

## It just gets better and better

Ideas4PetRetail is a well established website and email newsletter for the UK pet retail sector.

We provide an unrivalled package of promotional opportunities to both manufacturers and suppliers, giving you the perfect platform on which to market your services. Our platforms include Ideas4PetRetail website, our email database of over 18,000 fully opted in pet care professionals and more than 3,600 Twitter followers.

Our solutions are simple, highly effective and flexible, enabling you to target our dedicated audience in a variety of ways.

These include:

- Product or company features on our website and weekly e-mail bulletin - all in one single low cost package.
- Banner and button advertising on both the website and our e-mail bulletin
- Dedicated e-mail shots to our fully opted in database of pet trade professionals, focusing on your product or promotion. Feature packages include:
  - Your articles going live on our website immediately and remaining searchable in our archive for a minimum of twelve months.
  - Inclusion of your company or product profile in our weekly Ideas4PetRetail e-mail bulletin, with a circulation of over 18,000 decision making subscribers.
  - All product or company features will also be made available on our Twitter & Facebook feed, increasing their reach, making updates simple and your content easily accessible to the online community

### Advertising Rates

#### WEBSITE & E-NEWSLETTER

Product/Company Feature	£195
Website/eNewsletter Banner	£225 per month
Website Button	£105 per month
Newsletter Button	£105 per month
Dedicated Email Shot	£695

#### PET TRADE TV

Product and Promotional items  
based on fully edited video content £275 per item

Company, Event and Product Information can be shot and edited by Pet Trade TV on your behalf – to discuss contact the team on 01892 664555.

All prices plus VAT and per insertion

