



# PETBOOK

PET NUTRITION SPECIAL

*impassioned by*

media **impact**—

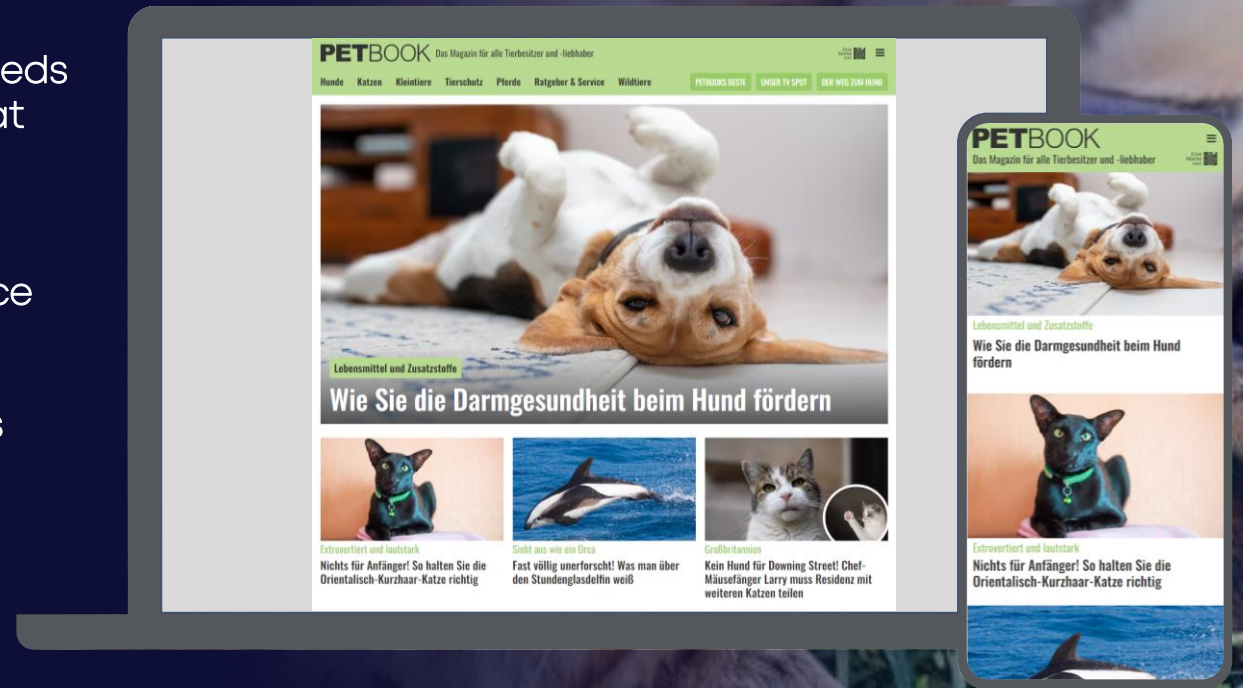
# PETBOOK IN A NUTSHELL

## THE LARGEST LIFESTYLE PORTAL FOR ALL PET OWNERS AND PET ETHUSIASTS:

- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- PETBOOK stands for high-quality and credible service journalism with a lifestyle approach
- Reports, expert interviews and tips, studies, tutorials and life hacks
- Special focus on animal health, healthy and sustainable nutrition, care and keeping of animals

