



# MEDIA GUIDE

# 2024

**PET** food  
PROCESSING®

**SOSLAND**  
PUBLISHING.

*[petfoodprocessing.net](http://petfoodprocessing.net)*



# PET food PROCESSING®

## The pet food and treat industry's most trusted information resource

*Pet Food Processing* provides in-depth coverage of ingredients, formulation, operations, packaging, engineering, innovations, new technologies, consumer trends and food safety issues in pet food production. Our experienced and knowledgeable team of editors and contributors deliver vital news, insight and analysis to key managers and executives who rely on our content to address their most critical business issues. *Pet Food Processing* offers a number of print and digital marketing opportunities to reach decision-makers with ingredients, equipment, packaging, service solutions and more.

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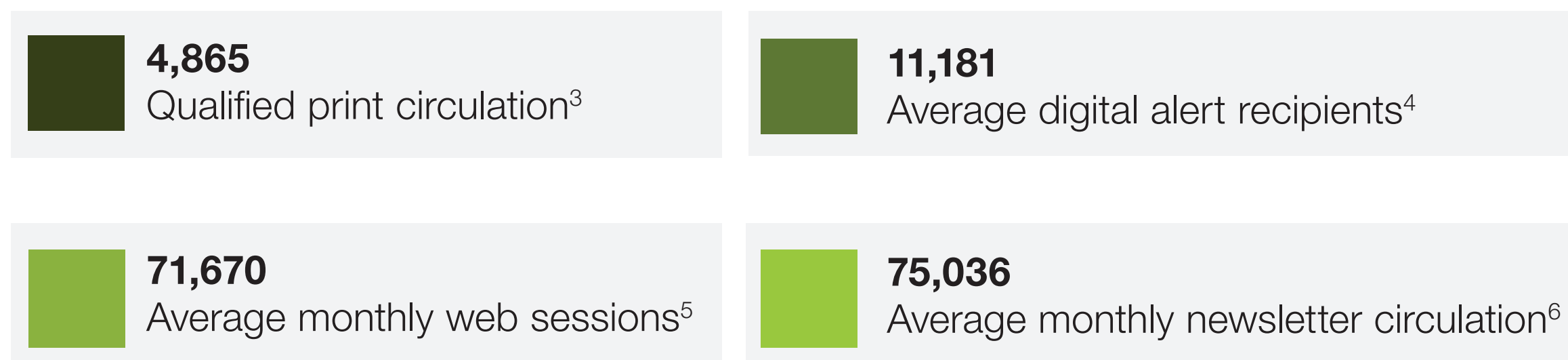
# Nearly 2 million ways to connect with customers in 2024<sup>1</sup>

*Pet Food Processing's* omnichannel approach delivers critical context and the latest news and information driving the pet food and pet treat industry. Each month, *Pet Food Processing* delivers more than 150,000 opportunities to connect with a highly engaged group of decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



