

Media information

2024



Media information

Characteristics / Print analysis / Circulation analysis



In brief: Interzoo Daily is the official trade fair journal of Interzoo 2024. The bilingual newspaper reports daily on the world's leading trade fair and its supporting programme as well as on new products, petfood trends and pet services. The articles around the fair events and the extensive photo series provide the journalistic framework for advertising. The Interzoo Daily is produced by the zza editorial team directly on site.

Size of journal: 275 mm width, 380 mm height
Type area: 245 mm width, 330 mm height, 5 columns, 45 mm width

Printing paper: 75g/sqm Eco Run

Fashioning: folded

Language: Bilingual: English/German

Circulation : Preview issue 12,000 copies
Trade fair issues 8,000 copies each day

Distribution: Postal sending of print preview to German pet industry
Mailing of digital preview to international pet industry
The preview issue will be available as an e-paper on www.interzoo.com.
Additional mailing to about 30,000 contacts in Germany and abroad.

Online publishing of all issues Trade fair issues: distribution to the visitors and exhibitors of Interzoo on site, display in numerous hotels in Nuremberg and the region.

Publication dates: Preview issue: 14 March 2024
1st day of the the trade fair: Tuesday, 7 May 2024
2nd day of the the trade fair: Wednesday, 8 May 2024
3rd day of the the trade fair: Thursday, 9 May 2024
4th day of the the trade fair: Friday, 10 May 2024

Publishing house and organizer: Wirtschaftsgemeinschaft
Zoologischer Fachbetriebe GmbH
Postfach 6164, 65051 Wiesbaden

Managing Director: Gordon Bonnet

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Editorial staff: Dominic Heitz, responsible
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Phone: +49 / 72 72 / 92 75-0

Object conductor: Fabrice Weber (media@zza-online.de)

Media consultant: Antonio Spano (advertising@zza-online.de)

Subscription price: Delivery, distribution and display free of charge

Analysis: 2022 = 5 issues

Total volume:	72 pages	=	100 %
Editorial:	63 pages	=	87.50 %
Advertising:	9 pages	=	12.50 %

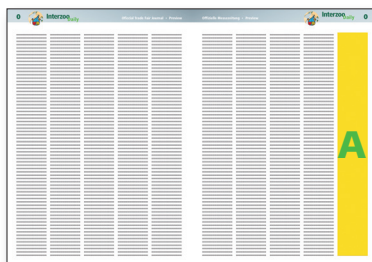


Sizes of ads and prices

Format	(width x height)	prices 4-coloured
A 1/5 vertical	45 mm x 330 mm	Euro 1,460.–
B 1/5 2 columns	95 mm x 160 mm	Euro 1,460.–
C 1/4 horizontal	245 mm x 75 mm	Euro 1,740.–
D 2/5 vertical	95 mm x 330 mm	Euro 2,590.–
E 1/2 horizontal	245 mm x 160 mm	Euro 3,200.–
F 3/5 vertical	145 mm x 330 mm	Euro 3,930.–
G 4/5 vertical	195 mm x 330 mm	Euro 4,660.–
H 1/1 page	245 mm x 330 mm	Euro 5,460.–

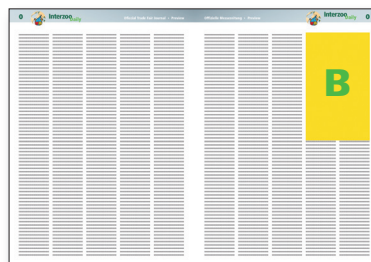
Discount:	Bookings for 2 issues: 5 percent Bookings for 3 issues: 10 percent Bookings for 4 issues: 15 percent
General terms:	The advertisement orders are subject to our terms and conditions.
Printing:	Offset, 60 grid, euroscale or European scale
Printing data:	Please deliver files as pdf in printing quality. Processing effort is calculated according to the actual effort. Please send us a printed proof as well for us to guarantee for the color binding.
Data transfer:	printable pdf file to technik@zza-online.de
Deadline:	Preview issue: 27 February 2024 For the trade fair issues: 2 May 2024

Advertisement sizes



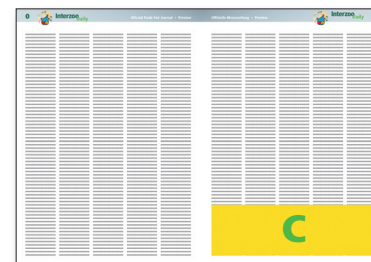
1/5 page
vertical
45 mm
x
330 mm

1,460 €



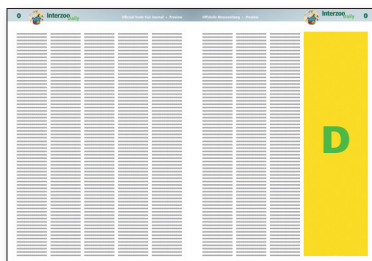
1/5 page
95 mm
x
160 mm

1,460 €



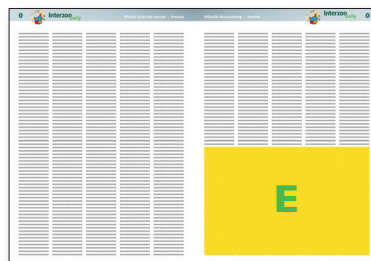
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horizontal
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x
75 mm

1,740 €



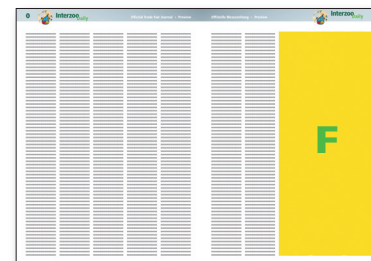
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vertical
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x
330 mm

2,590 €



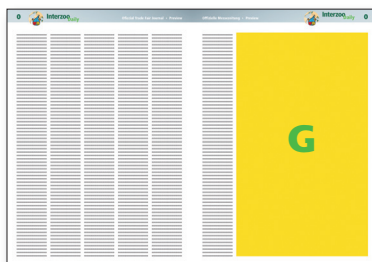
1/2 page
horizontal
245 mm
x
160 mm

3,200 €



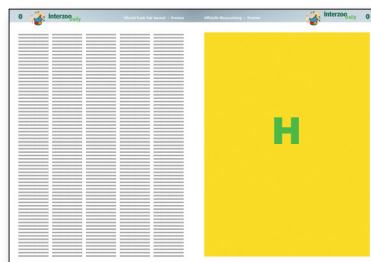
3/5 page
vertical
145 mm
x
330 mm

3,930 €



4/5 page
vertical
195 mm
x
330 mm

4,660 €



1/1 page
245 mm
x
330 mm

5,460 €

Contact



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