



Interzoo *Daily digital*

Official Trade Fair Journal

Media information 2021

In brief: Interzoo Daily digital is the official trade fair journal of the Interzoo.digital 2021. The bilingual e-paper reports on Interzoo.digital, the supporting program as well as news, feed trends and Pet services. The Interzoo Daily digital newsletter invites the pet industry to visit the platform every day of the fair. The articles around the fair events provide the journalistic framework for advertising. The Interzoo Daily digital is produced by the zza editorial team.

Size of journal: 275 mm width, 380 mm height

Type area: 245 mm width, 330 mm height, 5 columns, 45 mm width

Language: Bilingual: English/German

Circulation: Preview and Review issue will be available as an e-paper on www.interzoo.com and www.zza-online.de. Furthermore by mailing to around 30.000 contacts in Germany and the foreign countries.

On every four days of the fair as a newsletter to around 30.000 contacts in Germany and the foreign countries as well as all participants of the Interzoo.digital.

Publisher: Zentralverband Zoologischer Fachbetriebe e.V. (ZZF), Wiesbaden

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Publication dates: Preview issue: May 18th, 2021
1st day of exhibition: Tuesday, June 1st, 2021
2nd day of exhibition: Wednesday, June 2nd, 2021

3rd day of exhibition: Thursday, June 3rd, 2021
4th day of exhibition: Friday, June 4th, 2021
Review issue: June 14th, 2021

Ads and banner advertising

Preview and Review issue			
Advertising sizes	(width x height)	Prices 4-coloured	
A 1/5 horizontal	45 mm x 330 mm	Euro	960,-
B 1/5	95 mm x 160 mm	Euro	960,-
C 1/4 vertical	245 mm x 75 mm	Euro	1.345,-
D 2/5 horizontal	95 mm x 330 mm	Euro	1.840,-
E 1/2 vertical	245 mm x 160 mm	Euro	2.400,-
F 3/5 horizontal	145 mm x 330 mm	Euro	2.760,-
G 4/5 horizontal	195 mm x 330 mm	Euro	3.780,-
H 1/1	245 mm x 330 mm	Euro	3.960,-

Interzoo Daily digital Newsletter		
	(width x height)	Price per day
Banner	600 px x 120 px	Euro 750,-

Inexpensive advertising packages

Save up with our advertising packages			
One advertising package includes an advertisement publication in the Preview and Review issue as well as a logo placement in all four newsletter issues.			
	Content	Regular price	Package price
Package S	• 2 x 1/4 page advertisement • 4 x Logo placement	3.700,- Euro	2.500,- Euro
Package M	• 2 x 1/2 page advertisement • 4 x Logo placement	5.800,- Euro	4.500,- Euro
Package L	• 2 x 1/1 page advertisement • 4 x Logo placement	8.920,- Euro	7.500,- Euro

Payment: Price in Euros and subject to statutory VAT if the service is taxable in Germany

General terms: The advertisement orders are subject to our terms and conditions

Data transfer: To medienberatung@zza-online.de

Deadline: **May 7th, 2021**