**153,392**

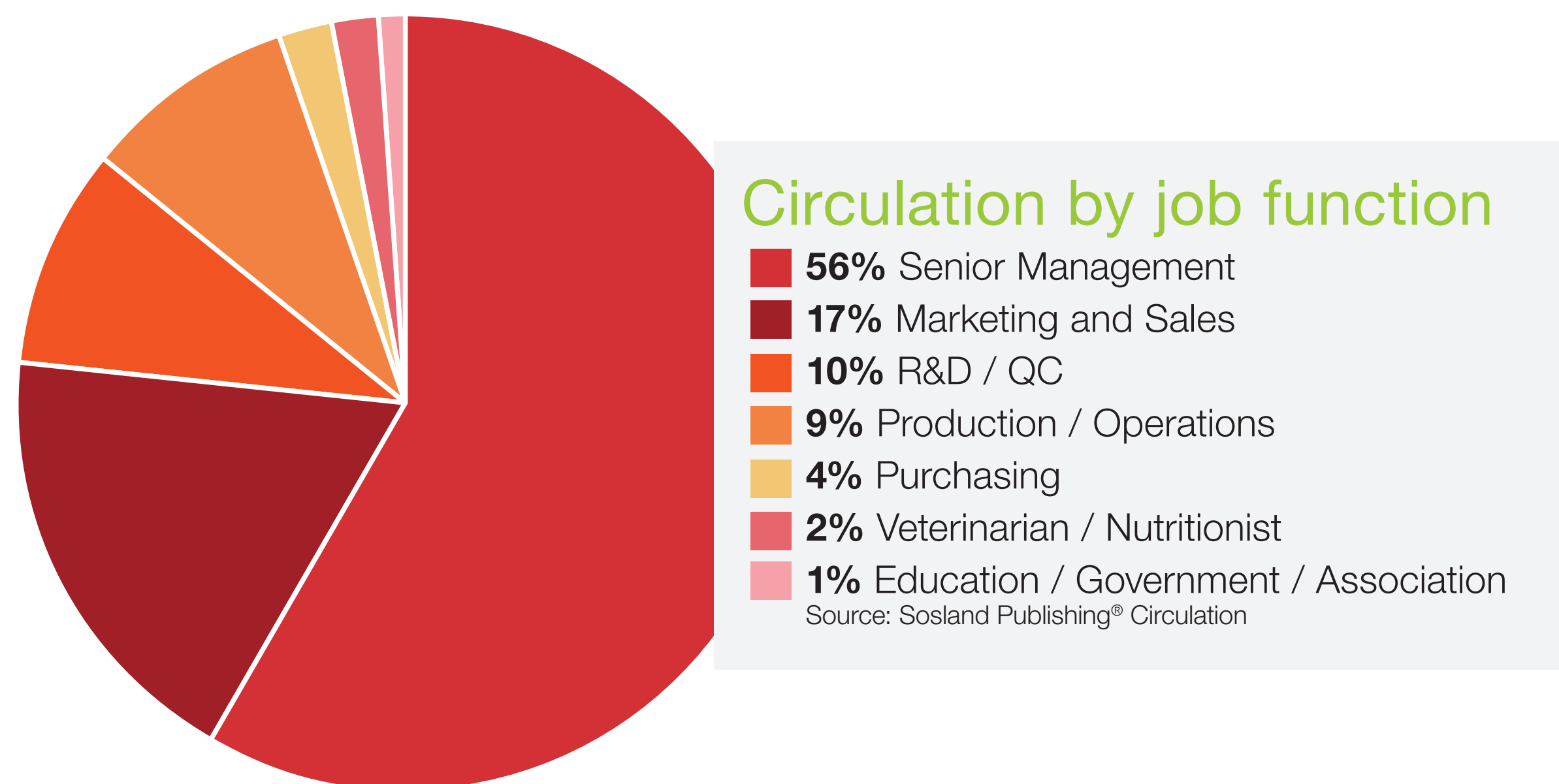
Average monthly opportunities to connect with customers<sup>2</sup>



Source:

- 1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
- 2. Publisher's own data, June 2023. May include duplication of viewers across/within channels (Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *petfoodprocessing.net* Pageviews)
- 3. Sosland Publishing Circulation. Qualified circulation for analyzed issues (January 2023-June 2023) = 4,865 (5 times per year)
- 4. Sosland Publishing Circulation. Average digital circulation =

- Total qualified circulation + Non-qualified circulation (January-June 2023) = 11,181 (5 times per year)
- 5. Google Data Studio, January 2023 – June 2023
- 6. Publisher's own data, June 2023. Aggregate monthly distribution (distribution x frequency) for *Pet Food Processing Operations Overview*, *Pet Food Processing Product Development Overview*, *Pet Food Processing Update* and *Pet Food Processing Weekly Wrap-up*. No attempt has been made to identify or eliminate duplication that may exist across media channels



### Today's pet nutrition trends:


- 46%** give weekly supplements
- 43%** seek natural products for their pet – and themselves
- 35%** associate Made in the USA with high quality
- 22%** recognize probiotics for health benefits

Source: MarketPlace

### Emerging pet food category trends:

- 57%** transparent supply chain
- 46%** sustainably made
- 43%** made from upcycled ingredients
- 54%** made from human-grade ingredients

