

The Knowledge and Insights that Matter

Pet Food Processing is dedicated to providing in-depth insight on trends and innovations taking place in the manufacturing environment of pet food and pet treats. From ingredient procurement and formulation through production, packaging, engineering, food safety and quality control, we cover technologies as they apply to pet food production as well as ingredient and equipment innovations.

Our editors investigate the latest industry technologies, assisting readers in their prime objective: to produce quality, safe, palatable and nutritious pet food and treats in a consistent and efficient manner. *Pet Food Processing's* array of media reach managers and executives in all disciplines of the manufacturing environment.

Our audience is your current and prospective customers. In this new world of limited face-to-face interaction with customers, *Pet Food Processing* is a partner to both readers and advertisers more than ever.

We provide readers information to not only improve their personal performance but also to stay ahead of their competition. In addition, we offer suppliers the most targeted and effective methods to reach decision-makers via a variety of media platforms, including print which is the preferred media format of 70% of the industry influencers.

We partner with you to help market your products and technologies to bring pet food processors the **knowledge that matters.**



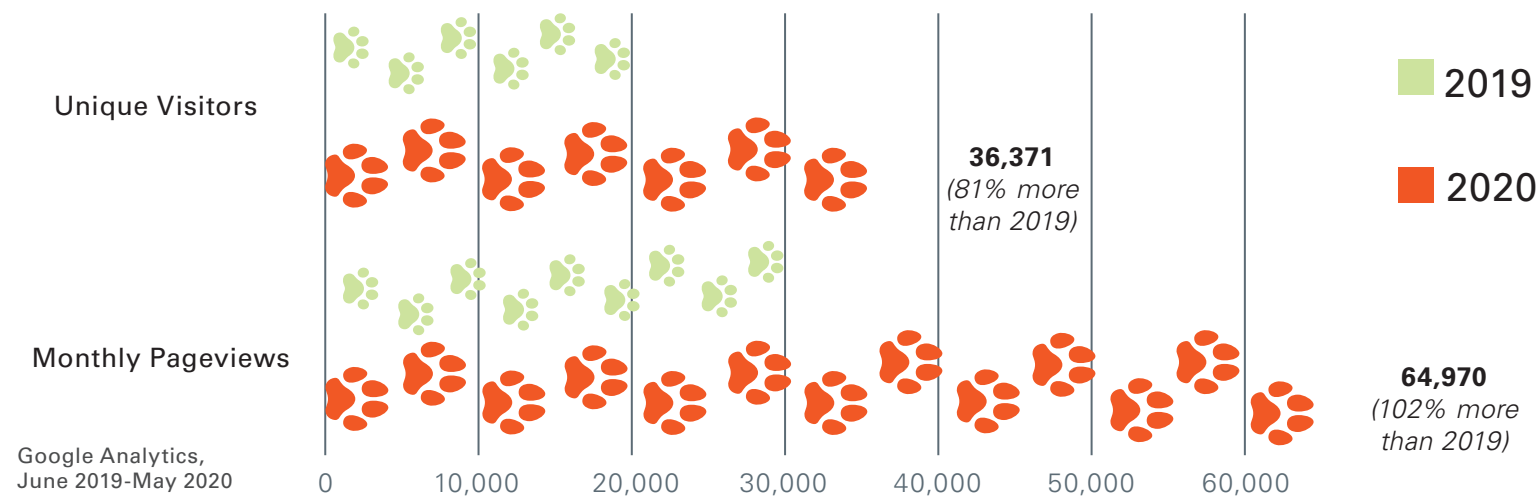
2021 *Pet Food Processing* Editorial Calendar

