



PETFOODINDUSTRY®

MEDIA KIT 2027

PET FOOD

Your marketing and communications planning guide for
the global pet food and pet treat manufacturing industry

www.WATTGlobalMedia.com



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

Introduction

Meet the content experts	3
Pet food audience reach	4

Identify your objectives

Objectives and reach	5
Solutions matrix	6

Publications

Petfood Industry magazine	7
Rate card and editorial calendar 2027	8
Digital edition options	9
Signet AdBrand™ Study and Show Guide	10

Digital

PetfoodIndustry.com home page	11
Topic channels and premium leaderboards	12
Online directory enhancements	13
Newsletters	14
Special edition newsletters, Pet Supplements Pro, podcast	15
Webinars	16
White papers	17
Audience Targeted Message	18
Audience Extension	19
Native advertising	20
Content marketing and Rich Content Sponsorship	21
Research and creative services	22

Events

Petfood Forum conferences and exhibitions 2027	23
Exhibiting at Petfood Forum 2027	24

Ad specifications

Print and digital specifications	25
Sales contacts	26

MEET THE CONTENT EXPERTS

Pet food manufacturing professionals from all corners of the globe trust Petfood Industry's market insights, data and special reports from our respected and knowledgeable editorial team.

Our diverse audience consistently turns to Petfood Industry as a primary business resource for industry expertise not found elsewhere.

With more than 30 years of combined editorial experience writing about the pet food industry, our editorial team offers expert insights, analysis and opinions that pet food professionals around the world depend on to be better informed. Our team works with all of the leading pet food industry consultants to provide content, information and advice. We are who the global industry relies on for the in-depth knowledge they need to successfully run their companies.

CUSTOMER SURVEY INSIGHTS

- » 52% of readers say the advertising in Petfood Industry educates and is an important part of the publication
- » 56% have shared an ad or article with others; mean pass-along readership is 2.1 readers
- » 44% use industry magazines to learn about products they know little about



Debbie Phillips-Donaldson

Editor-in-Chief, Petfood Industry



Lisa Cleaver

Senior Reporter



Tim Wall

Senior Reporter

FIND UNIQUE VALUE WITH PETFOOD INDUSTRY

Tap into the most extensive global audience and portfolio of marketing solutions in the pet food and pet treat manufacturing industry.

GLOBAL AUDIENCE

68,600+ professionals worldwide.

MULTI-CHANNEL CAPABILITIES

Reach an engaged target audience online, in the magazine or in person at a live event at one of our Petfood Forum conferences and exhibitions around the world.

CONTENT & EXPERTISE

More than 30 years of combined editorial experience covering the pet food industry.

For specific audience information or breakdown by country, contact your Sales Manager:
www.petfoodindustry.com/help-and-information

TOTAL PET FOOD AUDIENCE REACH (UNDUPLICATED)

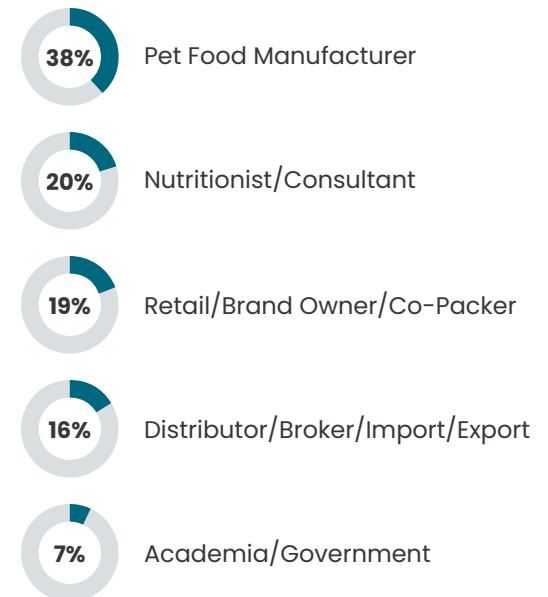
68,600

Publications · Newsletters · Events, website,
content marketing

Geographical Breakdown

US/Canada		40,600
Europe		11,900
Asia/Pacific		8,800
Latin America		4,600
Middle East/Africa		2,700

Primary Business & Industry Profile, all channels



Percentages based on consensus data.

