



WATT

KNOWLEDGE | SOLUTIONS | SUCCESS



PETFOOD

Audience Overview 2013



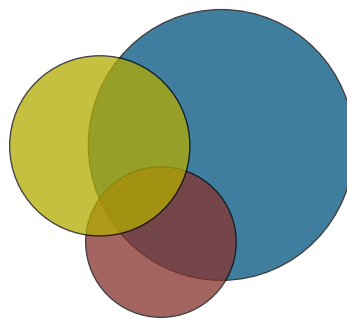
www.wattnet.com/pet

PETFOOD MARKET

THE GLOBAL INFORMATION SOURCE FOR PETFOOD AND PET TREAT MANUFACTURERS AND PROCESSORS

With more than 30,000 readers and live event attendees spanning the globe, *Petfood Industry* magazine, PetfoodIndustry.com, eNewsletters and Petfood Forum live conferences and exhibitions provide unique content and platforms that bring buyers and sellers together.

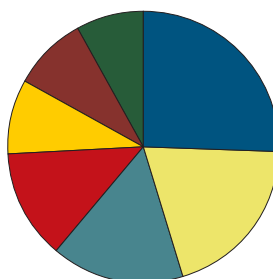
PETFOOD INDUSTRY AUDIENCE ENGAGEMENT



- Magazines
- eNews
- Live event attendees, website registrants, webinars, white papers, custom publications

TOTAL petfood industry audience reach (unduplicated): **33,633**

PRIMARY BUSINESS & INDUSTRY PROFILE



- Petfood Manufacturer: 26%
- Nutritionist/Consultant: 20%
- Distributor/Broker/Import/Export: 16%
- Retail/Brand Owner/Co-Packer: 13%
- Veterinary Practice: 9%
- Academia/Government: 9%
- Supplier: 7%

*Percentages based on consensus data

GEOGRAPHICAL BREAKDOWN

US/CANADA	19,558
ASIA/PACIFIC	5,643
EUROPE	3,505
LATIN AMERICA	2,314
MIDDLE EAST/AFRICA	1,742





MAGAZINE

Petfood Industry

The only resource serving the information needs and interests of petfood and pet treat manufacturing professionals around the world
Published monthly in print and digital editions, and in mobile app.

Total readership: 11,000



Petfood Forum Show Guide

The official program of events for Petfood Forum and Petfood Workshop
Published annually in April in print and digital editions, and in mobile app.

Total readership: 12,000



WEB & eNEWS

www.PetfoodIndustry.com

The most comprehensive online source for petfood industry professionals worldwide
Average of 20,000 unique visitors per month

Petfood Industry eNews

Detailed industry eNewsletter sent three times per month
Total distribution: 16,641

Petfood Industry Nutrition News

Unique nutrition-focused eNewsletter sent monthly
Total distribution: 14,708



ANNUAL DIRECTORY

Directory is published in print and digital editions, and available online at www.PetfoodIndustry.com

» **Petfood Industry Reference & Buyer's Guide**

LIVE CONFERENCES + EXHIBITIONS PETFOOD FORUM

Petfood Forum is the unique, exclusive brand of live conferences and exhibitions for the worldwide petfood industry offering professionals the latest information and knowledge from leading industry experts.

Petfood Forum conferences and exhibitions give your company the opportunity to get up-close and personal with key decision makers in the rapidly growing petfood manufacturing market. You can network on the exhibit hall floor, pitch your organization's products at executive receptions, and participate in educational sessions.

PETFOOD FORUM 2013

April 15-17, 2013



Renaissance Schaumburg
Convention Center Hotel
- Schaumburg, Illinois USA -

PETFOOD WORKSHOP 2013: THE WORLD OF INGREDIENTS

April 17-18, 2013



Renaissance Schaumburg
Convention Center Hotel
- Schaumburg, Illinois USA -

PETFOOD FORUM CHINA 2013

October 2013



Shanghai World Expo
Exhibition & Convention Center
- Shanghai, China -

Mark your calendar for the next edition of Petfood Forum, the unique conference and exhibition for the global petfood industry. Each year it gets bigger and better than ever, with multiple learning sessions from industry experts, plenty of networking opportunities and a large exhibit hall full of leading industry suppliers.

Petfood Workshop is a focused, hands-on seminar about all things ingredients: sourcing and alternatives in this age of scarcity; the nutrition behind functional and novel ingredients; formulation, ingredient interaction and processing's effects; consumer perceptions; supply chain safety; and more.