	March	June	September	October	December	
Trends	Toppers and Mix-ins	Pet Food Trends	Treat Trends	Resource Guide	Pet Food Evolution	
Food Safety / Regulatory	Audit Readiness	Status of Hemp	Trade Relations		Label Approval	
Ingredients	Sustainable Ingredient Streams	Fruits and Vegetables	Fats and Oils		Rendered Ingredients	
Formulation	Balancing Amino Acids	Texture	Shelf-life		Texturized Proteins	
Equipment	Freeze-drying systems	Kibble systems	Co-extrusion		Dicing and Slicing	
	High-pressure Processing	Batching	Baking Systems		Canning and Pouching	
Operations	Crisis Management	Trends in New Construction	Sanitation and Disinfection		Maximizing Co-mans	
Packaging / Distribution	Packaging Strategies	Supporting Independent Retailers	Packaging Innovations		Distribution Strategies	
Processor Profile	√	√	√			√
New Products and Innovations	√	√	√			√
Bonus Distribution		IFT	<ul style="list-style-type: none"> PROCESS EXPO PMMI 		<ul style="list-style-type: none"> IPPE 2022 Pet Food Conference 2022 	
Close Dates:	2/17/21	5/11/21	8/11/21	9/16/21	11/9/21	

Calendar subject to change

Pet Food Processing's digital footprint is rapidly growing

Petfoodprocessing.net is the premier online source for the latest pet food industry information. If you want to reach an engaged industry audience, *petfoodprocessing.net* must be in your media mix.

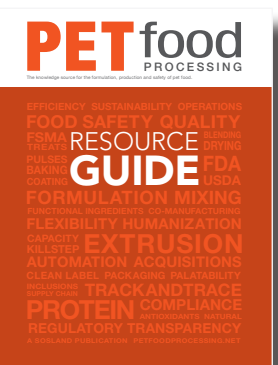


2021 Resource Guide

For an industry continuing to grow and to prove its resilience, this stand-alone, one-of-a-kind resource will be invaluable to readers, and referenced time and again by industry executives throughout the year.

- Market analysis and industry insights
- Overview of invaluable association and agency resources
- In-depth look at select processors in the industry and their views on key industry topics
- New product report highlighting the emerging trends in the industry
- Supplier spotlights as an exclusive value add to advertisers in the issue, and much more

Combined circulation: Your single advertisement in the *Pet Food Processing Resource Guide* will give you exposure to *Pet Food Processing* readers as well as subscribers to *Baking & Snack* and *MEAT+POULTRY* publications. This ensures your advertisement is delivered to dedicated as well as combined production facilities.



Pet Food Processing Circulation

70% of *Pet Food Processing's* audience views print as a "very important" media format.



5,767

Average Monthly Print Circulation¹



17,851

Average Monthly Digital Circulation¹



38,697

Average Monthly Web Sessions²



36,436

Average Monthly Newsletter Circulation¹



98,751

Average Monthly Opportunities to Reach Customers¹

1. Sosland Publishing Circulation
2. Google Analytics, January 2020-June 2020

Petfoodprocessing.net

Because *petfoodprocessing.net* has a high level of visibility with search engines, each advertiser on *petfoodprocessing.net* has a greater impact and reach into the pet food processing industry.



9,055

Organic Search Result Sessions
(149% more than 2019)



16,529

Unique Monthly Mobile Visitors
(138% more than 2019)



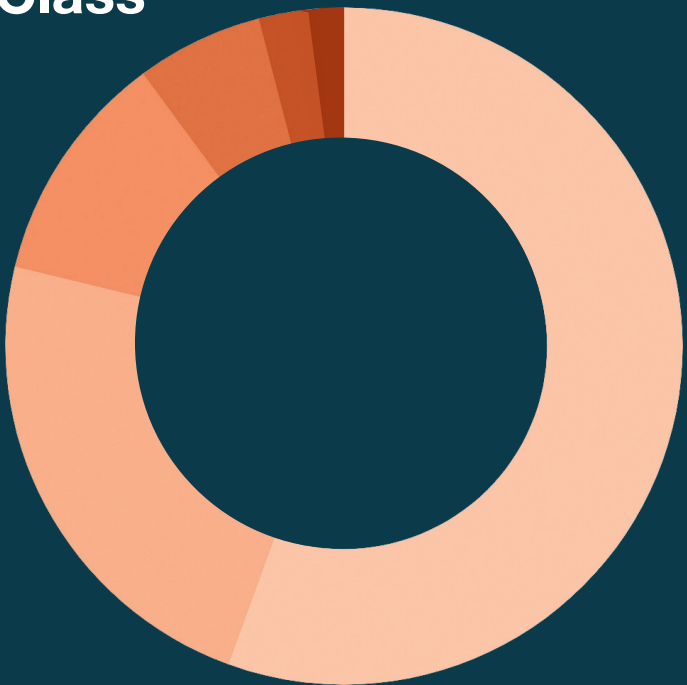
22,146

Monthly Mobile Pageviews
(135% more than 2019)