**1,90 million** Unique Visitors\*

**2,42 million** Visits\*



**372.000 Follower\*\***

**368.000 Likes\*\***

\*Adobe Analytics 11/2024

\*\*Facebook November 2024

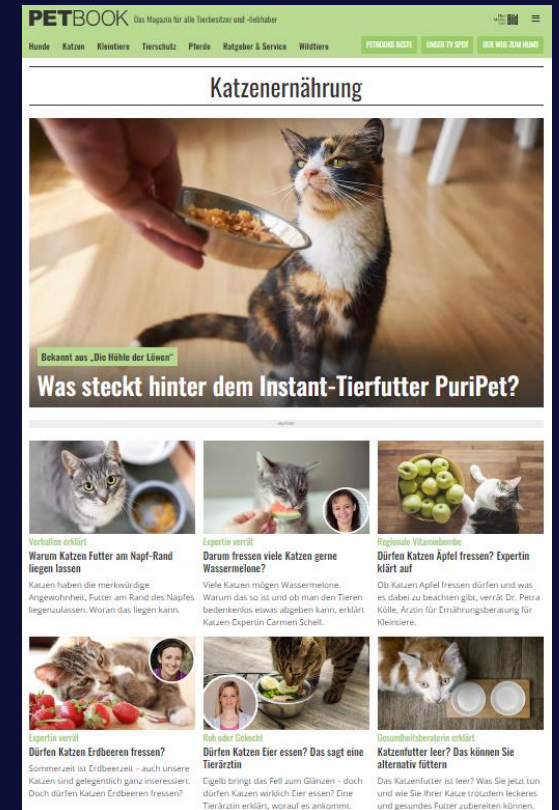
# PET NUTRITION ON PETBOOK

At **PETBOOK**, we know the importance of a balanced diet for our pets, which goes far beyond the right choice of food - it has a significant impact on their health, well-being and, above all, their quality of life.

But this is just the beginning: with our new Theme Special "**Pet Nutrition**", we are ensuring even more attention, well-founded information and sustainable decisions for the well-being of our animal companions.



To Dog Stage 



To Cat Stage 



# PET NUTRITION

THEME SPECIAL & ADDITIONAL INTEGRATIONS

We would be happy to develop a customized editorial environment for you

# THEME SPECIAL: PET NUTRITION DOGS

**A balanced diet is the key to a healthy and happy dog's life.** But which food choices really support your four-legged friend's health? In this Theme Special, we show you how to make the best choices for your dog and give him a long, vital life:

- Recognizing food allergies in dogs: Symptoms and the right diet
- The best snacks and treats for dogs - healthy rewards for in between meals
- Nutrition for puppies: How to make sure your young dog grows optimally
- How do I calculate the right amount of food for my dog?

The editorial topic planning for PETBOOK is a rough timetable and will be adjusted at short notice depending on the news situation in order to further expand PETBOOK's editorial strength.

**PETBOOK** Das Magazin für alle Tierbesitzer und -liebhaber

Hunde Katzen Kleintiere Tierschutz Pferde Ratgeber & Service Wildtiere

PETBOOKS BESTE UNSER TV SPOT DER WEG ZUM HUND

## Haustierernährung Hunde - Special

**Gesunde Zutaten**

### 4 Rezepte für Hundeeis zum Selbstmachen

**Management und Hilfsmittel**  
**Ihr Hund schlingt? Expertin gibt Tipps, was wirklich dagegen hilft**

Der Hund schlingt das Futter? Das kann zu gesundheitlichen Problemen führen. Welche das sind und wie man den Hund dazu bringt, langsamer zu fressen.

**Fruchtiger Snack**  
**Welches Obst Hunde (nicht) fressen dürfen**

Viele Früchte liefern Hunden wichtige Vitamine und Nährstoffe. Aber welches Obst dürfen und sollten Hunde fressen und welches ist ungeeignet?

**Im Sommer wichtig**  
**Tipps und Tricks, damit Hunde mehr trinken**

Viele Halter haben das Problem, dass ihr Hund nicht genug Wasser trinkt. Gerade im Sommer kann dies zur Gefahr werden.

\*Exemplary visualization

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# THEME SPECIAL: PET NUTRITION CATS

Your cat's diet plays a key role in its health and well-being. But what does your feline friend really need to stay fit and happy? In this Theme Special, we reveal how the right diet lays the foundation for a long and healthy cat life.

- Cat nutrition for kidney problems: What your house cat needs now
- Changing your cat's diet: How to get your cat used to new food without stress
- Vegan cat food: ethical or unhealthy?
- Nutrition tips for indoor cats: How to keep your cat fit and vital

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PETBOOKS BESTE UNSER TV SPOT DER WEG ZUM HUND

## Haustierernährung Katzen - Special

### Verhalten erklärt

#### Warum Katzen Futter am Napf-Rand liegen lassen

**Diat-Ernährung**

**Mein Kater war übergewichtig! So habe ich es geschafft, dass er abnimmt**

Die Katze von PETBOOK-Redakteurin Louisa Stoeffler war übergewichtig. Im Erfahrungsbericht erzählt sie, wie das Abnehmen dauerhaft gelingt.

