

In brief: Interzoo Daily is the official trade fair journal for the Interzoo 2021. This bilingual journal provides up to date information in newspaper format about the world's leading fair for pet supplies and its supporting program as well as innovations, trends in pet food products and pet-services. Editorial articles around the trade fair events and generous photo series will supply the journalistic frame for your advertisements. Interzoo Daily will be produced directly on the fair.

Size of journal: 275 mm width x 380 mm height

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

Printing paper: 75g/m² Eco Run

Fashioning: folded

Launched in: English/German

Edition: Preview issue 15.000 copies
Trade fair issues 10.000 copies per issue

Distribution: Preview issue: Print version
to pet industry in Germany
Preview digital issue to the international
pet industry by email

Exhibition issue: To all visitors and exhibitors at the Interzoo, distributed to hotels in Nuremberg and surrounding area

Additional online-publishing: www.interzoo.com

Publication dates: Preview issue: 27 April 2021
1st day of exhibition, 1 Juni 2021
2nd day of exhibition, 2 Juni 2021
3rd day of exhibition, 3 Juni 2021
4th day of exhibition, 4 Juni 2021

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Conductor: Fabrice Weber (anzeigen@zza-online.de)

Media consulting: Cindy Ivanovic (medienberatung@zza-online.de)

Price: free of charge

Year: 11 year 2021

Analysis of the volume:

Total volume:	76 pages	=	100 %
Editorial:	57 pages	=	75 %
Advertising:	19 pages	=	25 %



Advertising formats and rates

Size	(Width x Height)	4-colour
A 1/5 vertical	45 mm x 330 mm	Euro 1 200,-
B 1/5	95 mm x 160 mm	Euro 1 200,-
C 1/4 horizontal	245 mm x 75 mm	Euro 1 680,-
D 2/5 vertical	95 mm x 330 mm	Euro 2 300,-
E 1/2 horizontal	245 mm x 160 mm	Euro 3 000,-
F 3/5 vertical	145 mm x 330 mm	Euro 3 450,-
G 4/5 vertical	195 mm x 330 mm	Euro 4 100,-
H 1/1 page	245 mm x 330 mm	Euro 4 950,-

Discounts:

Publishing 2 issues: 5 percent
Publishing 3 issues: 10 percent
Publishing 4 issues: 15 percent

General terms:

The advertising orders are subjects of our AGB for advertisements and supplements.

Print:

Offset, 60 grid, euroscale or European scale

Printing data:

Data delivery as PDF files in print quality.

Processing times of non correct data files or construction of files will be charged based upon the actual amount of work.

Proof prints for data check and colour matching are needed until the advertising deadline to guarantee colour accuracy.

Data delivery:

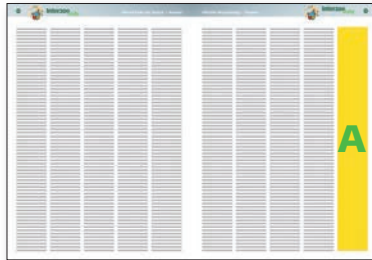
printable pdf file
to technik@zza-online.de

Deadline :

Preview issue: 1 April 2021

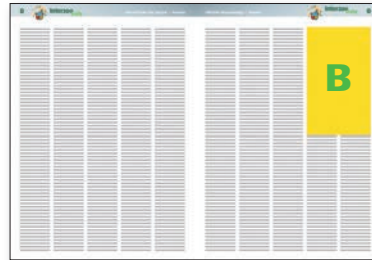
For the exhibition issues: 11 Mai 2021

Advertisement format



1/5 -page
vertical
45 mm
x
330 mm

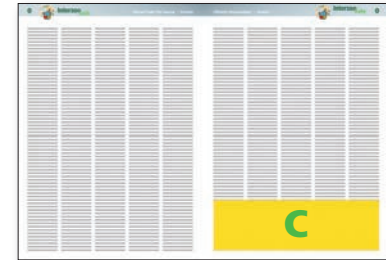
1 200 €



1/5 -page

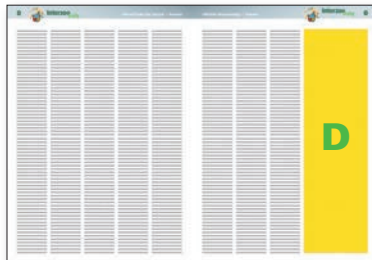
95 mm
x
160 mm

1 200 €



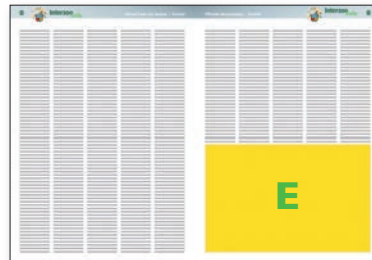
1/4 -page
horizontal
245 mm
x
75 mm

1 680 €



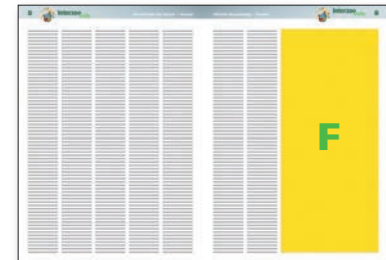
2/5 -page
vertical
95 mm
x
330 mm

2 300 €



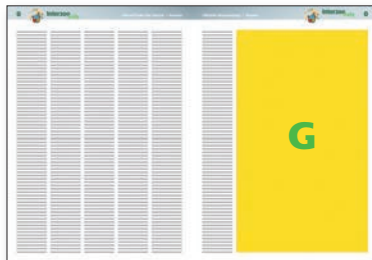
1/2 -page
horizontal
245 mm
x
160 mm

3 000 €



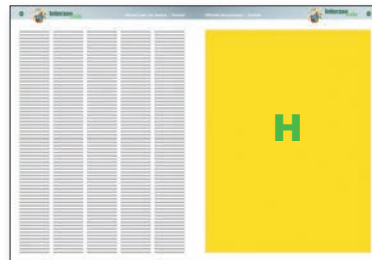
3/5 -page
vertical
145 mm
x
330 mm

3 450 €



4/5 -page
vertical
195 mm
x
330 mm

4 100 €



1/1 -page

245 mm
x
330 mm

4 950 €



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made by

zza.
zoologischer zentral anzeiger

Das Fachmagazin für die Heimtierbranche
The German pet trade magazine



Interzoo
Official Trade Fair Journal **Daily**