

# ZZA

since 1905

**ZOOLOGISCHER ZENTRAL ANZEIGER**



[www.zza-online.de](http://www.zza-online.de)

**The journal  
for the entire  
pet branch  
applying  
the know-how  
of the ZZF**



**Media Information**

**2012**

# Schedule 2012

Issue	Deadline for advertisements	Publication date	Deadline for printing materials	Focus	Special insert
1 / 2012	20. 12. 2011	3. 01. 2012	22. 12. 2011	Terraristic	
2 / 2012	19. 01. 2012	2. 02. 2012	26. 01. 2012	Snacks for cats and dogs	
3 / 2012	16. 02. 2012	1. 03. 2012	23. 02. 2012		Garden & Pond
4 / 2012	20. 03. 2012	3. 04. 2012	26. 03. 2012	Interzoo (May 17. - 20. 2012) preview	
5 / 2012	19. 04. 2012	3. 05. 2012	25. 04. 2012	Main fair issue Interzoo Nuremberg	Petcare in dog parlours
6 / 2012	22. 05. 2012	5. 06. 2012	29. 05. 2012	Interzoo review	
7 / 2012	19. 06. 2012	3. 07. 2012	25. 06. 2012	Traveling with pets • Perfect care	Everything for cats
8 / 2012	19. 07. 2012	2. 08. 2012	26. 07. 2012	Everything for small mammals	
9 / 2012	21. 08. 2012	4. 09. 2012	27. 08. 2012	Aquaristic special	
10 / 2012	18. 09. 2012	2. 10. 2012	24. 09. 2012	Birds • Winterseason start	Expertise around horses
11 / 2012	19. 10. 2012	2. 11. 2012	25. 10. 2012	Food supplement + Medicinal substances	
12 / 2012	20. 11. 2012	4. 12. 2012	26. 11. 2012	Cat litter / pet hygiene • Christmas	Petcare in dog parlours

**Average printed circulation**

4167 copies (second quarter 2011)

**Widespread circulation from January 2012:**

at least 8000 copies

**Advertising rates no. 34  
valid from 1 October 2011**

<b>Size of journal</b>	DIN A 4, 210 mm width x 297mm height		
<b>Type area</b>	184 mm width x 270 mm height, 4 columns of 43 mm oder 3 columns of 58 mm width		
<b>Sizes of ads and basic prices</b>	Size	Width x Height	4-colour black/white
	1/1 page	184 x 270 mm	€ 2 950.- € 1 950.-
	1/2 page	90 x 270 mm	
	or	184 x 133 mm	€ 1 730.- € 995.-
	1/3 page	184 x 87 mm	
	or	58 x 270 mm	€ 1 200.- € 670.-
	1/4 page	43 x 270 mm	
	or	90 x 133 mm	
	or	184 x 65 mm	€ 935.- € 510.-
	1/8 page	43 x 133 mm	
	or	90 x 65 mm	
	or	184 x 31 mm	€ 475.- € 260.-
<b>Prices for special placements</b>	2 <sup>nd</sup> cover page full coloured		€ 3 380.-
	first right page full coloured		€ 3 200.-
	3 <sup>rd</sup> cover page full coloured		€ 3 200.-
	1/4 page under the content full coloured		€ 1 050.-
	4 <sup>th</sup> cover page full coloured		€ 3 700.-
	Tunnel ad full coloured		€ 3 380.-
<b>Extra charge for special colour</b>	(HKS or pantone)		
	Regardless of format, per colour		€ 650.-
<b>Bleed</b>	3 mm		€ 200.-
<b>Charge for box-number:</b>			€ 11.-
<b>Small ads</b>	Per 43 mm width mm-column in black		€ 2.35
<b>Ads for vacancies, etc.</b>	Per mm in black		€ 1.55

extra charge  
for colour  
will be  
discounted!

**Discounts**

Taking off in one year:

3 ads - 3 %

6 ads - 5 %

12 ads - 10 %

3 pages - 5 %

6 pages - 10 %

12 pages - 15 %

**Loose inserts**Up to 25g weight per ‰ copies

€ 255.-

Up to 50g weight per ‰ copies

€ 300.-

Including postage costs.