**Produktvergleich**

**Katzen-Nassfutter bei „Stiftung Warentest“ – nur 7 von 15 Markenprodukten überzeugen**

Stiftung Warentest hat auch 2024 wieder Nassfutter für Katzen getestet und kommt zu eindeutigen Ergebnissen.

**Achtung, Warnzeichen!**

**Meine Katze trinkt plötzlich viel – daran könnte es liegen**

Was können Halter tun, wenn die Katze plötzlich zu viel trinkt? PETBOOK erklärt, an welchen Erkrankungen es liegen könnte.

\*Exemplary visualization

# THEME SPECIAL: STRONG PRESENCE IN A THEME-ORIENTED ENVIRONMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on Specialstart and all article pages:

- Sponsoring header and footer "presented by"
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle)
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Topic Special S	300.000 AIs	1 weeks	13.000 €
Topic Special M	600.000 AIs	2 weeks	23.000 €
Topic Special L	1.200.000 AIs	4 weeks	36.000 €



1) Recommended run time, customizable on request.

2) Plus creation costs (not SR- and AE-eligible): 2.000 €.

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big XYZ special presented by XYZ").

# CONCEPT IDEA **THEME SPECIAL DOGS**



1

## **MEDIA OF CHOICE**

on all index and article pages  
desktop & mobile *Ex.: Fireplace*

2

## **HEADER & FOOTER**

on all index and articles pages

3

## **ADVERTORIAL, BRAND STORY and/ or PRODUCT STORY**

## **ADBUNDLE & HOMETEASER**

for traffic supply



# ADVERTORIAL: YOUR CONTENT IN THE LOOK & FEEL OF PETBOOK

The advertorials on PETBOOK are individually designed.

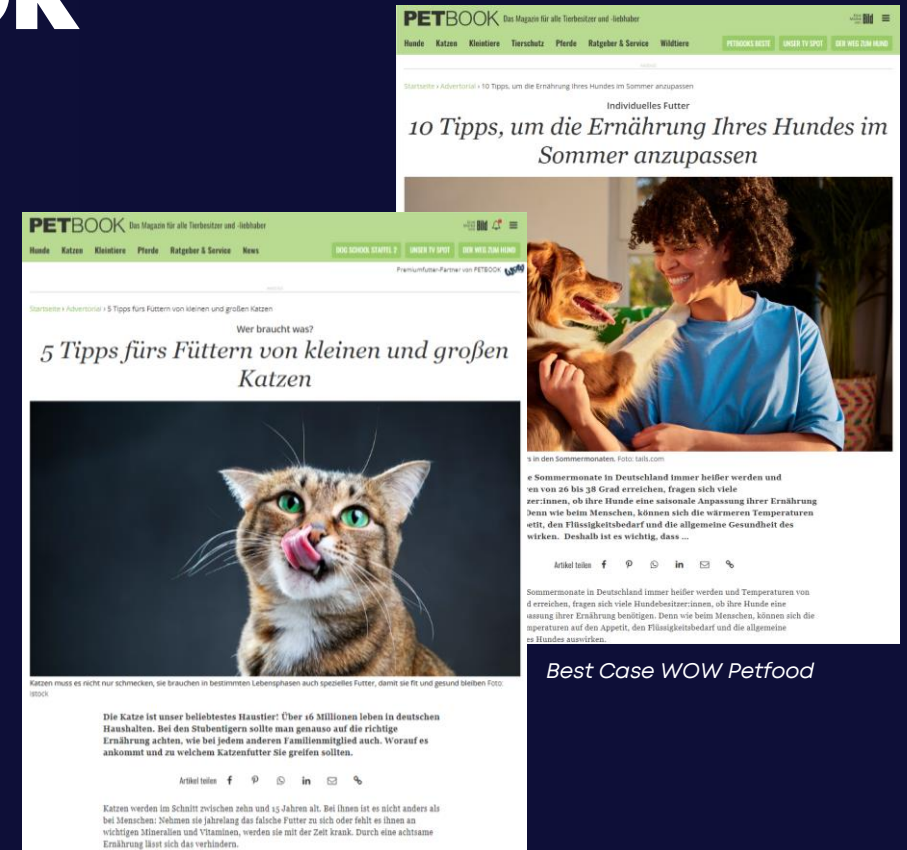
Thanks to the native storytelling in the look and feel of PETBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The advertorial focusses on the advertising content you provide.