Source: MarketPlace





# 2024 editorial calendar

Calendar and Bonus Distribution subject to change

	JAN	MAR	MAY	JUL	SEPT	NOV
CLOSE DATES	NOV 29, 2023	JAN 31	APR 4	JUN 3	AUG 5	OCT 1
TRENDS	Cat-Centric Products	Omnichannel Strategies	Consumer Purchasing Behaviors	Freeze-Dried Product Trends	<b>BUYERS GUIDE</b>	Responsible Sourcing
FOOD SAFETY /REGULATORY	Contamination Control	Regulatory Update	Managing Oxidation	Trade Update		Vitamin Toxicity
INGREDIENTS	Plant-Based Ingredients	Nutraceutical Ingredients	Alternative Proteins (Cultured & Fermentation-Derived Proteins)	Premixes		Emerging Ingredients
FORMULATION	Formulating for Digestibility	Kibble Trends	Feline Formulations for Nutrition and Palatability	Formulating for Allergies and Sensitivities		Testing for Palatability
EQUIPMENT	Sanitation Equipment	Material Handling	Baking Systems	Optimizing Equipment for Sustainability		Inline Detection Systems
OPERATIONS	Corporate Social Responsibility	Finding the Right Construction Partner	Cybersecurity	Protecting Pet Food with HPP		Best Practices for Choosing Logistics Partners
PACKAGING / DISTRIBUTION	Wet Pet Food Packaging	State of Transportation	Reusable and Compostable Packaging	Distribution Channels		Packaging for Large Formats
PROCESSOR PROFILE	✓	✓	✓	✓		✓
BUSINESS BRIEFS	✓	✓	✓	✓		✓
INDUSTRY INSIGHTS	✓	✓	✓	✓		✓
NEW PRODUCTS AND INNOVATIONS	✓	✓	✓	✓	✓	
BONUS DISTRIBUTION	Global Pet Expo	Pet Food Alliance	IFT FIRST	SuperZoo	<i>Pet Food Processing EXCHANGE 2024</i>	Pet Food Conference 2025
		Sosland Publishing Purchasing Seminar		<i>Pet Food Processing EXCHANGE 2024</i>		IPPE 2025

**NEW**



## *Pet Food Processing Exchange 2024*

This NEW educational and networking industry event is designed to unite industry influencers, thought leaders and decision-makers in the pet food and treat processing space. The inaugural event promises a program of topical presentations given by subject matter experts, leading processors and industry innovators. Attendees can expand their knowledge of the formulation, production and safety of pet food through a solid lineup of educational sessions, while gaining additional insight and perspectives with numerous networking opportunities throughout the event. For sponsorship opportunities and more information, visit [petfoodprocessingexchange.net](http://petfoodprocessingexchange.net).



## Meet your buyers at EVERY turn.

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at [pfpsales@sosland.com](mailto:pfpsales@sosland.com) or call us at (816) 756-1000 or (800) 338-6201.





## Print marketing opportunities



### Buyers Guide

The *Pet Food Processing Buyers Guide* is a comprehensive resource that covers all segments of the pet food and treat manufacturing industry. This trusted guide provides the opportunity to showcase your company's solutions year-round to industry professionals and decision-makers.

#### WHAT'S INSIDE:

- Directory of suppliers for pet food and treat equipment, ingredients, and services
- Buyers guide for products and services
- In-depth market analysis and industry insights
- New products landscape

#### ADVANTAGES OF ADVERTISING:

- Year-round exposure of your company's brand to a broad audience.
- Your brand's advertisement will be featured in the print edition, digital edition, and searchable online directory.
- Your company's contact information, website, and logo will be included in one of the pet food industry's most-valued resources.
- Your digital advertisement can include live email and web links, providing an immediate connection to anyone seeking your company's solution from our high-traffic website [petfoodprocessing.net](http://petfoodprocessing.net).





## Print marketing opportunities



AD TYPES	1-3X	4-6X
TWO-PAGE SPREAD	\$5,700	\$5,250
FULL PAGE	\$3,950	\$3,650
1/2 PAGE	\$2,675	\$2,400
1/3 PAGE	\$2,200	\$1,975

For classified section ad rates and specs, contact our sales team at [classifiedsales@sosland.com](mailto:classifiedsales@sosland.com).



