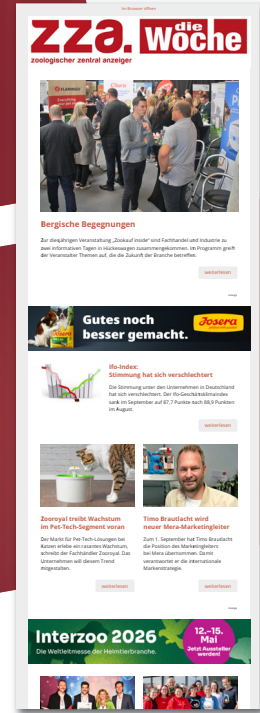


print

online

news-
letter



Media Information
2026

Media Information

Characteristics / Publisher

zza.
zoologischer zentral anzeiger

In brief:	zza - Zoologischer Zentralanzeiger - is the trade magazine for the entire German-speaking pet industry with the know-how of the ZZF. Next to current news, „zza“ features expert articles about pets, merchandise knowledge, new products, assortment services, educational and legal issues, marketing and business management, trade and industry reports as well as information and news from the trade associations ZZF (Germany), VZFS - Swiss-Info (Switzerland) and WKO - Austria-Info (Austria).
Size of journal:	DIN A4; 210 mm width x 297 mm height
Type area:	184 mm width x 270 mm height, 3 columns of 58 mm width
Printing paper:	100g/m ² MagnoVolume (inside) 200g/m ² MagnoVolume (cover)
Printing process:	Offset, at least 60 grid, euroscale or European scale
Fashioning:	Stapled binding
Frequency:	10 issues, (refer to schedule)
Annual set:	122. Volume 2026

Subscription prices:	Abroad: Annual subscription	EUR 90.-
	For one issue	EUR 9.-
	including postage costs	


Institution:	Official organ of ZZF
Publisher:	ZZF - Zentralverband der Heimtierbranche e.V.
Publishing house:	zza-Verlag der Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH Postfach 6164, 65051 Wiesbaden Mainzer Straße 10, 65185 Wiesbaden
Managing Director:	Gordon Bonnet
Publishing Director:	Antje Schreiber
Telephone:	+49 6 11 / 44 75 53-0
Internet:	www.zza-online.de
E-Mail:	verlag@zza-online.de
Editors:	Dominic Heitz, responsible Sabine Gierok redaktion@zza-online.de

Advertisements, Production, Distribution:	hw-studio weber GmbH, medienagentur Friedhofstraße 39 76774 Leimersheim
Telephone:	+49 72 72 / 92 75-0
Internet:	www.hw-studio.de
Project Management:	Fabrice Weber media@zza-online.de
Advertisements:	Eva Maria Hahn advertising@zza-online.de



Media Information

Print analysis / Circulation analysis
subscriber analysis / sales analysis

Audited by:	 IVW* 2nd quarter of 2025
Circulation analysis:	Copies per issue on an average of the 2nd quarter of 2025
Printed circulation:	6,000 copies
Actual circulation*:	5,910 copies
Paid circulation:	1,495 copies 624 subscriptions 871 other sales
Free copies:	4.415 copies 90 rest and archives copies

*IVW=Information Community for the Assessment of the Circulation of Media (comparable to the Audit Bureau of Circulation) certifies and audits the circulations of major publications, including newspapers and magazines within Germany.

Circulation by countries:		Copies	Percent
Germany		5,569	94.23
Abroad		341	5.77
Actual circulation*		5,910	100.00
(Germany):	0 - 09999	357	6.04
	10000 - 19999	414	7.00
	20000 - 29999	641	10.84
	30000 - 39999	624	10.56
	40000 - 49999	716	12.11
	50000 - 59999	587	9.94
	60000 - 69999	546	9.24
	70000 - 79999	555	9.39
	80000 - 89999	527	8.92
	90000 - 99999	602	10.19
	Abroad	341	5.77
Actual circulation*		5,910	100.00

Target groups	Copies	Percent
Pet speciality retailers, pet stores (independent, chain, franchise), department stores, supermarkets	2,241	37.92
Pet supplies industry and wholesalers, commercial breeders	1,172	19.83
Veterinarians, practising vets, non-medical pet practitioners, boarding kennels, catteries, commercial dog training centres	943	15.95
Grooming salons, cat boutiques	692	11.70
Garden centres and DIY stores with pet department	550	9.31
Veterinary authorities, associations	262	4.44
Online shops, food retailers, drugstores	50	0.85
Actual circulation*	5,910	100.00

Analysis	October 2024 until September 2025 = 10 issues	
Total volume:	656 pages =	100.00 %
Editorial:	584 pages =	89.02 %
Advertising:	72 pages =	10.98 %