Users are addressed directly and the brand can be promoted via competitions, votings, integrated videos and much more.

Traffic is generated through homepage teasers as well as an Ad Bundle and Mobile Medium Rectangle in Run of Site.

Package	Guarantee	Duration <sup>1</sup>	Pricing <sup>2</sup>
Advertorial XS <sup>3</sup>	375.000 AIs	2 weeks	7.500 €
Advertorial S <sup>3</sup>	500.000 AIs	2 weeks	10.000 €
Advertorial M <sup>3</sup>	1.000.000 AIs	4 weeks	17.500 €
Advertorial L <sup>3</sup>	1.500.000 AIs	6 weeks	22.500 €

- 1) Recommended run time, customizable on request.
- 2) Plus creation costs (not SR- and AE-eligible): 2.000 €.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).



Best Case WOW Petfood

Best Case WOW Petfood

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

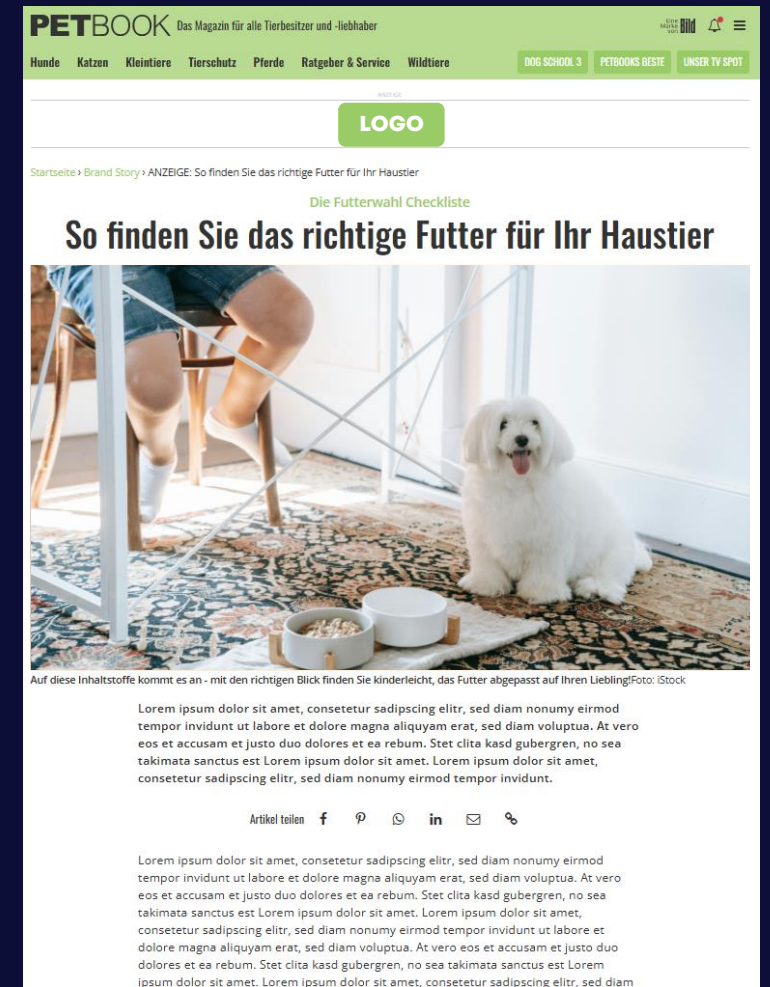
## Your native Story gets the exclusive storytelling of PETBOOK:

Informative texts, well researched, exciting videos, large photo productions, educating graphics, interactive engagement tools like 360-degree pictures, quizzes, picture galleries.

