

print

online

news-
letter



Media Information
2024

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 woodfree matt (inside) 200g/m ² woodfree mat (cover)
Printing process:	Offset, at least 60 grid, euroscale or European scale
Fashioning:	Stapled binding
Frequency:	10 issues, (refer to schedule)
Annual set:	120. Volume 2024

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


Institution:	Official organ of ZZF
Publisher:	Zentralverband Zoologischer Fachbetriebe Deutschlands 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:	zza@zzf.de
Editors:	Dominic Heitz, responsible Sabine Gierok redaktion@zza-online.de

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



Media Information

Print analysis / Circulation analysis
subscriber analysis / sales analysis

Audited by:	 IVW* 2nd quarter of 2023
Circulation analysis:	Copies per issue on an average of the 2nd quarter of 2023
Printed circulation:	6,000 copies
Actual circulation*:	5,874 copies
Paid circulation:	1,603 copies 621 subscriptions 982 other sales
Free copies:	4,271 copies 126 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		5,445	92.70
Abroad		429	7.30
Actual circulation*		5,874	100.00
(Germany):	0 - 09999	354	6.08
	10000 - 19999	359	6.11
	20000 - 29999	628	10.69
	30000 - 39999	625	10.64
	40000 - 49999	698	11.89
	50000 - 59999	592	10.08
	60000 - 69999	541	9.21
	70000 - 79999	556	9.47
	80000 - 89999	521	8.87
	90000 - 99999	571	9.72
	Abroad	429	7.30
Actual circulation*		5,874	100.00

Target groups	Copies	Percent
Pet speciality retailers, pet stores (independent, chain, franchise), department stores, supermarkets	2,312	39.35
Pet supplies industry and wholesalers, commercial breeders	1,124	19.13
Veterinarians, practising vets, non-medical pet practitioners, boarding kennels, catteries, commercial dog training centres	933	15.89
Grooming salons, cat boutiques	700	11.92
Garden centres and DIY stores with pet department	558	9.50
Veterinary authorities, associations	200	3.40
Online shops, food retailers, drugstores	47	0.81
Actual circulation*	5,874	100.00

Analysis	October 2022 until September 2023 = 10 issues	
Total volume:	672 pages	= 100.00 %
Editorial:	583 pages	= 86.76 %
Advertising:	89 pages	= 13.24 %

Advertising rates valid from 1 October 2023



Actual circulation:
5,874 copies (IVW second quarter 2023)

zza.
zoologischer zentral anzeiger

Sizes of ads and basic prices:

Format	width x height	4-coloured
1/1 page	184 x 270 mm	EUR 4,580.-
2/3 page or	121 x 270 mm 394 x 87 mm	EUR 3,420.-
1/2 page or	90 x 270 mm 184 x 133 mm	EUR 2,550.-
2/4 page	394 x 65 mm	EUR 2,740.-
1/3 page or	184 x 87 mm 58 x 270 mm	EUR 1,710.-
1/4 page or	90 x 133 mm 184 x 65 mm	EUR 1,390.-
1/6 page	58 x 133 mm	EUR 960.-
1/8 page or	90 x 65 mm 184 x 31 mm	EUR 750.-

Prices for special placements:	2nd cover page	EUR 5,200.-
	first right page	EUR 4,920.-
	3rd cover page	EUR 4,920.-
	1/2 page beside the content	EUR 2,810.-
	4th cover page	EUR 5,460.-
	Tunnel ad	EUR 4,920.-

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 for inserts: Loose inserts, bound inserts, glued inserts
Druckhaus Karlsruhe, Messering 5, 76287 Rheinstetten GERMANY
Printsamples in advance to hw-studio weber, Leimersheim

Deadline: Circa 14 days before publication (refer to schedule)

Payment: Prices in Euro and subject to statutory VAT if the service is taxable in Germany

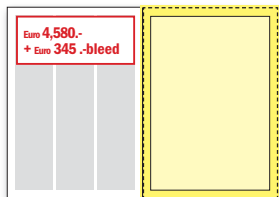
Terms of payment: To be paid immediately with no deduction.