Entering its second year, this one-day educational conference extends the Petfood Forum portfolio of events into the exciting, fast-growing China market. This is the only event of its kind to be held in China specifically for the needs of petfood and pet treat manufacturers. Petfood Forum China is co-located with Pet Fair Asia, a trade fair for the complete pet products industry in China.

For detailed information on all Petfood Forum events, visit www.PetfoodIndustry.com/petfoodforum.aspx

EXHIBIT AT PETFOOD FORUM 2013

Petfood Forum in Schaumburg, Ill., is the only conference and exhibition in the industry focused on manufacturing petfood and treats, a market that is rapidly expanding with the growing significance of the human-pet relationship. Approximately 1,500 professionals from around the world come together during two intensive days to learn, network and do business together.

SECURE YOUR BOOTH SPACE

Booth space is limited in the exhibit hall. Plan to reserve your booth well in advance to ensure the best possible location. You'll join over 200 companies presenting their information and products to petfood manufacturers.

Plus, be sure to ask about a wide variety of pre-show, onsite and post-show promotional opportunities to get the most out of your Petfood Forum investment. The March and April issues of *Petfood Industry* magazine and the official *Petfood Forum Show Guide* are excellent options for building pre-show awareness.

ABOUT THE VENUE

The Renaissance Schaumburg, a luxurious AAA four-diamond hotel, provides the excellent service you expect from a Renaissance hotel. The Convention Center offers comfortable, modern meeting space and a larger exhibit hall. The Petfood Forum exhibit hall is located in the Convention Center, equipped to comfortably host 200+ suppliers in one convenient location.

Located just 10 miles west of Chicago's O'Hare International Airport, Schaumburg is a bustling suburban area with more than 70 restaurants, large shopping destinations such as Woodfield Mall, IKEA and Streets of Woodfield, and plenty of other activities.

For more information, contact:

Kimberly Buchanan
Event Coordinator
kbuchanan@wattnet.net



ADDITIONAL SOLUTIONS

eMARKETING PROGRAMS

Customized email communications distributed to a target audience

VIDEO/AUDIO PODCASTS

Informative company videos and audio podcasts hosted and promoted on www.PetfoodIndustry.com

WEBINARS

Sole-sponsorship online presentations that deliver educational content, solutions and brand messaging to a target audience

WHITE PAPERS

Solution-based scientific and technical articles available for download on www.PetfoodIndustry.com

WATT eLEARNING

ONLINE TRAINING AND CONTINUING EDUCATION FOR THE PETFOOD INDUSTRY



WATT eLearning offers interactive companion animal nutrition courses and on-demand conference sessions for the petfood industry.

This educational online resource is ideal for:

- Petfood professionals involved with product formulation, development, marketing, distribution and retail
- Small animal veterinarians and veterinary technicians
- Dog trainers, behavior consultants and companion animal behaviorists

Developed by *Petfood Industry* magazine and Petfood Forum, the industry's leading brand of conferences and exhibitions, WATT eLearning provides convenient and flexible 24-hour online access to course materials and other resources.

WORK WITH US

Petfood Industry is continuously seeking industry experts in the following fields to work with our team in developing new adult learning courses:

- Nutrition and Ingredients
- Marketing
- New Product Development
- Processing and Packaging
- Safety and Regulatory

For more information on WATT eLearning or to inquire about assisting with the development of new online courses, visit www.WATTeLearning.com.





PETFOOD INDUSTRY SERVICES

MARKETING SERVICES

RESEARCH Our team of experts can customize a study to address your specific research needs and objectives

CUSTOM CONTENT *Petfood Industry* can help you connect with customers through custom media and integrated marketing solutions

CREATIVE Our experienced art directors provide support throughout the creative design process, from concept to final approval

AUDIENCE INTELLIGENCE MARKETING (AIM)



Reach your target audience and improve your marketing campaigns with the industry-leading Audience Intelligence Marketing (AIM) database tool from *Petfood Industry* and WATT.

AIM is an integrated customer database that contains demographic and behavioral data from all of WATT's publications, digital products and events totaling over 105,000 people in the petfood, poultry, feed and pig industries.

This global database tool segments WATT audiences in real time by media channel, geography, customer behavior, title, company and more.

Ensure you are reaching the right people in the best media channels every time. Let us help you utilize the power of AIM for fast and accurate audience segmentation for your next marketing effort.

For more information, contact:
Jeff Miller, Director of Custom Media
jmiller@wattnet.net

PetfoodIndustry

303 N. Main St., Suite 500
Rockford, IL 61101 USA
Tel: +1.815.966.5400 | Fax: +1.815.968.0941

www.wattnet.com/pet

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