# Digital marketing opportunities

## Webinars

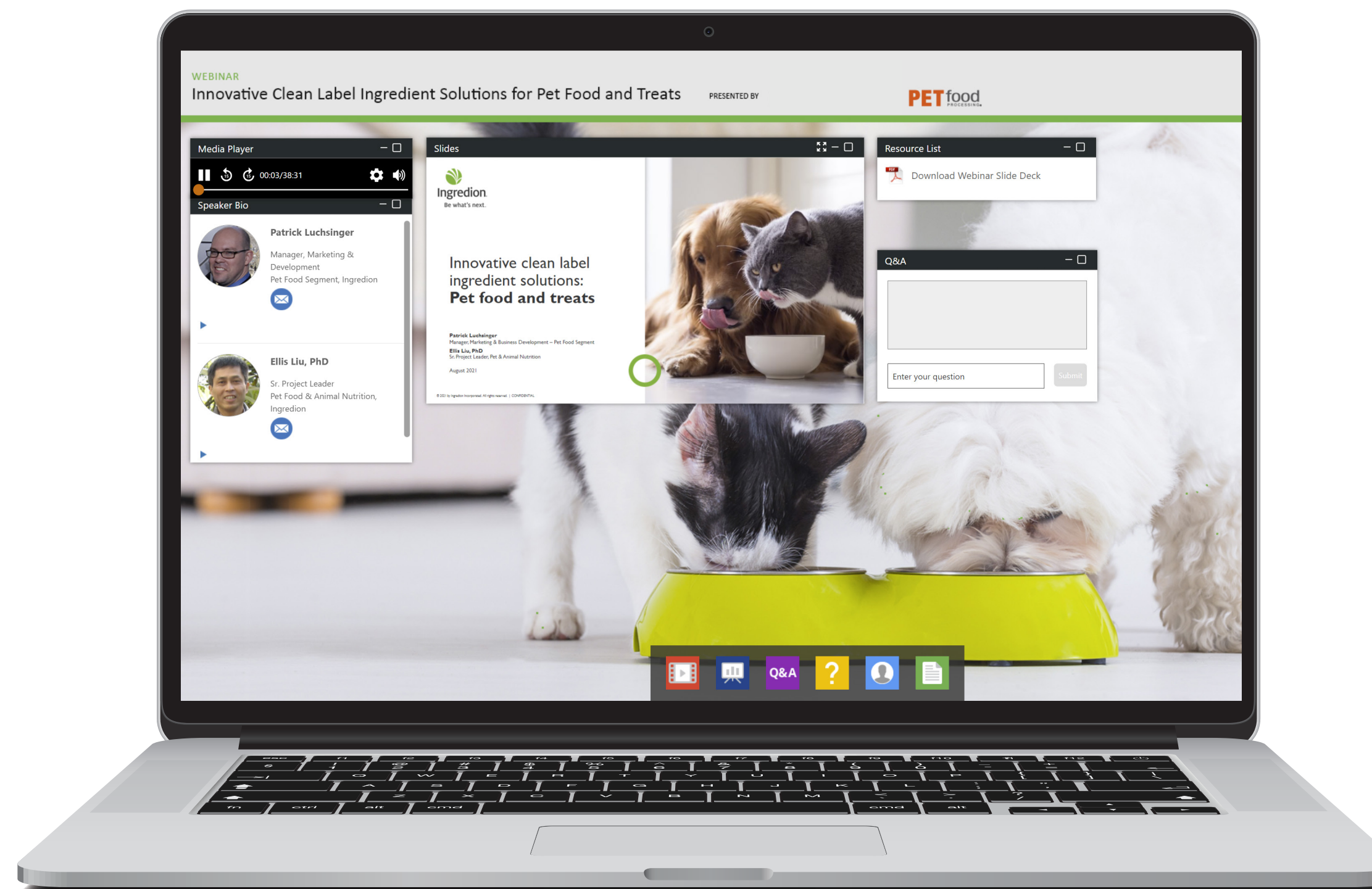
*Pet Food Processing's* hosted webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insights with targeted audiences. Leveraging *Pet Food Processing's* reach to its exclusive subscriber database drives quality viewership and ensures that your messaging is heard by difference makers across the pet food processing industry.

## Targeted email marketing

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, announce special offers and drive qualified traffic and leads to your website.

## Audience extension

Stay engaged with *petfoodprocessing.net* visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.





# Digital marketing opportunities

## White papers

Petfoodprocessing.net will host your white paper and promote it to a targeted audience. White paper hosting includes a reference on the white paper listing page, dedicated landing page.

## E-zines

Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to processor's challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.





# Digital marketing opportunities

new!

## Native articles

Native content extends your brand's recognition within the food industry through our high-traffic website, *petfoodprocessing.net*. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a *Pet Food Processing* newsletter to engaged readers.