Advertising rates

valid from 1 October 2025



Actual circulation:
5,910 copies (IVW second quarter 2025)

zza.
zoologischer zentral anzeiger

Sizes of ads and basic prices:

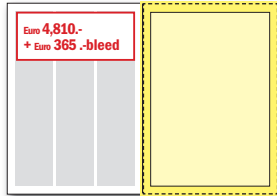
Format	width x height	4-coloured
1/1 page	184 x 270 mm	EUR 4,810.-
2/3 page or	121 x 270 mm 394 x 87 mm	EUR 3,600.-
1/2 page or	90 x 270 mm 184 x 133 mm	EUR 2,680.-
2/4 page	394 x 65 mm	EUR 2,880.-
1/3 page or	184 x 87 mm 58 x 270 mm	EUR 1,800.-
1/4 page or	90 x 133 mm 184 x 65 mm	EUR 1,460.-
1/6 page	58 x 133 mm	EUR 1,010.-
1/8 page or	90 x 65 mm 184 x 31 mm	EUR 790.-

Prices for	2nd cover page	EUR 5,460.-
special placements:	first right page	EUR 5,170.-
	3rd cover page	EUR 5,170.-
	1/2 page beside the content	EUR 2,960.-
	4th cover page	EUR 5,740.-
	Tunnel ad	EUR 5,170.-
satellite ads:	58 x 30 mm, per ad	EUR 100.-
Extra charge for special colour:	HKS or Pantone	EUR 1,020.-

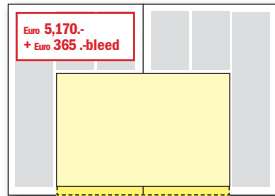
Bleed:	3 mm	EUR 345.-
Small ads:	Per 43 mm width mm column	EUR 4.35
Ads for vacancies, etc.:	Per 43 mm	EUR 2.80
Discounts:	Taking off in one year	
	3 ads 3 % 3 pages 5 %	
	6 ads 5 % 6 pages 10 %	
	11 ads 10 % 11 pages 15 %	
Loose inserts:	Up to 25g weight per ‰ copies	EUR 385.-
	Up to 50g weight per ‰ copies	EUR 485.-
Bound inserts:	1 double page (4-pages)	EUR 4,580.-
including postage costs	Bleed: at the top, at the bottom, right: per 3 mm	
Glued inserts:	Postcard glued on printed advert	
	Glued precisely with a distance	
	of min. 20 mm to all borders possible	
	only in the total circulation per ‰ Expl.	EUR 69.-
Delivery address	Loose inserts, bound inserts, glued inserts	
for inserts:	Druckhaus Karlsruhe, Messering 5, 76287 Rheinstetten	
	GERMANY	
	Printsamples in advance to	
	hw-studio weber, Leimersheim	
Deadline:	About 14 days before publication (refer to schedule)	
Payment:	Prices in Euro and subject to statutory VAT	
	if the service is taxable in Germany	
Terms of payment:	To be paid immediately with no deduction.	
Account:	Nassauische Sparkasse Wiesbaden	
	Account holder WZF GmbH	
	BIC: NASSDE55XXX	
	IBAN: DE59 5105 0015 0103 0520 07	
General terms:	www.zza-online.de	

Advertisement format

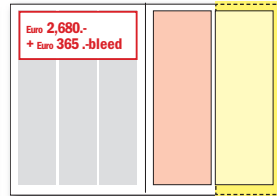
Ads in the bleed: + 3 mm bleed on all sides



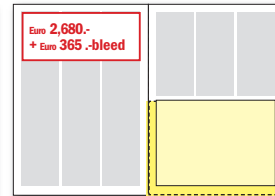
1/1 page
type area width 184 mm, height 270 mm
in the bleed width 210 mm, height 297 mm



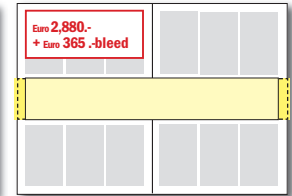
Tunnel ad
type area width 268 mm, height 175 mm
in the bleed width 268 mm, height 189 mm



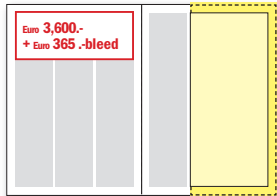
1/2 page VERTICAL
type area width 90 mm, height 270 mm
in the bleed width 103 mm, height 297 mm



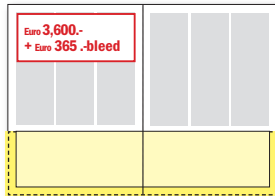
1/2 page HORIZONTAL
type area width 184 mm, height 133 mm
in the bleed width 210 mm, height 147 mm