- Editorial-looking Story
- Prominent logo integration to indicate messenger
- Our Brand Studio team will help you find the right topic
- You may deliver your own photos or make use of our native photo team

Minimum page views to be booked <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5.000	15.000 Page Views 50.000 € <sup>1</sup> 6 weeks runtime <sup>2</sup>	20.000
Add-Ons		Cost
<b>Data:</b> Targeting   for selected advertising material		from 10€ CPM (see Targeting Ratecard)
<b>Social Media:</b> Sponsored & Content Posts		see Social Media Factsheet
<b>Performance:</b> Just Clicks, Social Engagement o. Lead Add-On		see Performance Factsheet
<b>Hub:</b> stage for collecting your Brand Storys		from booking 3 stories on top
<b>Insight:</b> Integrated Surveys / Quizzes for exciting insights <sup>4</sup>		No surcharge

1) Run time 6 weeks. The lead time must be requested.  
 2) Scalable page views: from € 3,50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the magazine.  
 3) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.  
 4) Various formats possible.



\*Exemplary visualization

# PRODUCT STORY: YOUR PRODUCT TAKES CENTER STAGE

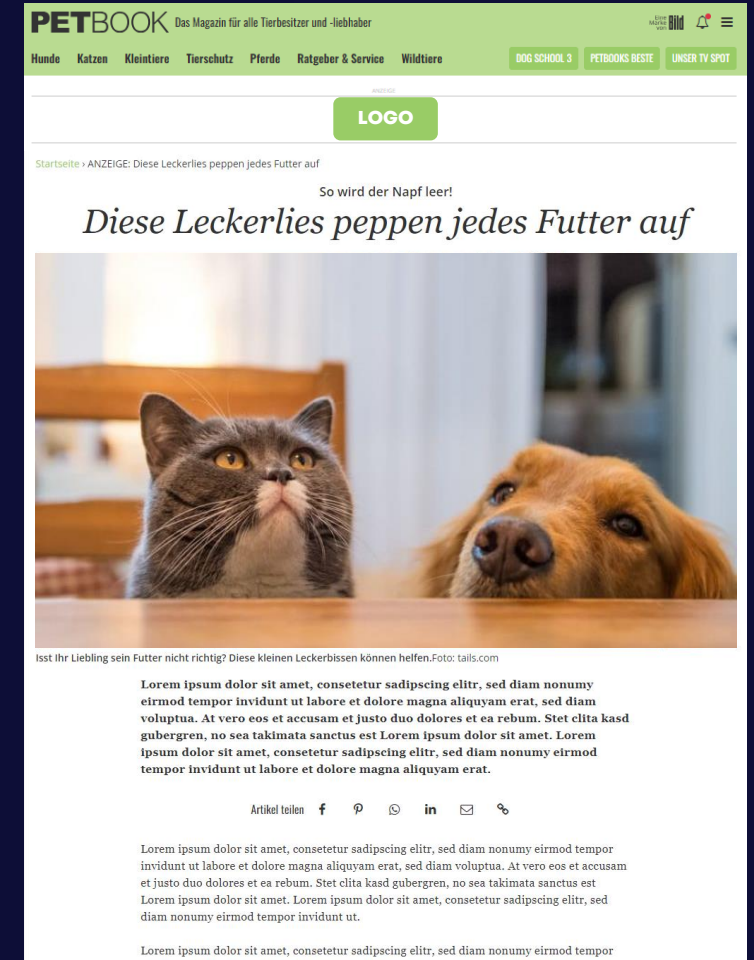
## Your brand or product is the focus of the story!

Your story about products in need of explanation, new features or current offers is presented authentically and clearly in the style of the respective media brand. We create your individual story and the corresponding teaser based on the material you can provide. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1.700.000 AIs & 9.000 Views	4 weeks	33.750 €

Add-Ons	Cost
<b>Visibility:</b> Ad Impressions <sup>2</sup>	on CPM-Basis (see CPM price list)
<b>Data:</b> Targeting   for selected advertising material	from 10€ CPM (see Targeting Ratecard)
<b>Social Media:</b> Sponsored & Content Post	see Social Media Factsheet
<b>Performance:</b> Just Clicks, Social Engagement o. Lead Add-On	see Performance Factsheet
<b>Hub:</b> stage for collecting your Product Storys	from booking 3 stories on top
<b>Insight:</b> Integrated Surveys / Quizzes for exciting insights <sup>3</sup>	No surcharge

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 2) Only advertising media included in the basic packages.
- 3) Various formats possible.



\*Exemplary visualization

# WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!



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