Account: Nassauische Sparkasse Wiesbaden
BIC: NASSDE55XXX
IBAN: DE59 5105 0015 0103 0520 07

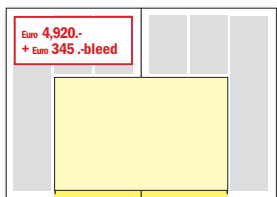
General terms: www.zza-online.de

Advertisement format

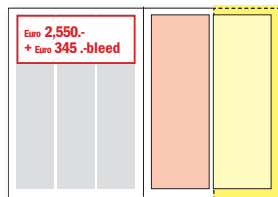
Ads in the bleed: + 3 mm bleed on all sides



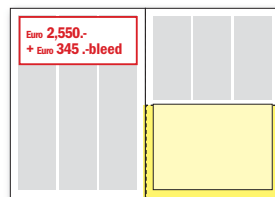
1/1 page
type area width 184 mm, height 270 mm
in the bleed width 210 mm, height 297 mm



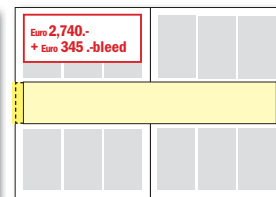
Tunnel ad
type area width 268 mm, height 175 mm
in the bleed width 268 mm, height 189 mm



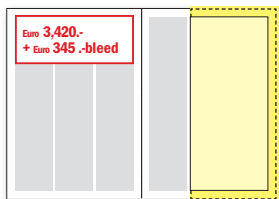
1/2 page VERTICAL
type area width 90 mm, height 270 mm
in the bleed width 103 mm, height 297 mm



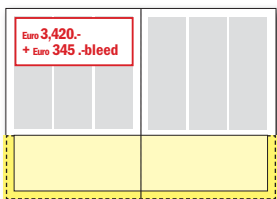
1/2 page HORIZONTAL
type area width 184 mm, height 133 mm
in the bleed width 210 mm, height 147 mm



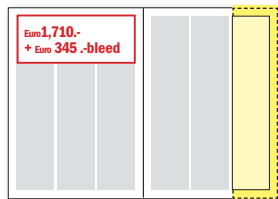
2/4 page HORIZONTAL
type area width 394 mm, height 65 mm
in the bleed. width 420 mm, height 65 mm



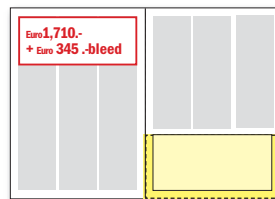
2/3 page VERTICAL
type area width 121 mm, height 270 mm
in the bleed width 134 mm, height 297 mm



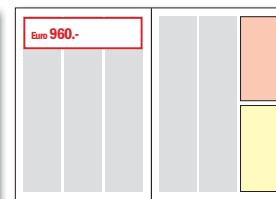
2/3 page HORIZONTAL
type area width 394 mm, height 87 mm
in the bleed width 420 mm, height 101 mm



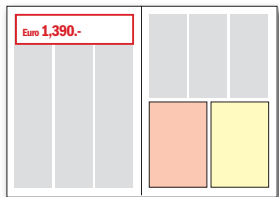
1/3 page VERTICAL
type area width 58 mm, height 270 mm
in the bleed width 71 mm, height 297 mm



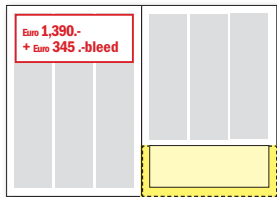
1/3 page HORIZONTAL
type area width 184 mm, height 87 mm
in the bleed width 210 mm, height 101 mm



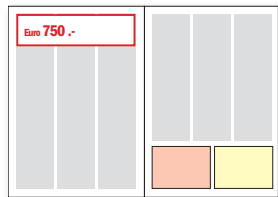
1/6 page VERTICAL
type area width 58 mm, height 133 mm



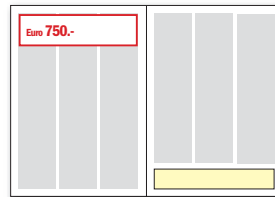
1/4 page VERTICAL
type area width 90 mm, height 133 mm
in the bleed width 103 mm, height 147 mm



