

Introducing

# PETfood in canada

A SUPPLEMENT OF FOOD IN CANADA MAGAZINE

## Media planner 2014

Published by food in canada magazine, advertising with *PETfood in Canada* provides access to a highly targeted list of pet food processing and manufacturing professionals across Canada.



print. web. events.  
[www.foodincanada.com](http://www.foodincanada.com)



Focused with delivering a unique editorial package to this highly defined audience, *PETfood in Canada* reaches more than 7,300 Canadian pet food manufacturing industry professionals:

- > **Owners, Partners and Senior Executives**
- > **Production Managers, Engineers, Quality Control**
- > **Purchasing, Sales & Marketing**
- > **Food Scientists, Technologists, Nutritionists, Food Developers**
- > **Food Safety, Regulatory**
- > **Distributors/Brokers/Wholesalers**

An audience that has the ability to specify select or approve the purchase of ingredients, equipment and other products and services in the development and production of pet food and pet treats.

*PETfood in Canada* addresses the information needs of the Canadian pet food and pet treat processing industry.

If you supply ingredients or equipment to the pet food industry, you cannot afford to miss being a part of this important new pet food information source for the Canadian market.



Professionals working in the Canadian pet food and pet treat manufacturing industry look to *PETfood in Canada's* reporting on topics such as:

- > Canadian Food Inspection Agency reports
- > Industry news
- > Government of Canada's enhanced animal health safeguards
- > Trends
- > Ingredients, Insights, Nutrition
- > Canadian pet food processing legislation
- > Clean labeling of pet food
- > Importing/Exporting Regulations
- > Regulatory Issues
- > Labelling Law
- > Pet Food Company Profiles
- > New Ingredients
- > New Equipment
- > Opinions



## PRINT ADVERTISING

### RATES

(all rates are NET)

Ad Size	Rate
Full Page	2,795
2/3	2,395
½ Island	2,195
1/2	1,895
1/3	1,595
1/4	1,395

**PETFOOD  
IN CANADA  
WILL BE PUBLISHED  
IN JUNE 2014**

Advertising Space Reservation  
Deadline – **May 1**  
Advertising Material  
Due Date – **May 8**

## COMPANIES

Some of the companies you'll find reading *PETfood in Canada* magazine includes:

- Champion Petfoods
- DLM Foods Canada Corp.
- FirstMate
- Global Pet Foods
- Harrison Pet Products
- Mars Canada Inc.
- Nestle Purina Petcare
- Normerica Inc.
- Nutreco
- OmniPET Nutrition
- Petcurean
- P&G Pet Care
- PLB International
- Royal Canine Canada
- Simmons Pet Food Inc.
- The Great Canadian Pet Food Company



# AD SPECS

Standard unit size	Inches	Inches
full page (trim)	8-1/8	10-7/8
(full page bleed)	8-3/8	11-1/8
(full page live area)	7	10
2/3 page	4-5/8	10
1/2 island	4-5/8	7-1/2
1/2 (horizontal)	7	4-7/8
1/2 (vertical)	3-3/8	10
1/3 page (1 column)	2-1/4	10
1/3 page (square)	4-5/8	4-5/8
1/4 page	3-3/8	4-7/8

## PRINT AD MATERIAL REQUIREMENTS

- > Please provide us with a PDF/X-1a:2001 file.
- > All fonts and images must be embedded and file flattened.
- > All colours used must be CMYK or Grayscale.

### Where to send it

- > Upload your file(s) to our FTP site at:  
**Bigftp.businessinformationgroup.ca**
- > Login: fic Password: fic3689
- > Drag and drop your file(s) from your desktop to the folder.  
Please make sure your company name is included in the file name.

**For more info contact:** Steve Hofmann, Production Manager, Tel: (416) 510-6757 email: SHofmann@bizinfogroup.ca

FOR MORE INFORMATION ABOUT  
ADVERTISING VISIT OUR WEBSITE  
[www.foodincanada.com](http://www.foodincanada.com)

### or contact

Jack Meli (647) 823-2300  
jmeli@foodincanada.com

Daniela Piccone (416) 510-6773  
dpiccone@foodincanada.com



**PETfood in canada**  
A SUPPLEMENT OF FOOD IN CANADA MAGAZINE