**Bound inserts**

1 double page (4-pages)

€ 2 950.-

Bleed: at the top, at the bottom, right: per 3 mm

Copy beforehand to hw-studio weber, Leimersheim.

no discount.

**Frequency**

Monthly publication (refer to schedule)

**Deadline**

Circa 14 days before publication (refer to schedule)

**Payment**

Prices in Euros and subject to statutory VAT  
if the service is taxable in Germany

**General terms**

www.zza-online.de

**Account**

Nassauische Sparkasse Wiesbaden

Account: 103 052 007 (BLZ 510 500 15)

BIC: NASSDE55XXX

IBAN: DE59 5105 0015 0103 0520 07

**Printing process**

Offset, 60 screen, Euroscale

**Ad data**

File types: PDF, EPS, TIF with a colour proof

Extra charge of € 50.- for manuscripts or films

**Data transfer**

Email: technik@hw-studio.de, CD-ROM, USB flash drive

**Fashioning**

Wire binding,

trade fair issues: adhesive binding

**Printing-paper**

90g/m<sup>2</sup> woodfree matt

170g/m<sup>2</sup> brilliant (cover)

**Delivery adress  
for inserts**

Carriage free to: hw-studio weber,

Gewerbegebiet 39, 76774 Leimersheim, GERMANY

**In brief** „zza“- Zoologischer Zentralanzeiger – is the journal for the entire pet branch applying the know-how of the ZZF. Next to current news, „zza“ features high-standard expert articles on pets, merchandise knowledge, new products, assortment services, educational and legal issues, marketing and microeconomics, trade and industry reports as well as news from the ZZF association (Germany) and the VZFS association (Switzerland).

**Institution** Official institution of ZZF

**Publisher** Zentralverband Zoologischer Fachbetriebe Deutschlands e.V.



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**Annual set** 108. Volume 2012

**Frequency** Monthly publication, (refer to schedule)

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**Subscription prices** Abroad: Annual subscription € 75.-  
including postage costs For one issue € 7.-

**Analysis of the volume** (October 2010 till September 2011)

2010/2011=	Total volume	864 pages	= 100 %
12 issues	Editorial	668 pages	= 77.3 %
	Advertising	196 pages	= 22.7 %



Audited by		Circulation by countries		
IVW			Copies	Percent
Circulation analysis	Copies per issue on an average of the 2 <sup>nd</sup> quarter of 2011	Germany	3 679	89.17
		Abroad	447	10.83
		Actual circulation	4 126	100.00
Printed circulation	4 167 copies			
		Per postal code (Germany)		
Actual circulation	4 126 copies	0 - 09999	256	6.21
		10000 - 19999	213	5.16
		20000 - 29999	423	10.25
		30000 - 39999	412	9.99
		40000 - 49999	505	12.23
		50000 - 59999	390	9.46
		60000 - 69999	421	10.19
		70000 - 79999	361	8.76
		80000 - 89999	343	8.31
Paid circulation	1 403 copies	90000 - 99999	355	8.61
		Abroad	447	10.83
		Actual circulation	4 126	100.00
	719 subscriptions			
	453 copies for members			
	684 other sales			
Free copies	2 723 copies			
	41 rest, archives-, voucher copies			

By target groups	Copies	Percent
Pet specialty retailers, pet stores (independent, chain, franchise), mass markets	2 779	67.36
Garden centres and DIY stores with pet departement	405	9.82
Grooming salons, pet boutiques	533	12.91
Manufacturers, wholesalers	299	7.24
Others (Veterinarians, professional breeders, specialist authorithies)	110	2.67
Actual circulation *	4 126	100.00

\* Audited by IVW 2<sup>nd</sup> quarter 2011

### **ATTENTION: Circulation will be increased from Januar 2012**

Beginning with the first issue of 2012 zza will increase the distributed circulation significantly (at least 8.000 copies).

zza aspires to be the mostly spread specialized journal of the pet branch.

Our customers will be informed about the audited circulation statistics.

# Contact



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