

ZZA

since 1905

ZOOLOGISCHER ZENTRAL ANZEIGER

www.zza-online.de



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



Media Informations 2010

schedule 2010

issue	deadline for advertisements	publication date	deadline for printing materials	focus	special insert
1 / 2010	15. 12. 2009	5. 01. 2010	21. 12. 2009	Small animals - food, accessoires, cages, etc.	Petcare in dog parlours
2 / 2010	19. 01. 2010	2. 02. 2010	26. 01. 2010	Snacks and treats Review „Heim - Tier & Pflanze“	
3 / 2010	16. 02. 2010	2. 03. 2010	23. 02. 2010	The garden pond season starts Preview „Interzoo“	Garden & Pond
4 / 2010	18. 03. 2010	1. 04. 2010	25. 03. 2010	Birds - food, accessoires, cages, etc. Summerfeeding Preview Interzoo	Expertise around horses
5 / 2010	20. 04. 2010	4. 05. 2010	27. 04. 2010	Main fair issue Interzoo	
6 / 2010	18. 05. 2010	1. 06. 2010	25. 05. 2010	Interzoo review Accessoires for dogs and cats	
7 / 2010	17. 06. 2010	1. 07. 2010	24. 06. 2010	Food and dietary supplements for dogs Review „Dog Day“ Review „Aquarama Singapore“	Petcare in dog parlours
8 / 2010	20. 07. 2010	3. 08. 2010	27. 07. 2010	Care products and vermin combat	
9 / 2010	19. 08. 2010	2. 09. 2010	26. 08. 2010	Aquaristic Preview „Spoga Cologne“, „SuperZoo“, „Pet South America“	
10 / 2010	21. 09. 2010	5. 10. 2010	28. 09. 2010	Time for winterseason • Winterbirdseed Worldwide animal protection day Preview „Zooevent“ • Review „Glee/Petindex“	Expertise around horses
11 / 2010	19. 10. 2010	2. 11. 2010	26. 10. 2010	Food and dietary supplements for cats Litter for cats • Preview „CIPS“ Review „Pet South America“	
12 / 2010	18. 11. 2010	2. 12. 2010	25. 11. 2010	Terraristic • Highlights 2010 Preview „Heim-Tier & Pflanze“	

regular reportages

- infos and data about market, trends, price development
- products & promotion • company presentations • marketing & merchandising • organisation ZZF • foreign countries • Internet etc.

printed
circulation:
4.367 copies
(2. quarter 2009)

list of advertisement prices Nr. 32 valid from 1. 10. 2009



size of journal:	DIN A 4, 210 mm width x 297mm height		
type of area:	184 mm width x 270 mm height,		
	4 columns of 43 mm oder 3 columns of 58 mm width		
sizes and basic prices:	size	width x height	4-colour black/white
	1/1 page	184 x 270 mm	2.750,- € 1.845,- €
	1/2 page	90 x 270 mm	
	or	184 x 133 mm	1.645,- € 925,- €
	1/3 page	184 x 87 mm	
	or	58 x 270 mm	1.155,- € 625,- €
	1/4 page	43 x 270 mm	
	or	90 x 133 mm	
	or	184 x 65 mm	890,- € 475,- €
	1/8 page	43 x 133 mm	
	or	90 x 65 mm	
	or	184 x 31 mm	450,- € 245,- €
prices for special placements:	2 nd cover page full coloured		3.200,- €
	first right page full coloured		2.900,- €
	3 rd cover page full coloured		2.900,- €
	1/4 page under the content full coloured		960,- €
	4 th cover page full coloured tunnel ad full coloured		3.550,- € 3.200,- €
extra charge for special colour:	(HKS or pantone) regardless of format, per colour		630,- €
bleed:	3 mm		190,- €
charge for box-number advertisement:			11,- €
small ads:	per 43 mm width mm-column in black		2,25 €
Ads for vacancies, etc.:	per mm in black		1,45 €

extra charge
for colour
will be
discounted!

discounts:	taking off in one year:	
	3 ads - 3 %	3 pages - 5 %
	6 ads - 5 %	6 pages - 10 %
	12 ads - 10 %	12 pages - 15 %
loose inserts:	up to 25g weight per ‰ copies	285,- €
	up to 50g weight per ‰ copies including postage costs.	360,- €
no discount.		
inserts:	1 double page (4-pages)	2.750,- €
	bleed: at the top, at the bottom, right: per 3 mm copy beforehand to hw-studio weber, Leimersheim.	
no discount.		
publications:	monthly (see schedule)	
deadline:	circa 14 days before publication (see schedule)	
terms of payment:	spot without reduction	
general terms:	The advertisement orders underlies the „general terms of business for advertisement“	
account:	Nassauische Sparkasse Wiesbaden account: 103 052 007 (BLZ 510 500 15) BIC: NASSDE55XXX IBAN: DE59 5105 0015 0103 0520 07	
print:	Offset, at least 60s screen, euro scale	
print material:	Printing data If you deliver manuscripts or Offsetfilms we calculate a handling charge of 50 €	
data transfer:	ISDN leonardo, CD-ROM for MAC.	
fashioning:	wire binding, trade fair issues: adhesive binding	
paper:	90g/m ² woodfree matt 170g/m ² brilliant (cover)	
delivery adress for inserts:	carriage free to: hw-studio weber, Gewerbegebiet 39, 76774 Leimersheim, GERMANY	

characteristic: „zza“- Zoologischer Zentralanzeiger (Zoologic Central Advertiser) – 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



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annual set: 106. Volume 2010

publication: monthly, look at schedule

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subscription prices: abroad: for one year 75,- €
including postage costs for one issue 7,- €

analysis of the volume: (october 2008 till september 2009)

2008/2009=	total volume:	856 pages	=	100 %
12 issues	text pages:	666 pages	=	77,80 %
	pages of ads:	190 pages	=	22,20 %



controlling:	IVW	spreading analysis:		
circulation analysis:	copies per issue on an average of the 2 nd quarter of 2009	germany	3.896	89,91
		foreign countries	437	10,09
		effectively spread circulation	4.333	100,00
printed circulation:	4.367 copies			
		per postal code:		
effectively spread circulation:	4.333 copies	0 - 09999	274	6,33
		10000 - 19999	234	5,41
		20000 - 29999	441	10,17
		30000 - 39999	427	9,85
saled circulation:	1.458 copies	40000 - 49999	535	12,34
	741 subscriptions	50000 - 59999	425	9,82
	460 copies for members	60000 - 69999	444	10,24
	717 other sales	70000 - 79999	385	8,88
		80000 - 89999	363	8,37
		90000 - 99999	368	8,50
free copies:	2.875 copies	foreign countries	437	10,09
	334 rest-, archives-, voucher copies	effectively spread circulation	4.333	100,00

target groups	copies	percent
zoological retailers, trade centres with pet products	2.887	66,63
garden centres, departement stores	465	10,73
dog boutiques / cat boutiques	515	11,89
trade / industry, wholesalers	293	6,77
others (veterians, breeders, authorithies ...)	173	3,98
effectively spread circulation *	4.333	100,00

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