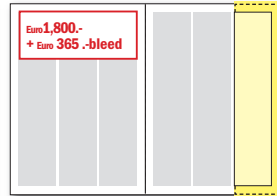
2/6 page HORIZONTAL
type area width 394 mm, height 65 mm
in the bleed. width 420 mm, height 65 mm



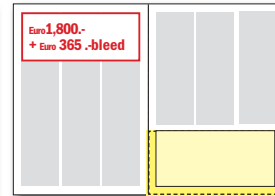
2/3 page VERTICAL
type area width 121 mm, height 270 mm
in the bleed width 134 mm, height 297 mm



2/3 page HORIZONTAL
type area width 394 mm, height 87 mm
in the bleed width 420 mm, height 101 mm



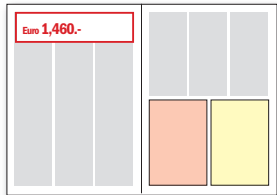
1/3 page VERTICAL
type area width 58 mm, height 270 mm
in the bleed width 71 mm, height 297 mm



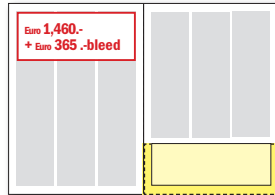
1/3 page HORIZONTAL
type area width 184 mm, height 87 mm
in the bleed width 210 mm, height 101 mm



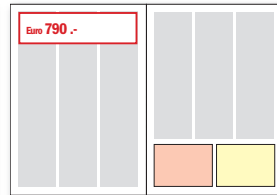
1/6 page VERTICAL
type area width 58 mm, height 133 mm



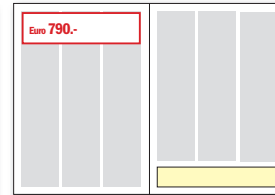
1/4 page VERTICAL
type area width 90 mm, height 133 mm
in the bleed width 103 mm, height 147 mm



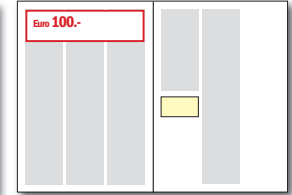
1/4 page HORIZONTAL
type area width 184 mm, height 65 mm
in the bleed width 210 mm, height 79 mm



1/8 page
type area width 90 mm, height 65 mm



1/8 page HORIZONTAL
type area width 184 mm, height 31 mm



satellite ad
width 58 mm, height 30 mm

Advertorials in the trade magazine zza combine the journalistic tone of our editorial team with your corporate message - ensuring particularly effective placement within a trusted editorial environment. Secure one of the limited slots now.

Basic Advertorial:	You provide a ready-to-publish advertorial	2/1-Seite 1/1-Seite 1/2-Seite	EUR 8.900,- EUR 4.810,- EUR 2.680,-
Premium Advertorial:	We design and professionally edit your advertorial	2/1-Seite 1/1-Seite 1/2-Seite	EUR 9.790,- EUR 5.300,- EUR 2.950,-
Crossmedia-Advertorial:	You provide a ready-to-publish advertorial, additional online publication and newsletter distribution	2/1-Seite 1/1-Seite 1/2-Seite	EUR 10.680,- EUR 5.800,- EUR 3.250,-
Deadline:	About 1 week before Deadline for ads		

Your Benefits at a Glance

Credibility:	Your topic appears like an editorial article
Engagement:	Higher attention and dwell time compared to standard ads
Multichannel Impact:	Optional online placement on www.zza-online.de and in our newsletter
Flexibility:	You provide a ready-to-publish advertorial, or we handle the layout for you

Your advertising opportunity at Interzoo 2026

Support your presence at the world's leading trade fair with B2B advertising in the highest-circulation trade magazine of the pet industry. Generate curiosity among your customers about your programme and product highlights!

All Interzoo editions are published in a higher circulation, ensuring maximum reach through our targeted industry mailing lists.

