

Media information 2021

valid from 1 Oktober 2020



Interzoo

Daily

Official Trade Fair Journal

www.interzoo.com

Media Information

Characteristic / Circulation analysis / Publisher / Print analysis



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.			Publisher:	Zentralverband Zoologischer Fachbetriebe e.V. (ZZF), Wiesbaden			
Size of journal:	275 mm width x 380 mm height			Publishing company and organizer:	Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH Postfach 6164, 65051 Wiesbaden GERMANY			
Type area:	245 mm width x 330 mm height, 5 columns je 45 mm width			Publishing management:	Antje Schreiber			
Printing paper:	75g/m² Eco Run			Editorial staff:	Dominic Heitz (V.i.S.d.P.) Phone +49 1 51 / 61 41 05 47 Sabine Gierok, Phone +49 1 72 / 76 91 45 4 Andrea Linder, Phone +49 1 76 / 72 15 63 82 redaktion@zza-online.de			
Fashioning:	folded							
Launched in:	English/German			Advertisements :	hw-studio weber, medienagentur			
Edition:	Preview issue 15.000 copies Trade fair issues 10.000 copies per issue			Layout, distribution:	Gewerbegebiet 39, 76774 Leimersheim			
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			Phone/Fax:	+49 72 72 / 92 75-0, +49 72 72 / 92 75-44			
	Additional online-publishing: www.interzoo.com			Internet:	www.hw-studio.de			
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			E-Mail:	anzeigen@zza-online.de			
				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:	2018 = 5 issues			
					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:

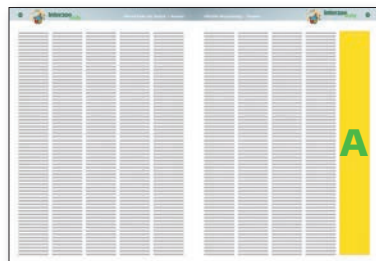
printable pdf file
to technik@zza-online.de

Deadline :

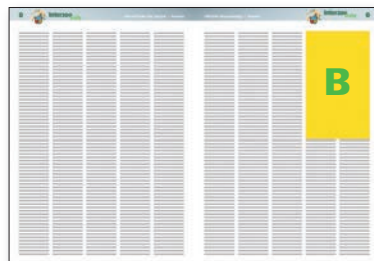
Preview issue: 1 April 2021

For the exhibition issues: 11 Mai 2021

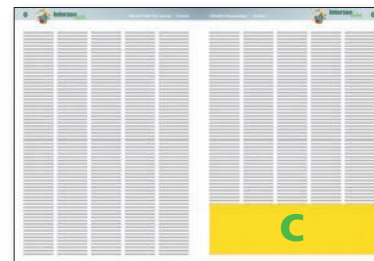
Advertisement format



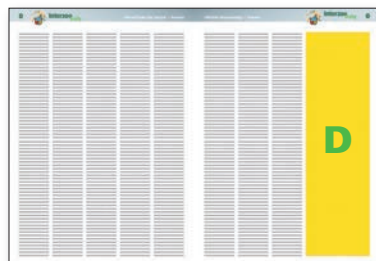
1/5 -page
 vertical
 45 mm
 x
 330 mm
 1 200 €



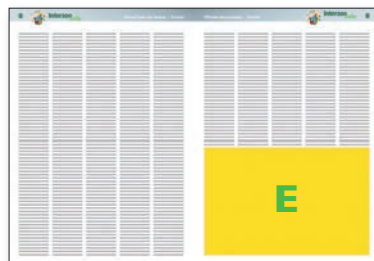
1/5 -page
 horizontal
 95 mm
 x
 160 mm
 1 200 €



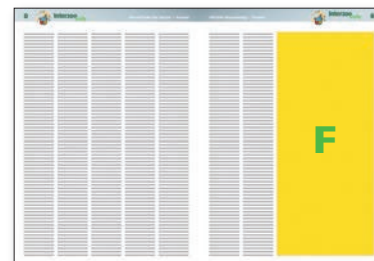
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 x
 75 mm
 1 680 €



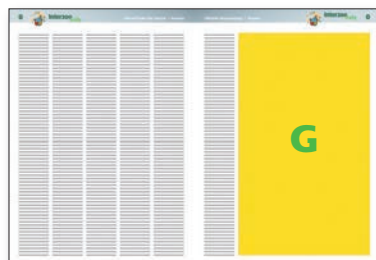
2/5 -page
 vertical
 95 mm
 x
 330 mm
 2 300 €



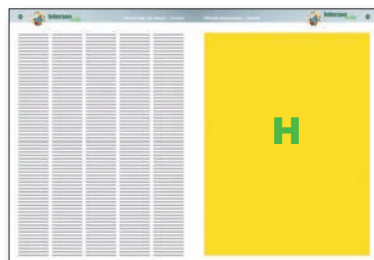
1/2 -page
 horizontal
 245 mm
 x
 160 mm
 3 000 €



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
 horizontal
 245 mm
 x
 330 mm
 4 950 €

Contact



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made by

zza.
zoologischer zentral anzeiger

Das Fachmagazin für die Heimtierbranche
The German pet trade magazine



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Official Trade Fair Journal **Daily**