# Digital marketing opportunities

## Website advertising

Pet Food Processing’s crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print, *petfoodprocessing.net* – the pet food and pet treat industry’s trusted, premier website – offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 70,000 monthly sessions on *petfoodprocessing.net*.<sup>1</sup>

1. Source: Google Data Studio, January 2023 – June 2023

## Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$1,650
EXPANDABLE LEADERBOARD	\$2,000
INLINE MEDIUM RECTANGLE	\$1,775
MEDIUM RECTANGLE 1	\$1,400
MEDIUM RECTANGLE 2	\$1,100
ANCHOR	\$2,000 PER WEEK





# Digital marketing opportunities

## Newsletters



### PRODUCT DEVELOPMENT OVERVIEW

Get up-to-date information on new products, ingredients and formulations with *Pet Food Processing's Product Development Overview*, sent out the fourth Thursday of each month.



### WEEKLY WRAP-UP

Published each Saturday, this weekly newsletter wraps up the week's important headlines, trending news, events and happenings in the industry.



### UPDATE

*Pet Food Processing Update* is distributed the first and third Tuesday of each month, and provides the most important news, trends and insights to keep you informed on the latest in the pet food processing industry.

**SOLE SPONSORSHIP**



### OPERATIONS OVERVIEW

*Pet Food Processing's Operations Overview*, sent out the second and fourth Tuesday each month, is focused on the latest production and packaging advances for pet food and pet treat processing.



# Digital marketing opportunities

## Newsletter ad rates

AD TYPES	OPERATIONS OVERVIEW	PRODUCT DEVELOPMENT OVERVIEW	UPDATE	WEEKLY WRAP-UP
BLOCKBUSTER	\$1,875	\$1,575	—	\$3,050
MEDIUM RECTANGLE 1	\$1,775	\$1,375	—	\$2,750
MEDIUM RECTANGLE 2	\$1,775	\$1,375	—	—
MEDIUM RECTANGLE 3	\$1,775	\$1,375	—	—
SPONSORED MESSAGE	\$1,675	\$1,050	—	\$2,750
MEDIUM RECTANGLE & SPONSORED MESSAGE	—	—	\$3,050	—

### How newsletter sponsorships drive results

(Blockbuster - advertise here!)

**(Newsletter Topic)**  
**Reaches food industry decision makers**

(Medium Rectangle - advertise here!)