NOTABLE SUBSCRIBERS

Global Senior Veterinarian, Champion Petfoods · President International Markets, Deurer · VP Procurement & Planning, Freshpet · Senior Packaging Engineer, Mars Petcare · Director R&D, Normandise Pet Food · Director Strategic Sourcing, Wellness Pet Company

IDENTIFY YOUR OBJECTIVES

Your marketing and communication needs are unique and call for a customized approach to accomplish your goals. Petfood Industry's team of sales professionals, digital marketers, editors and event experts can help design a campaign that connects your program with the correct subset of our global audience that is interested in learning about the solutions and products your company offers.

What are your objectives?

- » **Branding:** Strengthen your company's image and define how your company and products are perceived by professionals in the pet food industry.
- » **Traffic:** Push industry professionals to your website or other online offerings.
- » **Content:** Use strategic and creative content marketing services to target the right audience with the right message.
- » **Thought Leadership:** Reach our audience with educational content and authenticate your position as a subject matter expert.
- » **Leads/Database Building:** Obtain targeted sales prospects by actively generating interest from decision-makers.
- » **Research:** Support decision making with research-based and actionable insights.

Your reach to the pet food market worldwide



Let's talk about building your expertise in the pet food market. Contact one of our experienced Sales Managers.

What solutions lead to success in achieving your objectives?

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	✓	✓				
Premium Leaderboards / Super Billboards	✓	✓		✓		
Online Directory Enhancements	✓	✓			✓	
Newsletters	✓	✓				
Webinars	✓		✓	✓	✓	✓
White Papers	✓		✓	✓	✓	
Audience Targeted Message	✓	✓				
Audience Extension	✓	✓				
Native Advertising	✓	✓		✓		
Content Marketing Services	✓		✓	✓	✓	✓
Rich Content Sponsorship	✓	✓	✓	✓		
Custom Research Programs						✓
EVENTS						
Petfood Forum Conferences & Exhibitions	✓		✓		✓	

PETFOODINDUSTRY®

Petfood Industry is THE business resource for pet food and pet treat manufacturing professionals worldwide, and the only AAM-audited publication serving the market.

Influence a diverse group of global professionals involved in the complete production process who turn to Petfood Industry for exclusive market research, technical insights, market trends and top company data to stay informed and competitive in a fast-growing global marketplace.

www.petfoodindustry-digital.com

PRIMARY BUSINESS, MAGAZINE ONLY

Pet Food Manufacturer	41%
Nutrition/Consulting/Allied	15%
Retailer	9%
Veterinary Practice	9%
Distributor/Broker/Import/Export	8%
Pet Food Marketer	5%
Academia	4%
Co-Packer/Private Label	3%

Geographical Breakdown

Total subscribers 11,000*

USA & US Territories		7,663
Europe		1,089
Canada		772
Asia Pacific		753
Mexico/Central/South America		496
Middle East/Africa		138

* Source: Alliance for Audited Media Consolidated Media Report for the 6-month period ending June 30, 2026. The most recent statement is available upon request from your Sales Manager.

Job Function*

Top Executives/Key Corporate Professionals	40%
Marketing & Sales	19%
Food Safety, Quality Control, R&D, Regulatory	13%
Nutritionists/Veterinarians	13%
Production	4%
Allied to the Industry	4%
Purchasing	3%
Consultants	3%

2027 ADVERTISING RATES

Contact one of our experienced Sales Managers to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$9,440
2/3 Page	\$7,150
1/2 Page	\$5,870
1/3 Page	\$3,990
1/4 Page	\$3,300
1/6 Page	\$2,410
2-Page Spread	\$15,080
Marketplace Ad	
4/c per column inch	\$330

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

DIGITAL EDITION SPECIALTY ADS & ENHANCEMENTS

The digital edition of Petfood Industry magazine provides the benefits of an interactive platform with all the familiarity of the traditional print layout. Engage readers at a deeper level with specialty ads and interactive enhancements that extend beyond the limits of print while they consume your message on any digital device.