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

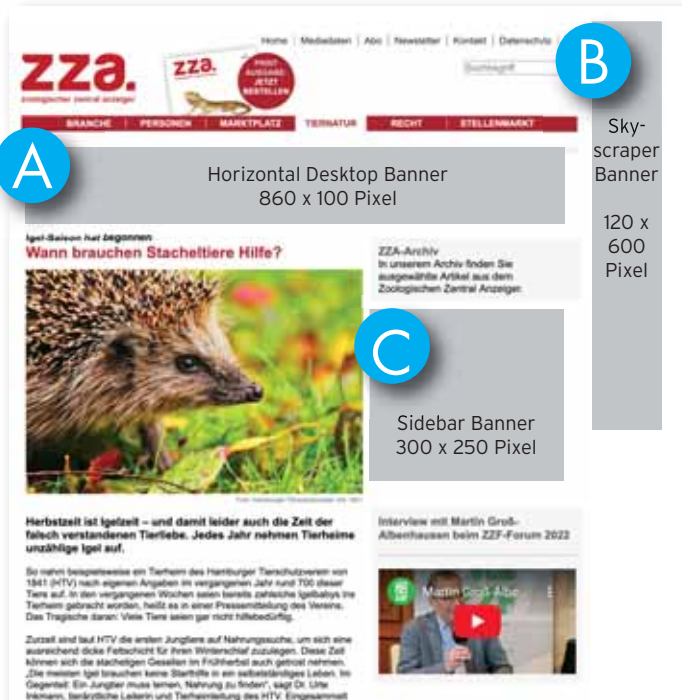


1/8 page HORIZONTAL
type area width 184 mm, height 31 mm

Schedule 2024

Issue	Deadline for ads	Publication date	Topics
December 2023/January 2024	21 November 2023	7 December 2023	Small Animals • zza.spezial: Dog Groomers
February 2024	9 January 2024	25 January 2024	Aquaristics • Organic, Barf & Co.
March 2024	13 February 2024	29 February 2024	Cats • Garden & ponds • zza.spezial: Interzoo
April 2024	12 March 2024	28 March 2024	Birds • outside with dog and cat • with loose insert: InterzooDaily Preview
May 2024	8 April 2024	25 April 2024	Interzoo • zza.spezial: Dog Groomers
June 2024	22 May 2024	6 May 2024	Puppies & Kittens • sustainability
July/August 2024	18 June 2024	4 July 2024	Dogs • zza.spezial: Digitization
September 2024	13 August 2024	29 August 2024	Aquaristics • Cats
October 2024	10 September 2024	26 September 2024	Wild birds, Hedgehog & Co. • zza.spezial: Snacks
November 2024	15 October 2024	31 October 2024	Terraristics • Animal health
December 2024/January 2025	19 November 2024	5 December 2024	Small Animals • zza.spezial: Dog Groomers

The ABC-advertisement offer on zza-online.de



Traffic

The zza-online.de webpage generates on average 12,500 page impressions with 8,000 users per month (annual average from 1.8.2022 to 31.7.2023 incl. mobile users according to Google Analytics).

Horizontal Desktop Banner

The Horizontal Desktop Banner is placed above the content and comprises the whole width of the web page.

It is displayed at the homepage only.

The dimensions in pixels on desktop computers are 860 width x 100 height.

The dimensions in pixels on intermediate (tablet) are 380 width x 100 height.

Price (monthly)

Euro 935.-

Skyscraper Banner

The Skyscraper Banner is placed at the right side.

It is displayed at the homepage and at any single directory page.

It's displayed only on desktop computers.

The dimensions in pixels are 120 width x 600 height.

Price (monthly):

Euro 800.-

Sidebar Banner

The Sidebar Banner is placed at the right side, at mobile phones underneath the main content.

It is displayed at the homepage and at any single directory page.

It is displayed upon desktop, tablet-computers and mobile phones.

The dimensions in pixels are 300 width x 250 height (for the desktop-display).

The dimensions in pixels on intermediate (tablet) are 160 width x 122 height.

Price (monthly):

Euro 725.-

Discounts

10 percent discount given for a 6 month term

15 percent discount given for a 12 month term

Placement duration

from the first until the last day of the month

Data

gif and jpg, gif-animation; no flash-animation

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 2024

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 1,558 addressees.

(as of 1 October 2023)



Kontakt



Editor-in-Chief

Dominic Heitz
heitz@zza-online.de
phone +49/6 11/44 75 53-23



Editor

Sabine Gierok
gierok@zza-online.de
phone +49/7 21/56 95 64 9



Project Manager

Fabrice Weber
media@zza-online.de
phone +49/72 72/92 75-14



Advertising Consultant

Nadine Plettl
advertising@zza-online.de
phone +49/72 72/92 75-18



Technical Advisor

Susanne Schwarz
technik@zza-online.de
phone +49/72 72/92 75-20



Publishing house zza-Verlag
Postfach 6164, 65051 Wiesbaden, Germany
phone: +49 / 611 / 447553-0
Fax: +49 / 611 / 447553-33
E-Mail: zza@zzf.de
www.zza-online.de



**Advertisements
Production
Distribution**

hw-studio weber
medienagentur
Gewerbegebiet 39
76774 Leimersheim
phone : +49 / 72 72 / 92 75-0
Fax: +49 / 72 72 / 92 75-44
E-Mail: anzeigen@zza-online.de
www.hw-studio.de