Google Analytics June 2019 - May 2020

Circulation by Business Class

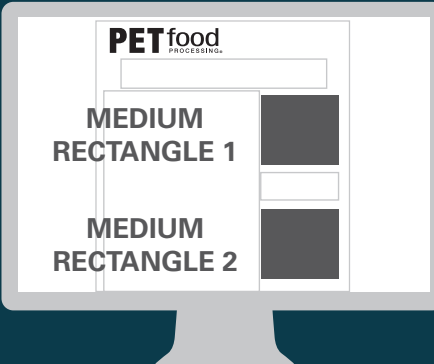
- 55% Manufacturing
- 23% Ingredient Supplier
- 11% Equipment Supplier
- 6% Retailer
- 3% Education/Government/Association/Other
- 2% Distributor



Leaderboard
Size: 728x90 pixels
320x50 pixels (mobile)
Expandable Leaderboard
Size: 728x90 pixels & 728x200 pixels
320x50 pixels - mobile



Inline Medium Rectangle
Size: 300x250 pixels



Medium Rectangle 1
Size: 300x250 pixels
Medium Rectangle 2
Size: 300x250 pixels

File Size: 200k maximum
Format: JPEG, GIF, animated GIF, 3rd-party tags and HTML5. Flash (SWF) is not accepted. For video ads, please speak to your sales rep about pricing.
Resolution: 72 dpi
Color depth: 8 bit (256 colors)
Ads with white backgrounds must have a visible 1-pixel border.
Send web materials to: webads@sosland.com

Industry Statistics

Online pet food sales account for 22% of all pet food sales, totaling \$6.4 billion.
(Source: Packaged Facts, Pet Food in the U.S., 15th Edition)

Fresh and frozen dog food sales are on the rise, growing 28.5% over dry, wet and semi-moist dog food options in 2019.
(Source: IRI, a Chicago-based market research firm)

Industry Statistics

Packaged Facts estimates pet food and treat sales will reach \$39.2 billion in 2020, growing to \$48.1 billion by 2024.
(Source: Packaged Facts, U.S. Pet Market Outlook 2020-2021 (June 2020 Update))

Pet food sales have surged in the mass retail channels, growing 6.7% in 2019, while pet specialty sales have declined 1.5%.
(Source: Pet Food in the U.S., 15th Edition)

On average, freeze-dried kibble costs 1,587% more per pound (\$32.55/lb) than traditional dry kibble (\$1.93/lb).
(Source: GfK, Packaged Facts)

Newsletters

Pet Food Processing Operations Overview

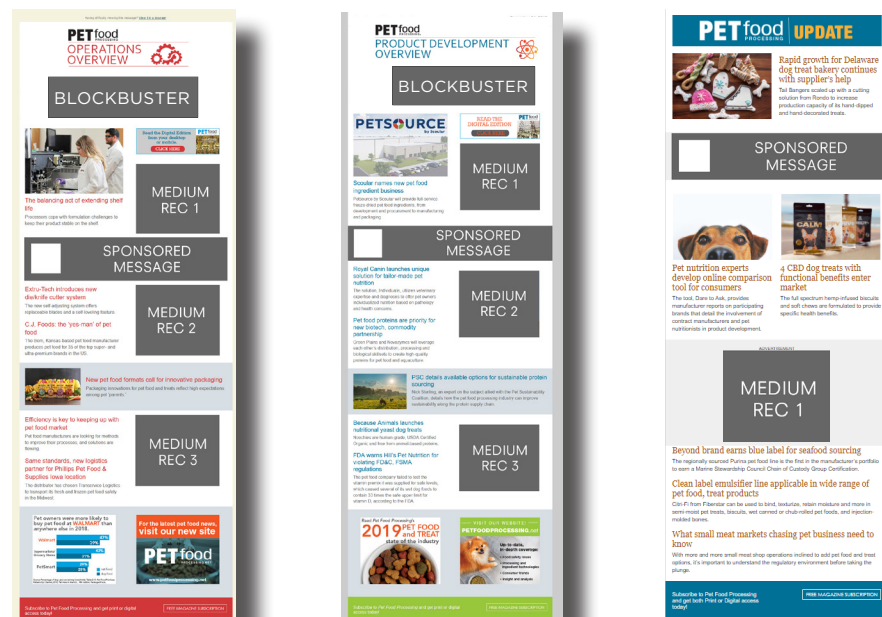
Delivered monthly to management, production executives and decision makers focused on the latest production and packaging advances available to pet food and treat processors.