March 2026	zza.spezial - An Interzoo highlight section within the magazine	publication date: 26 February 2026
April 2026	loose insert of InterzooDaily Preview	publication date: 27 March 2026
May 2026	Main trade fair issue of zza for Interzoo 2026	publication date: 23 April 2026, also available at the zza trade show booth

Your Benefits at a Glance

Your ad in the Interzoo issues of zza reaches even more:

Maximum Reach:	Increased circulation and targeted distribution to all relevant industry contacts
High Visibility:	Prominent placement around the most important industry event of the year
Effective Trade Fair Preparation:	Support your customer communications even before the fair begins
Strong On-Site Presence:	Additional distribution at the zza trade fair booth in Nuremberg
Reliable B2B Target Group:	Decision-makers and retailers across the entire pet industry

**30 %
discount**
for booking all three
Interzoo issues

Schedule 2026

Issue	Deadline for ads	Publication date	Topics
December 2025/January 2026	18 November 2025	4 December 2025	Small Animals • zza.spezial: Dog Groomers
February 2026	13 January 2026	29 January 2026	Aquaristics • Organic, Barf & Co.
March 2026	10 February 2026	26 February 2026	Ctas • Garden & ponds • zza.spezial: Interzoo
April 2026	10 March 2026	27 March 2026	Birds • outside with dog and cat • with loose insert: InterzooDaily Preview
May 2026	7 April 2026	23 April 2026	Interzoo • zza.spezial: Dog Groomers
June 2026	26 May 2026	11 June 2026	Puppies & Kittens • Sustainability
July/August 2026	23 June 2026	9 July 2026	Dogs • zza.spezial: Digitization
September 2026	11 August 2026	27 August 2026	Aquaristics • Cats
October 2026	8 September 2026	24 September 2026	Hedgehogs, Squirrels & Co. • zza.spezial: Snacks
November 2026	13 October 2026	29 October 2026	Terraristics • Animal health
December 2026/January 2027	17 November 2026	3 December 2026	Small Animals • zza.spezial: Dog Groomers

Schaufenster

The "Schaufenster" is the monthly industry directory and shopping guide for the entire German pet industry.

Option for disposition:	At the beginning of the quarter, Issue No. 1 - 4 - 7 - 10	
Duration:	At least one quarter	
Advertisement format:	1 - 4 columns	
Advertisement rates:	per single-column 43 mm width mm column	EUR 4.60
Discounts:	6 ads - 5 % 9 ads - 10 % 11 ads - 15 %	
Invoice:	quarterly in the first quarter of each month	

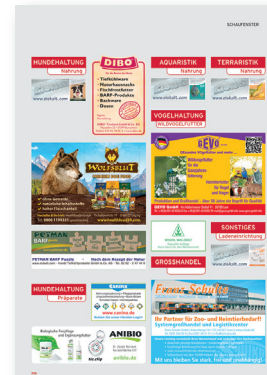
List of categories:

Aquaristics	Cats	Birds	Wholesale
Food	Food	Food	Horses
Supplements	Supplements	Supplements	Pigeon post
Waterplants	Grooming	Accessories	Other
Accessories	Accessories	Small Animals	EDP
Wholesale	Accessories	Food	Trade magazines
Dogs	Terraristics	Supplements	Store Furniture
Food	Food	Accessories	Corporate consultation
Supplements	Supplements		Packaging
Grooming	Accessories		
Accessories			

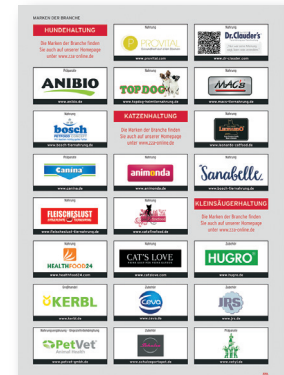
Marken der Branche

"Marken der Branche" refers to brand and/or company logos that are significant within the pet industry.

Option for disposition:	for each issue	
Duration:	at least 10 issues	
Advertising space:	58 mm width x 29 mm height	
Content of the advertising space:	Brand- or Company logo Homepage-Adress QR-Code	
Advertisement rates:	Per advertising space per issue	EUR 115.-
Categories:	Aquaristics Terraristics Birds Small Animals Dogs Cats Garden and Ponds Other	



Sample Page
„Schaufenster“



Sample Page
„Marken der Branche“

zza offers a wide variety of topics, deepened by the know-how of the industry association ZZF and its lobby and information work in the sector of pet and species protection as well as education and further training.

There are 5 zza.spezials with the following topics (two times the topic „Dog Groomers“):



zza.spezial: Interzoo 2026

zza.spezial: Heimtierpflege im Salon

zza.spezial: Digitalisierung

zza.spezial: Snacks

Newsletter Banner

The newsletter banner is placed between the newsletter content.

Size: 600 x 120 Pixel

Price (monthly)

Euro 575.-

Product recommendation

recommend your product with text and image in the newsletter as well. Maximum 250 characters.

Image size: 260 x 162 pixels

Price (monthly)

Euro 805.-

Discounts

10 % discount for a 6 months term

15 % discount for a 12 months term

Placement duration

from the 1st to the last of a month

Frequency

At least once a week

Reach of the newsletter

The zza-newsletter is sent weekly to 1,584 addressees.

(as of 1 October 2025)





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