DIGITAL BLOW-IN AD

Much like a printed card insert, a digital blow-in ad grabs attention and provides a variety of options for placement (front cover or on top of inside pages). One-sided, animated or non-animated.

Image 5.5 x 5 in (1651 x 1501 px), .jpg/.gif/animated .gif, 150 to 300 dpi, URL for linking.

\$3,000 per issue

DIGITAL BELLY STRIP

The first thing subscribers see when they open a digital edition. Direct readers to your relevant content inside the issue or build general brand awareness. One-sided, animated or non-animated, displayed on top of the front cover.

Image 7 x 4 in (2101 x 1202 px), .jpg/.gif/animated .gif, 150 to 300 dpi, URL for linking.

\$5,000 per issue

DIGITAL COVER TIP

The full-page format and premium placement of a digital cover tip offers maximum exposure for your brand. A cover tip is two-sided and flips back and forth like the front and back of a printed page.

PDF, front and back: 7.625 x 10.25 in (193 x 260 mm).

\$5,000 per issue

DIGITAL ENHANCED DISPLAY AD

Complement your print magazine ad with an enhanced version designed for digital magazine and mobile subscribers: embedded video, registration or contest forms, audio files and more. Design and form creation services available, additional fees apply.

1/4-page or larger.

+30% to display ad rate, per issue

SIGNET ADBRAND™ STUDY

Receive valuable reader feedback and analysis on the effectiveness of your display ad in the July issue of Petfood Industry magazine. Use results to find new ways to better communicate with your target market and realize a stronger return on your advertising investment.

A Signet AdBrand™ Study is offered to marketers placing a 1/3-page (or larger) advertisement in the July issue of Petfood Industry at no additional cost (\$5,000 value).

ADVERTISERS RECEIVE A FULL REPORT OF THE STUDY, INCLUDING:

- » Company awareness, purchase consideration and perception of brand attributes scores for each ad (including your competitors) in the issue
- » Reader profile and verbatim comments on your advertisement
- » Benchmarks against other ads in the issue and against Signet norms

Conducted by Signet Research, Englewood, NJ, signetresearch.com

PETFOOD FORUM SHOW GUIDE

The Petfood Forum Show Guide is the official event directory for Petfood Forum in Kansas City, Missouri, USA. With a Corporate Profile, your company can emerge as a strong market leader in a crowded and growing field.

- » Reach a global audience of influencers and decision-makers with a Corporate Profile
- » Provide detailed information about your company and its products and services as attendees plan their visit to the only conference and exhibition in the world focused on all technologies in pet food and treat manufacturing
- » Be the first to make connections with over 3,700 industry professionals who receive the guide and are on-site at the event

According to the 2026 Petfood Forum attendee survey, 92% of attendees said meetings with suppliers at Petfood Forum were valuable.

Space closing and materials deadline for the 2027 Show Guide: see Editorial Calendar (April issue). All Petfood Forum sponsorships are sold on a first come, first served basis: www.petfoodforumevents.com/exhibit-sponsor

PETFOODINDUSTRY.COM ADVERTISING OPTIONS

PetfoodIndustry.com offers the following internationally recognized IAB (Interactive Advertising Bureau) ad sizes on the Home Page Plus channel:

POSITION	PRICE PER MONTH
Top Leaderboard 970 x 250 / 300 x 50 (mobile)	\$4,900
Super Billboard 2048 x 480 responsive	\$5,900
Super Billboard Video 2048 x 480 responsive	\$6,400
Super Leaderboard Flipbook 970 x 90 / 728 x 90 (tablet) / 300 x 50 (mobile)	\$6,400
Medium Rectangle (2) 300 x 250	\$4,225
Bottom Leaderboard 728 x 90 / 300 x 50 (mobile)	\$3,865

See page 12 for details on the high visibility premium leaderboard options.



PetfoodIndustry.com delivers must-have information to the global pet food and pet treat manufacturing industry. These professionals turn to PetfoodIndustry.com's mobile-optimized format to quickly and easily access the latest news and exclusive market data on any device.

