Industry webinars, you can:

- » Reach an engaged European audience actively researching solutions
- » Rely on an experienced production team that has produced over 200 sponsored webinars
- » Use proven registration, promotion and broadcast platforms to ensure consistency and professionalism

Webinar Program Details

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Industry-leading platform and dedicated webinar producer Online registration page and custom registration URL	Orientation session for speakers to ensure a flawless presentation	Sponsor a Petfood Industry editorial webinar or work with our team to create your own custom presentation where you control topic, content and presenters	Fully integrated marketing campaign with custom design elements: eblasts, sponsored links, editorial coverage, magazine ads and social posts	Registration questions, in-webinar polling, post-webinar survey and verbatim questions asked by attendees	GDPR-compliant Excel file with registrant/attendee contacts Detailed executive summary and consultation to review results

Two types of webinars are available:

- » **Custom webinars:** Position your company as a subject-matter expert and generate qualified European leads using targeted audience selection from our behavioral database.
- » **Editorial webinars:** Align your brand with timely industry topics and benefit from association with trusted editorial content, with lower time investment.

Custom webinar from \$11,500*

* Discounts are available for multiple webinar programs and print/online advertisers. Materials needed 6 weeks prior to the project start date. Full specifications: wattmediakit.com/pet-products/webinars



WHITE PAPERS

How do you generate leads in Europe when purchasing decisions are cautious, multi-stakeholder and research-driven?

European decision-makers rely heavily on in-depth content to evaluate suppliers, compare options and justify choices internally. White papers support this process, but only when they reach the right audience and are supported by targeted promotion.

Our White Paper program helps you overcome low visibility, weak follow-up and limited internal bandwidth. You can:

- » Deliver technical and strategic content to qualified European prospects
- » Generate leads that signal active progression in the buyer's journey
- » Nurture interest through multi-channel promotion and measurable exposure

72% of purchasers in the pet food industry rely on vendor content such as white papers, case studies and technical documents during their research to buy (Petfood Industry customer survey).

White Paper Program Details

\$4,950 per program*

TECHNOLOGY	CONTENT	PROMOTION	REPORTING
White paper hosting on PetfoodIndustry.com	Repurpose existing content Writing, editing and creative services available	Sponsored link on website and in appropriate e-newsletters	GDPR-compliant contact information of viewers provided monthly

* Additional costs may be incurred for writing, editing or creative services. Discounts are available for print and online advertisers. Materials needed 10 days prior to the project start date. Full specifications: wattmediakit.com/pet-products/white-papers



AUDIENCE TARGETED MESSAGE

What if you could reach the inboxes of targeted European pet food professionals to promote your trade show presence, launch a product or drive traffic to lead-generation content on your website?

Not every company maintains a GDPR-compliant, well-segmented database across Europe, and building one internally can be time-consuming. Audience Targeted Messages offer a compliant, efficient way to deliver a customized email to a defined professional audience that meets your ideal customer criteria.

With Audience Targeted Messages, you can:

- » Build brand awareness with a niche or broader European industry audience
- » Drive qualified traffic to your website using educational, value-driven content
- » Support sales by connecting with the right buyers and influencers
- » Drive awareness of and targeted traffic to your trade show booth

Audience Targeted Message Program Details

\$4,500 per send*

SEGMENTATION	CONTENT	PRODUCTION	REPORTING
Select your ideal target audience from our advanced behavioral database	Provide your marketing message in finished HTML format or select from three templates (single call to action, product showcase, newsletter)	Digital Production Team handles testing and delivery in HTML and text formats	Report includes number of sends, open rate and click-through rate Detailed analysis available upon request

* Additional costs may be incurred for copywriting, design and HTML creation. Discounts are available for multiple programs and print/online advertisers. Materials needed 21 days prior to the project start date. Full specifications: wattmediakit.com/pet-products/audience-targeted-message

AUDIENCE EXTENSION PROGRAM

How do you stay visible in a European pet food market where buying cycles are long, decision-makers are hard to reach and attention is fragmented across channels and countries?