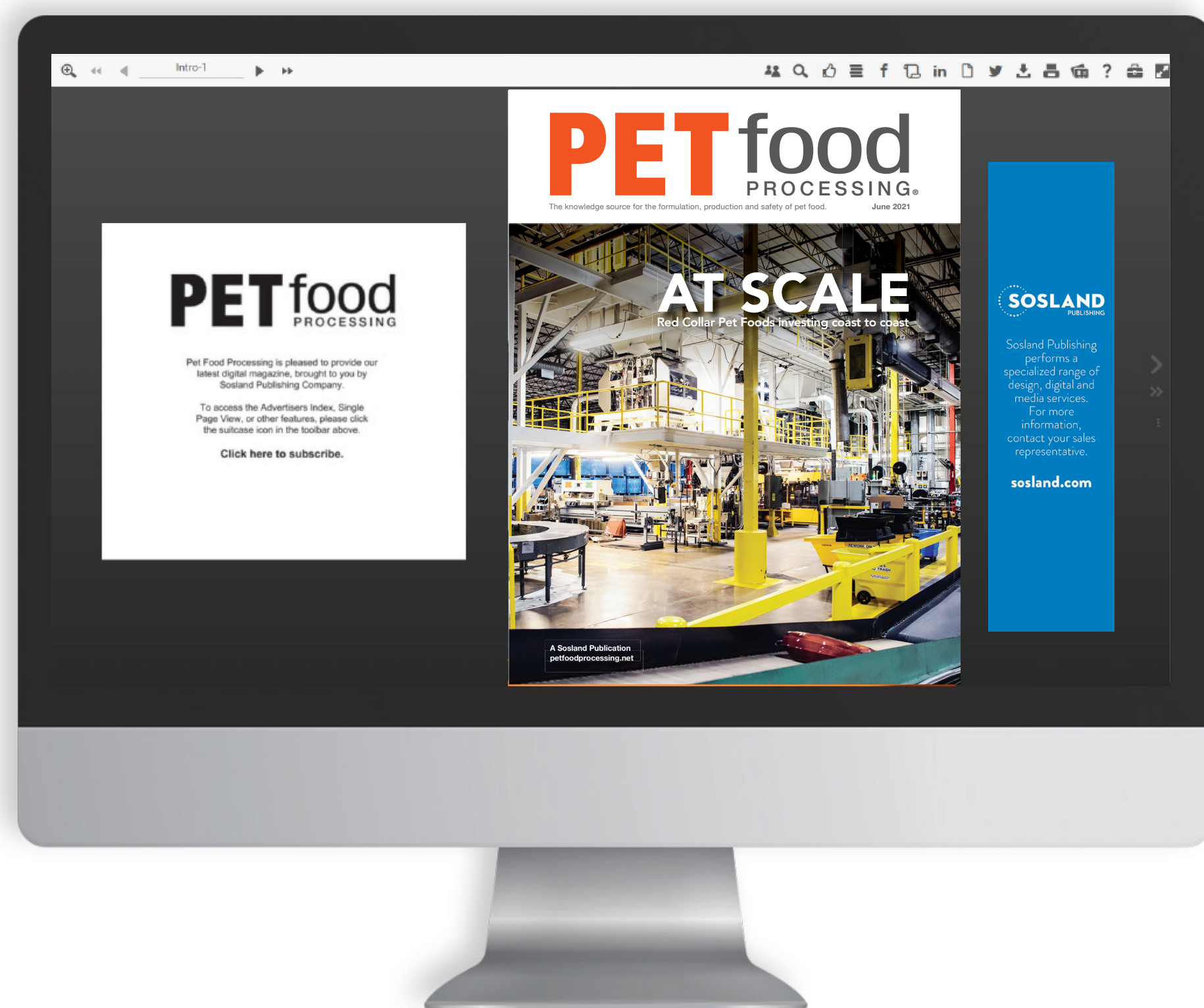
**(Sponsored Message - advertise here!)**  
**Builds brand awareness with built-in, targeted audiences**

**(Newsletter Topic)**  
**Aligns your brand with a trusted news source**

View the Newsletter Ad Rates charts to see what ad positions you can claim in our newsletters.



## Digital marketing opportunities



### Digital edition

As the exclusive sponsor of *Pet Food Processing's* digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad will also appear in *Pet Food Processing's* digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to nearly 11,000 recipients each issue.<sup>1</sup>

1. Source: Sosland Publishing Circulation

#### Digital edition sponsorship: \$2,575

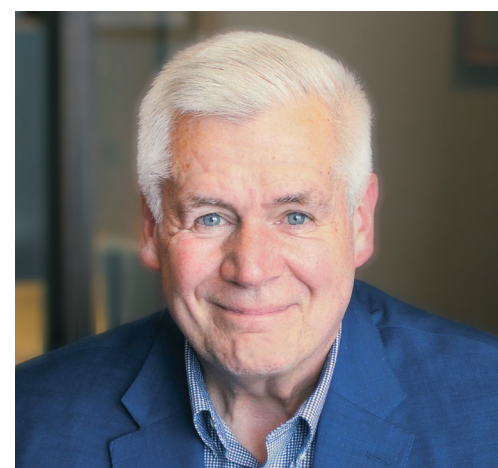
- Wide skyscraper ad on the digital edition
- Blockbuster ad on the digital alert email

#### Sponsorship + video: \$3,825

- Wide skyscraper ad and blockbuster ad
- Video on the digital edition intro page



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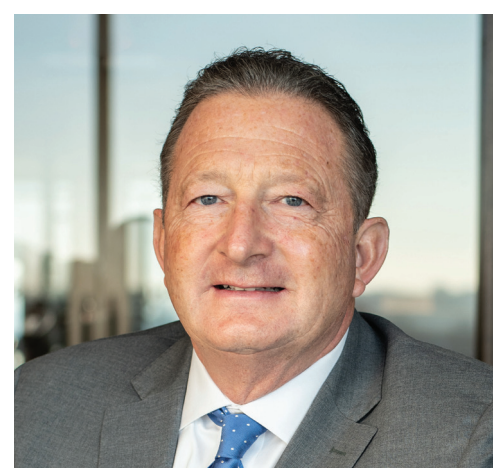
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