On PetfoodIndustry.com, your message will be seen by an average of 82,000 unique visitors each month who come to the site for an unparalleled variety of business content including:

- » Breaking industry news and exclusive, in-depth articles in our digital magazine
- » Dedicated blogs featuring expert insight and commentary from editors and contributors
- » Detailed company information in the global Top Pet Food Companies database
- » Data and interactive charts in the Market Data section
- » Educational webinars, technical white papers, supplier directory and searchable product database
- » Quick access to content and information for Petfood Forum conferences and exhibitions

Key website statistics

- » More than 238,000 page views per month
- » Average of 115,000 site visits per month
- » Average of 82,000 unique visitors per month
- » More than 36,000 registered site users

TOPIC CHANNELS AND PREMIUM LEADERBOARD OPTIONS

Topic channel advertising

Place your advertising adjacent to relevant niche content read by a qualified audience segment related to your business objectives. Reaching the right audience with a consistent message nurtures brand affinity.

POSITION	PRICE PER MONTH
Top Leaderboard 970 x 250 / 300 x 50 (mobile)	\$5,100
Super Billboard 2048 x 480 responsive	\$6,100
Super Billboard Video 2048 x 480 responsive	\$6,600
Super Leaderboard Flipbook 970 x 90 / 728 x 90 (tablet) / 300 x 50 (mobile)	\$6,600
Medium Rectangle (2) 300 x 250	\$4,500
Bottom Leaderboard 728 x 90 / 300 x 50 (mobile)	\$4,250

CHANNEL BUYS AVAILABLE

Top Pet Food Companies/Market Information · Nutrition · Safety & Quality · Production · Packaging · Blogs & Columns · Directory of Suppliers

Premium leaderboard upgrades

Three high impact premium upgrade options: Super Billboard, Super Billboard Video and Super Leaderboard Flipbook.

WHY DO THEY WORK?

- » The larger format enables a more creative and memorable brand narrative than a standard leaderboard
- » The larger area allows multiple calls-to-action in the same creative, increasing the potential click-through rate
- » All options are positioned above the navigation, are "sticky" and adhere to the top of the browser window
- » Super Billboards collapse as the user scrolls; the video unit plays upon click and can be expanded to full screen; the flipbook displays an engaging multi-page experience upon click
- » All options are responsive for mobile, tablet and desktop

USE CASES

- » **Super Billboard:** high visibility canvas for a significant announcement or product launch
- » **Super Billboard Video:** storytelling, thought leadership narratives or product education
- » **Super Leaderboard Flipbook:** a deep dive into a multi-page brand story, product use case or promotional catalog

Creation of the ad and hosting of the HTML5 file and/or advertiser-provided video is included in the price.

ONLINE DIRECTORY ENHANCEMENTS

The comprehensive Directory of Suppliers on PetfoodIndustry.com makes it quick and easy for prospective customers to find your business.

The online directory provides you with the option to purchase an enhanced listing with benefits such as premium placement, display of your company logo, and the ability to include images, video and files for download in your profile. Convenient self-serve functionality means you can make updates to your directory listing as often as you want, whenever you want.

Contact your Petfood Industry Sales Manager or visit www.petfoodindustry.com/directories/347/tiers for more information.

Directory listing features and options

OPTION	PRICE
Manage and upgrade your directory listing with easy-to-use self-service functionality	free
Enhanced directory listing, print only	\$1,000
Enhanced directory listing, online only	\$1,500
Enhanced directory listing, print AND online (best value, greatest exposure)	\$2,500

E-NEWSLETTERS

Influence executives and professionals in the global pet food market who rely on our unique email newsletters to deliver current industry news in a mobile-friendly format. Petfood Industry News and PetfoodIndustry.com Trending Topics are AAM-audited.

PETFOOD INDUSTRY NEWS

Total AAM-verified subscribers: 22,896 · Average open rate: 36%

Global e-newsletter sent daily, Monday to Friday. Provides a unique glimpse into the latest news and happenings in the quickly growing pet food market, including manufacturing news, views and product information.

High impact, sole sponsorship, native advertising

opportunity: The "Message from Sponsor" is placed in-line with the editorial headlines in a native ad format, blending text and images. Optionally, a call-to-action may click externally to the sponsor's website. One ad space available per day.