The Audience Extension Program helps you extend your brand message beyond owned media and remain top of mind until prospects are ready to act. By leveraging a trusted industry publisher's audience, you can reach qualified pet food professionals across Europe, even when they are not actively visiting industry websites.

With an Audience Extension campaign, you reach professionals who have already engaged with PetfoodIndustry.com and/or match specific job functions, industries and geographic markets relevant to your objectives.

- » Reconnect with known website visitors as they browse the web, use social platforms, mobile apps or search engines
- » Reach a niche audience of pet food professionals at maximum scale without wasting budget on pet enthusiasts
- » Align campaign timing with business priorities, such as pre-event visibility, product launches or sustained traffic generation

How it works

1. Initial analysis determines which channel(s) provide the best return on investment based on your objectives, timeline and budget.
2. A targeted set of buyers, decision-makers and influencers is selected from the Petfood Industry audience database of more than 15,000 pet food professionals in Europe.
3. Our team executes the campaign on the selected channels.
4. At the conclusion of your program, you receive an executive summary with metrics for each channel, including clicks, impressions and views.

PRICING

Channels: Facebook, LinkedIn, YouTube, Google Display Network

\$4,500 net for 1 channel per program

Contact your European sales contact regarding discounts for multiple channels or additional campaigns.

Monthly impressions served may vary. Materials needed 15 days prior to the project start date.



NATIVE ADVERTISING

How do you build credibility and deeper engagement in a market where buyers are skeptical of overt promotion? Native advertising allows you to position your company as a knowledgeable partner by integrating your content naturally within trusted editorial environments. This approach is particularly effective in Europe, where decision-makers value context, relevance and substance.

- » Place sponsored content alongside trusted editorial coverage
- » Demonstrate expertise and reinforce thought leadership positioning
- » Drive qualified traffic to deeper content assets on your website
- » Validate audience relevance through reporting on engaged readers

How is Native Advertising promoted?

- » 2 exclusive banner positions (leaderboard and medium rectangle) on your dedicated page, 100% share of voice
- » Headline promoted as sponsored content adjacent to featured editorial on the PetfoodIndustry.com home and channel pages
- » Sponsored links in the Petfood Industry e-newsletter
- » Editorial promotion in the e-newsletter once a week each month

Two options: Topic Page and Article Page

Native Article Topic Page	Native Article Page
Dedicated topic page driving traffic to 3 or 4 high-value articles on your site	Your single article lives on our site with your byline
Host all articles or supplement headlines with trusted Petfood Industry content you choose	Develop or repackage article into editorial style with an optional embedded YouTube video or SlideShare
Article headline and first sentences labeled "sponsored content" with links to your full articles, great for SEO	Author byline labeled as "brand insights from [your name]" with up to 4 keywords linked to your site
Weekly updates with your new content or rotating popular articles	Does not change, but you can purchase additional articles

From \$6,900 per program

Materials needed 15 days prior to the project start date. Full specifications: wattmediakit.com/pet-products/native-advertising



CONTENT MARKETING SERVICES

How do you support a buyer-led purchasing process in a fragmented European market and motivate action across borders, languages and regulations?

Capturing attention and maintaining it across multiple touchpoints is increasingly difficult. Our Content Marketing Services help European marketers overcome limited internal resources, time constraints and content fatigue by combining editorial expertise, deep industry knowledge and proven distribution tactics. We help you:

- » Develop and execute a content strategy that addresses real operational and regulatory challenges
- » Reach the right European audience segments with relevant, localized messaging
- » Collaborate closely throughout the process to ensure content supports commercial goals

DID YOU KNOW

- » 73% of B2B organizations use content marketing
- » Less than half have a documented content marketing strategy
- » About 58% of B2B marketers say content marketing contributed to revenue growth in the past year
- » Half of B2B organizations outsource at least one content marketing activity

Source: Semrush / DemandSage / Wellows / Naratto (2024 to 2025 content marketing trend reports)

Capabilities

- » Custom publications
- » White papers
- » Custom e-newsletters
- » Advertorials
- » Case studies
- » Custom webinars
- » Roundtable events
- » Educational symposiums
- » Videos and blogs
- » Subscriber development campaigns
- » Podcast sponsorship

Contact your European sales contact to explore how your existing expertise and proprietary content can be repurposed into a customized European content marketing program.