Pet Food Processing Product Development Overview

This monthly newsletter is produced for management, marketing, R&D and product development executives. It focuses on new products, ingredients and formulations.

Pet Food Processing Update

Filled with the most important news, trends and information, this semimonthly newsletter is delivered directly to management and operations executives in the pet food processing industry.



Pet Food Processing Custom Media

Targeted E-mail Marketing

Deliver your message directly to your best prospects. Targeted e-mail marketing is a great way to introduce new products, announce special offers and drive qualified traffic and leads to your website.

Webinars

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

Advertorials

Tell your unique story and promote your special capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *Pet Food Processing's* digital edition links directly to your website, driving engaged readers to your doorstep.

Automated Marketing Campaign

Our Automated Marketing Campaigns (AMCs) empower brands to amplify their marketing efforts across various channels. With AMCs, e-mails are targeted to an audience defined by behavior, preferences or desirable characteristics. The engagement of this first message triggers a more personalized follow-up e-mail. With this approach, marketers can get a highly defined level of engagement with the audience they want to reach.

Digital Editions

In addition to the printed version of *Pet Food Processing*, all issues are available via digital edition at www.petfoodprocessing.net/digital_editions. The digital edition is easy to access and is simple to flip through advertising and editorial pages. Your advertisement appears just as it does in the print version. E-mail and web addresses in the ads are live links.

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 pet food companies' 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, multimedia platform for informing your customers while enticing them with a call to action.

White Papers

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

Audience Extension

Reach *Pet Food Processing* website visitors as they visit social media sites, navigate the web or use mobile apps. Audience Extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Place your message in the right place at the right time to the right people.

Custom Publishing

For unique custom digital publishing projects, *Pet Food Processing* delivers a wealth of marketing solutions with creativity, professionalism and credibility.

All custom media products include detailed analytics and lead generation data.

For more information, contact your *Pet Food Processing* sales representative.

For ad positions, rates, specs and additional information, visit www.petfoodprocessing.net/media-guide

Rates

Print

Ad Size	Regular Issue (1x)	Regular Issue (4x)
Full Page	\$3,800	\$3,500
1/2 Page	\$2,575	\$2,300

Newsletters

Monthly	Blockbuster (550 x 150 px)	Med. Rec. 1, 2 or 3 (300 x 250 px)	Sponsored Message
Product Development Overview	\$850	\$850	\$1,250
Operations Overview	\$1,250	\$1,250	\$2,000

Semi-Monthly	Med. Rec. & Sponsored Message
Pet Food Processing Update (Sole Sponsorship)	\$2,750

Web Ads

Ad Size	Rates
Leaderboard	\$1,500
Expandable Leaderboard	\$1,800
Inline Medium Rec.	\$1,500
Medium Rec. 1	\$1,250
Medium Rec. 2	\$1,000

Resource Guide

Ad Size	Rates
Full Page	\$3,875
1/2 Page	\$3,275

Digital Edition

	Digital Edition Sponsorship	Sponsorship + Video
Digital Edition	\$2,450	\$3,650

E-mail print ad as a PDF/X-1a to preflight@sosland.com.
 For print and digital media specs and sizes, visit:
www.petfoodprocessing.net/media-guide
 See Terms & Conditions at
www.sosland.com/terms-and-conditions.html

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