\$5,500 per month (4 insertions a month)

US/Canada	<div></div>	51%
Europe	<div></div>	18%
Asia/Pacific	<div></div>	14%
Latin America	<div></div>	6%
Middle East/Africa	<div></div>	3%
No region	<div></div>	8%

PETFOODINDUSTRY.COM TRENDING TOPICS

Total AAM-verified subscribers: 13,211 · Average open rate: 47%

Weekly e-newsletter sent each Saturday highlighting the five most popular stories on PetfoodIndustry.com from that week in a condensed, mobile-optimized format.

2 total ad spaces available (choose between banner ad or text ad).

\$5,900 per month (4 to 5 insertions)

US/Canada	<div></div>	51%
Europe	<div></div>	19%
Asia/Pacific	<div></div>	13%
Latin America	<div></div>	6%
Middle East/Africa	<div></div>	2%
No region	<div></div>	9%

Volume discounts and combination rates with print advertising are available for all e-newsletters. Ad space is limited and available on a first come, first served basis.

SPECIAL EDITION NEWSLETTERS, PET SUPPLEMENTS PRO, PODCAST

Petfood Forum special editions

Connect with pet food professionals looking for your brand at Petfood Forum. Place your brand in an easy-to-digest format sent before and after the conference, exhibition and workshops.

Sneak Peek email: pre-show email sent up to three times leading up to Petfood Forum to highlight exhibiting companies. Limited to eight exhibiting companies. Elements: logo, company description and URL.

\$1,075 per insertion

Post-Show newsletter: sent once per week for the four weeks following the closing of Petfood Forum, featuring content written at or after the show.

\$1,075 per insertion

Pet Supplements Pro newsletter

Pet Supplements Pro delivers the regulatory intelligence, compliance guidance and supplier innovation insights pet food and treat professionals need to stay competitive in the fast-moving pet supplements and treats market.

Position your brand alongside focused editorial for the supplements and functional treats segment.

Contact your Sales Manager for subscriber data, ad formats and pricing.

Trending Pet Food Podcast

Petfood Industry's editor interviews industry experts and covers important and relevant topics impacting the world of pet food. Episodes are promoted across PetfoodIndustry.com, the e-newsletters and social channels and are available on all major podcast platforms.

Sponsorship options include host-read messages and pre-roll placement, aligning your brand with trusted editorial conversation.

Contact your Sales Manager for details and pricing.

WEBINARS

A webinar sponsorship positions your company as a subject matter expert and enables you to build a database of qualified sales leads. Deliver your brand's message to the targeted global audience you select from our advanced behavioral database.

Execution of your custom webinar program is streamlined and simple with the guidance of our experienced team, which has produced over 200 sponsored webinars.

- » **Custom webinars:** position your company as a subject-matter expert and industry thought leader and build a qualified database of pet food company decision-makers engaged in the topic.
- » **Editorial webinars:** gain positive exposure and linkage to industry experts without the need for staff involvement or time to create a full custom webinar.

57% of pet food professionals attend webinars as a source of information during the buyer's journey.

Rates for a custom webinar start at \$17,000*

* Discounts are available for multiple webinar programs and print/online advertisers. Materials needed 6 weeks prior to the project start date.

Webinar Program Details

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Industry-leading platform and dedicated webinar producer Online registration page and custom registration URL for sponsors	Orientation session for speakers to ensure a flawless session	Sponsor a Petfood Industry webinar or work with our team to create your own custom presentation where you control topic, content and presenters, with our guidance and industry contacts	Integrated media campaign worth \$25k+ for registration development: eblasts, sponsored links, editorial coverage, magazine ads, LinkedIn and Facebook posts	Registration questions (mandatory), in-webinar polling, post-webinar survey and verbatim questions asked by attendees	GDPR-compliant Excel file with registrant/attendee contacts Detailed executive summary (PDF) and consultation to accelerate next steps

WHITE PAPERS

How do you acquire new leads and portray your company's brand as the go-to expert in the global pet food marketplace? The decision-makers you seek go to Petfood Industry to conduct purchasing research and create vendor short lists.