Materials needed 30 days prior to the project start date.



PETFOOD FORUM CONFERENCES & EXHIBITIONS 2027

What if you had a way to gain better brand awareness, find new clients and hear the latest information about products and trends?

The pet food market is expanding rapidly around the world, and it can be complicated to keep up with developments and be seen. The Petfood Forum group of conferences, workshops and exhibitions are unique, exclusive events serving the global pet food manufacturing industry. They deliver the latest research and innovative information on pet nutrition, ingredient technology, global market growth, safety, processing technologies, packaging and much more, all from leading, recognized industry experts.

Petfood Forum events benefit pet food professionals from around the world:

- » Interact and do business with companies serving the global pet food manufacturing industry in one location
- » Share the latest research, technological developments, market data and consumer trend analysis
- » Network, exchange ideas and conduct business face to face
- » Unique agendas, speaker lineups and learning takeaways

Find your solutions to market challenges and opportunities at these events:



ANNUAL GLOBAL EVENT

Petfood Forum 2027: April 26 to 28, 2027

Kansas City Convention Center, Kansas City, Missouri, USA

2026 edition: about 400 exhibitors and more than 3,700 attendees



SEMINAR

Petfood Essentials 2027: April 26, 2027

Kansas City Convention Center, Kansas City, Missouri, USA



ONE-DAY CONFERENCE

Petfood Forum Brasil 2027

São Paulo, Brazil, co-located with Pet South America



ONE-DAY CONFERENCE

Petfood Forum Asia: October 2027

Co-located at Pet Fair South East Asia



ONE-DAY CONFERENCE

Petfood Forum Europe

Co-located with Interzoo, Nuremberg, Germany. Next edition: Interzoo 2028 [to be confirmed]



EXHIBITING AT PETFOOD FORUM EUROPE

Europe's dedicated conference and exhibition for pet food manufacturing

Petfood Forum Europe is the only Europe-based event dedicated exclusively to the pet food industry. It brings together decision-makers who attend with a clear intent: to evaluate suppliers, explore partnerships and identify solutions, not simply to build general market awareness.

Why exhibit at Petfood Forum Europe?

- » High concentration of senior decision-makers, including professionals from R&D, purchasing, production, quality management and executive leadership
- » Active supplier evaluation and shortlisting takes place on-site, enabling meaningful commercial conversations
- » Highly efficient event format, with focused networking, minimal distraction and strong ROI compared to large, broad-based trade fairs
- » More than 280 industry professionals from 23 European countries at the 2026 edition
- » Strong performance when combined with digital visibility before and after the event

Petfood Forum Europe is co-located with Interzoo in Nuremberg, Germany. The next edition is planned alongside Interzoo 2028 [to be confirmed]. Ask your European sales contact about pre-registration and about European visibility packages in the interim year.

Tabletop Sponsorship

Tabletop Sponsorship: \$3,950

A tabletop sponsorship includes a 6-foot table located in the conference area near the session rooms, providing your company with the opportunity to:

- » Maintain a visible presence throughout the event without the scale or cost of a full exhibition booth
- » Engage directly with attendees between sessions
- » Display literature and marketing materials

Additional sponsorship options

Keep your brand visible at key touchpoints throughout the event: branded attendee bags, coffee breaks, networking lunches and the popular happy hour reception, as well as branding on lanyards, notebooks, pens and the official show guide. Digital options include logo placement on the presentation landing page, extending your visibility beyond the live event.

For further details on sponsorship opportunities, visit www.petfoodforumevents.com/europe/sponsor-opportunities/



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Full product specifications and material
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