- » Ensure your content reaches your target audience
- » Provide your company with new, GDPR-compliant contacts
- » Identify pet food professionals already in your database that may be progressing in their buyer's journey
- » Nurture prospects with multi-channel promotions and measurable brand exposure

BEST VALUE: WHITE PAPER PACKAGE, \$8,950 PER PROGRAM*

Includes all features of the White Paper program plus one targeted Audience Targeted Message to a carefully selected subset of over 13,300 global pet food professionals and one 1/3-page magazine ad (design service at no additional fee).

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.

White Paper Program Details

\$6,450 per program*

TECHNOLOGY	CONTENT	PROMOTION	REPORTING
White paper hosting on PetfoodIndustry.com	Repurpose existing content Writing, editing and creative services available for an additional fee	Sponsored link on PetfoodIndustry.com and in appropriate e-newsletters	GDPR-compliant contact information of those who download the white paper, provided in Excel

* 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.

AUDIENCE TARGETED MESSAGE (EBLASTS)

Whether you need to promote your trade show booth, launch products or drive traffic to your company website, Petfood Industry understands the challenge of getting your message delivered to the right audience. Not every company has a database of qualified pet food industry prospects from around the world.

An Audience Targeted Message offers a cost-effective method to broadcast a customized message to a qualified opt-in email list that meets your criteria for ideal customers.

- » Build brand awareness with a niche or broad industry audience
- » Establish an effective lead generation campaign to fill your sales team's pipeline
- » Attract visitors to your website by sharing educational content
- » Increase sales by connecting the right buyers and influencers for your product or service
- » Drive awareness of and targeted traffic to your trade show booth

Audience Targeted Message Program Details

\$6,450 per send*

SEGMENTATION	CONTENT	PRODUCTION	REPORTING
Select your ideal target audience from over 13,000 opted-in and qualified global pet food professionals	Provide your marketing message in finished HTML format or select from three templates: single call to action, product showcase, newsletter	WATT Digital Production Team handles testing and delivery in HTML and text formats	Number of sends, open rate and click-through rate Detailed analysis available upon request

* Additional costs may be incurred for copywriting, design and custom HTML creation. Discounts are available for multiple programs and print/online advertisers. Materials needed 21 days prior to the project start date.

AUDIENCE EXTENSION PROGRAM

Stay top of mind with hard-to-reach pet food professionals. Audience Extension lets you target our audience with your display or sponsored social ads as they browse elsewhere on the internet.

Target professionals who have already visited PetfoodIndustry.com and have shown interest in a specific topic and/or fit a specific job function in a desired geographic location. Audience Extension connects your brand with our website visitors by showing relevant ads as they browse the internet, visit social media sites, use mobile apps or search on Google.

- » **Social Audience Extension:** Facebook and LinkedIn under the umbrella of our trusted brand
- » **Display Audience Extension:** Google Display Network and YouTube
- » **Audio Audience Extension:** reach our audience across smartphones, smart speakers, desktops and in-car platforms (contact your Sales Manager)

How it works

1. Initial analysis determines which channel(s) will 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 exclusive Petfood Industry audience database of more than 76,000 pet food professionals.
3. Our team manages programming with your selected channel network(s) to ensure your ad or sponsored post is displayed only to your selected target group.
4. At the conclusion of your program, you receive an executive summary of easy-to-understand metrics for each channel, including clicks, impressions and views.

PRICING

Channels: Facebook, LinkedIn, YouTube, Google Display

\$5,950 net for 1 channel per program

Contact your Sales Manager regarding discounts for purchase of multiple channels or additional campaigns.

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

NATIVE ADVERTISING

Native campaigns offer a promotional outlet to position your company as a thought leader by repurposing your content marketing assets for a new and relevant audience.

- » Promote your sponsored content adjacent to our editorial content
- » Showcase brand expertise to establish your company as a thought leader
- » Send qualified audience from PetfoodIndustry.com to your website for a deeper dive
- » Accelerate conversion of prospects to customers
- » Repurpose content that your team has already invested in creating

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 home and channel pages of PetfoodIndustry.com
- » Sponsored links in Petfood Industry News
- » Editorial article in Petfood Industry News once a week, per month

63% of pet food professionals research products and processes on industry websites, beating search engines (57%).

Two options: Topic Page and Article Page

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

Contact your Petfood Industry Sales Manager for complete program specifications and pricing. Materials needed 15 days prior to the project start date.

CONTENT MARKETING SERVICES AND RICH CONTENT SPONSORSHIP

Content Marketing Services

Content Marketing Services help you reach buyers with relevant and engaging stories completely customized to fit your unique needs. Our team is experienced in creating and distributing quality content. We can help plan and execute a strategy to educate, inspire and build customer loyalty, working with you from concept to layout to final approval.

CAPABILITIES

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

Materials needed 30 days prior to the project start date. Lacking resources to create white papers or articles? Contentamp™ Content Creation offers the industry expertise and editorial finesse to craft content tailored to your brand: contentamp.studio

Rich Content Sponsorship

Rich Content Sponsorship boosts your brand visibility and reader engagement when your message is seen next to topically driven content on PetfoodIndustry.com. You sponsor content packages that align with your communication initiatives; we develop and place your message within articles, giving your brand 100% share of voice as readers browse the collection of articles written by our editors.

- » Sole sponsorship of every page in the online content package with premium ads on all pages (leaderboard, mobile leaderboard, in-content medium rectangle)
- » Content package labeled as "sponsored by" your brand in all promotions: e-newsletter text ads, website sponsored links and social media
- » Executive summary on characteristics of readers who viewed the content

\$6,900 per month

Participation requires a 3-month commitment, with discounts for 6- and 12-month programs or in combination with integrated media and event buys. You may suggest topics of your choice. Materials needed 15 days prior to the project start date.

RESEARCH AND CREATIVE SERVICES

Custom research programs

Obtain professional opinions, data and valuable insights with customized research solutions. Whether your needs are exploratory or you want to quantify market opportunities, our professional researchers have the experience to recommend the right method for your objectives and budget. No project is too large or small, and our industry-leading behavioral database ensures excellent sample selection.

CAPABILITIES

- » In-depth audience analysis
- » Brand building
- » Product concept testing
- » Brand awareness
- » Market expansion
- » Strategic planning

EXAMPLE: PRODUCT DEVELOPMENT

An equipment company needed to learn more about manufacturers' production needs for a particular product. A survey leveraging the manufacturer's brand delivered a response rate above expectations; results guided the design of new equipment.

EXAMPLE: BRAND AWARENESS

An ingredient supplier measured perceptions and awareness of its brand and competitors among growers and nutritionists in Asia and Latin America. Insights led to differentiated messaging that cleared up misperceptions.

Creative services

Whether you need graphic design assistance with a simple one-time project or are seeking a long-term solution for all your marketing and design needs, we've got you covered. We work with you and your team through the entire creative design process, from concept through layout to final approval.

WRITING, EDITING, GRAPHIC DESIGN AND PRODUCTION SERVICES FOR:

- » Print ads
- » Advertisements
- » Online banners
- » Videos and blogs
- » Custom publications and e-newsletters
- » Trade show booths
- » And more
- » White papers

Creative Services programs are custom designed to meet your objectives, timeline and budget. Contentamp™ Ad Creation designs impactful campaigns that address industry pain points head-on.

Contact your Sales Manager to discuss your needs and receive a proposal.

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 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.

- » 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

76% of attendees take action as a result of a company sponsoring an event, and more than 9 in 10 evaluate new technologies, products or equipment within 18 months of attending Petfood Forum.



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 2027

April 26 to 28, 2027, Kansas City Convention Center, Kansas City, Missouri, USA

Being visible in a growing industry, engaging your current clients and obtaining new ones has never been more important. Exhibiting at Petfood Forum gives your company valuable presence at the only global conference and exhibition for pet food manufacturing and provides the opportunity to be part of an expanding base of business. Your company will experience a unique way of reaching decision-makers who come to Petfood Forum year after year to conduct business and learn about new products and services.

Why exhibit at Petfood Forum?

- » Meet face-to-face with key decision-makers and prospects in a learning environment that focuses on pet food manufacturing information and technology
- » Connect with more than 3,700 industry professionals from around the world; nearly 400 companies present their technology and products
- » Educate your staff and develop ways to improve your business through attendance at educational sessions and business meetings, all in one location

Plan to reserve your booth well in advance to ensure the best possible opportunity. For details on the booth application process and sponsorships, visit www.petfoodforumevents.com/exhibit-sponsor

Attendees by industry segment



Types of products manufactured or distributed



AD SPECIFICATIONS

Print advertisement specifications

Size	Orientation	Inches (w x d)	Millimeters (w x d)
2 page spread	Bleed	16 x 10.75	407 x 274
	Non-bleed	15.25 x 10	388 x 254
Full page	Bleed	8.125 x 10.75	207 x 274
	Non-bleed	7.375 x 10	188 x 254
2/3 page	Bleed vertical	5 x 10.75	127 x 274
	Non-bleed vertical	4.5 x 10	114 x 254
1/2 page	Bleed horizontal	8.125 x 5.25	207 x 133
	Non-bleed horizontal	7.375 x 4.625	188 x 118
	Bleed island	5 x 8	127 x 203
	Non-bleed island	4.5 x 7.5	114 x 191
	Bleed vertical	3.875 x 10.75	98 x 274
	Non-bleed vertical	3.375 x 10	85 x 254
1/3 page	Horizontal	7.375 x 3.25	188 x 83
	Square	4.5 x 4.625	114 x 118
	Vertical	2.125 x 10	54 x 254
1/4 page	Horizontal	7.375 x 2.625	188 x 67
	Square	4.5 x 3.625	114 x 92
	Vertical	3.375 x 4.625	85 x 118
	Island	2.125 x 7.375	54 x 188

PDF/X-1a required for all submissions. Images 300 dpi minimum, CMYK; RGB, Pantone and spot colors will be converted and may cause a color shift. Cover tip and insert tip: 7.875 x 10.5 in bleed, trims to 7.625 x 10.25 in. Send materials to ads@wattglobal.com.

Digital specifications

Product	Specification
Leaderboard	970 x 250 desktop plus 300 x 50 mobile; both sizes needed for visibility on all devices; click URL
Medium Rectangle	300 x 250; 300 x 600 upgrade via Dynamic Content Marketing Banner
Rotation Panorama	600 x 200 desktop plus 300 x 250 mobile
Bottom Leaderboard	728 x 90 plus 300 x 50 mobile
Super Billboard / Video	2048 x 480 responsive; assets per WATT Super Billboard template, ad creation and HTML5 hosting included
E-newsletter sole sponsorship	Native "Message from Sponsor": headline, text, image and click URL
Audience Targeted Message	Finished HTML (no Mailchimp exports) or one of three WATT templates; 21 days lead time
White paper	PDF plus abstract and cover image; 10 days lead time
Webinar	Topic, speakers, abstract and logo; 6 weeks lead time
Native advertising	Article text, images, byline, up to 4 keyword links; 15 days lead time

Complete and current specifications for every product, including templates and examples, are maintained at www.wattmediakit.com/petfood. Direct all inquiries regarding digital product materials to ads@wattglobal.com.

PETFOOD INDUSTRY SALES TEAM

USA



STEVE AKINS

Executive Vice-President, Global
Petfood & Events
Publisher, Petfood Industry
Magazine
sakins@wattglobal.com
+1 (815) 209 6444



MELISSA THRUNE

National Sales Director
mthrune@wattglobal.com
+1 (815) 222 0112

USA



KERRY BEAULIEU

Sales Manager
WATT Global Media
+1 (815) 966 5400



LINDSAY KLEIST

Sales Manager
WATT Global Media
+1 (815) 966 5400

Europe



UWE RIEMEYER

IMP InterMediaPartners GmbH
Wuppertal, Germany
riemeyer@intermediapartners.de
+49 (0) 202 271690

Publisher

WATT Global Media

401 East State Street, 3rd Floor
Rockford, Illinois 61104 USA
Tel: +1.815.966.5400
www.WATTGlobalMedia.com

Full product specifications and material requirements:
www.wattmediakit.com/petfood