



## Digital Blow-In Ads

As an increasing number of professionals in petfood manufacturing choose to consume their information through digital channels, *Petfood Industry* provides a comprehensive and qualified audience of subscribers who receive their monthly publications via email.

Every issue of *Petfood Industry* is published digitally and distributed electronically to ensure timely global delivery. Advertisers can supplement their print campaigns to capture the attention of decision-makers through various branding and lead generation programs in the digital editions.



A digital blow-in ad is inserted on the page of your choice into all magazines that are emailed to digital subscribers. The blow-in ad also appears on the digital editions that can be accessed through [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com).

Based on availability, your digital blow-in ad can be placed on the magazine cover, table of contents or on an article that is pertinent to your company's product or service. We can help you choose the best location to give your brand a lasting impression among a highly qualified audience.

Your ad will remain in that month's digital edition for up to one year as readers search archived issues. The blow-in ad can be linked to any URL on your website. Complete ad statistics, open rates and analysis are provided.

### 2013 RATES & DETAILS

Cost is \$1,250 per issue with one spot available for each month's issue.  
320w x 240h, maximum file size of 130k



## eMarketing Programs

Email marketing announcements are customized messages that are emailed to a targeted audience to announce a new product, supplier event, etc. If you want to own the spotlight and send your message to your target market, an email blast is an excellent way to capture the attention of your audience.

eMarketing announcements include a custom layout and assistance with graphic design as needed. We ensure delivery of your message by creating both an HTML and a text-only version of the email (for audience members who cannot view HTML graphics).



Inaccurate results and long test times got you down?



### New 2-minute moisture and fat test for low-moisture samples!

Vacuum ovens and thermogravimetric analyzers are time-consuming. Acid hydrolysis and Soxhlet extractions require the use of hazardous chemicals. NIR systems require costly method development and frequent calibration maintenance.

**There's a better way to get accurate fat and moisture determinations in low-moisture samples.** The new FAST Trac Moisture & Fat Analyzer brings together speed and accuracy in a new system that can reduce test times, while helping improve your process and quality control.

Using a patent-pending NMR moisture measurement technique, FAST Trac offers a fast, easy-to-use test that provides results that are comparable to standard reference methods.

#### **FAST Trac**

*Fast, Accurate Moisture and Fat Testing in Low Moisture Samples*

- 2-minute test including temperature conditioning
- More accurate than NIR
- No maintenance calibrations
- Create methods using only 3 samples
- Accurate results that are not affected by changes in additives, color, or granularity
- No hazardous chemicals
- Intuitive, easy-to-use touch screen interface

For more information on the new FAST Trac System, please contact Devin Darrell at [\(800\) 726-3331](tel:(800)726-3331) or [devin.darrell@cem.com](mailto:devin.darrell@cem.com).



See the results for yourself. Download CEM's FAST Trac Technical Notes for Pet Foods.

Once the eBlast has been deployed and the audience has been given ample time to open the message, you will be provided with complete program statistics, open rates and analysis.

### 2013 RATES & DETAILS

Contact your *Petfood Industry* sales professional for pricing information. Additional costs may be incurred for graphic design services.



## Videos/Audio Podcasts

Present your company as an unbiased solution provider and industry expert with videos and/or audio podcasts.

Educating the market about your products and services is easy when you repurpose your existing videos and audio podcasts into educational content for customers on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com).

### VIDEOS OR AUDIO PODCASTS INCLUDE THE FOLLOWING:

- Hosting of video or podcast on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com)
- Sponsored link to video or audio podcast on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) and in appropriate e-Newsletters
- Database of viewer downloads for lead generation

### 2013 RATES & DETAILS

Contact your WATT sales professional for pricing information.

The screenshot displays the PetfoodIndustry.com website interface. At the top, there is a navigation bar with links for 'Recent Issues', 'Newsletters', 'Petfood Forum', and 'Subscribe to Magazine'. The main header features the 'PetfoodIndustry.com' logo and a tagline: 'The information source for petfood professionals worldwide'. Below the header is a menu with categories: 'HOME', 'MARKET INFORMATION', 'NUTRITION', 'SAFETY', 'PRODUCTION', and 'PACKAGING'. A secondary navigation bar includes 'News', 'Products', 'Petfood and Treats', 'Petfood-Connection.com', 'Industry Calendar', and 'Buyer's Guide'. The main content area features a large video player with a 'Play Video' button. The video title is 'Document all potential petfood safety hazards to manage risk'. To the right of the video player is a 'Video Feed' section with four video thumbnails and their titles: 'Document all potential petfood safety hazards to manage risk', 'How to overcome negative perceptions in the petfood...', 'Functional petfood ingredients enhance pet well-being...', and 'Tips to reach US petfood market segments'. Below the video player, there is a section for the article 'Document all potential petfood safety hazards to manage risk', which includes a brief description, a date of '2012-10-22', and social media sharing options. At the bottom of the page, there is a 'Related Content' section with a search bar and several article snippets, and a footer with links for 'Create or Maintain an account', 'Events', 'Newsletters', and 'Nutrition Courses'.



## Webinars

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. *Petfood Industry* will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience.



Audio, video, slide presentation, polling questions and Q&A sessions give attendees an interactive communication experience, much like that of a live event.

### CUSTOM WEBINARS INCLUDE THE FOLLOWING:

- Customized promotional digital marketing campaign (designed and sent out to drive awareness and audience registration)
- Overall content development of online presentation (including PowerPoint slides designed with video or product demo capabilities available)
- Optional live polling questions and post-webinar survey questions available for your market research purposes
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

### 2013 RATES & DETAILS

Rates for a custom webinar range from \$10,000 to \$20,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

## Building Effective Food Safety Systems for Pet Foods

This Educational Webinar is Brought to You By:  
**Trouw Nutrition**

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**Webinar Registration**

Don't miss this informative webinar that will review current industry challenges regarding Microbial Contamination. Industry experts will review prerequisite programs and supplier COA's, discuss the control of the post-extrusion environment, and much more.

**What you'll learn:**


1. Validation of Critical Control Points and HACCP Plans
2. The role of secondary inhibitors
3. Integration of these components into a comprehensive food safety system.

Following their presentations, the speakers will answer questions posed by the moderator and the live webinar audience.


The speakers for this webinar are Will Henry of Extrutech and Dr. James Marsden.

This webinar is presented by Petfood Industry.com and brought to you by: Trouw Nutrition USA. Sponsored by: Preserv-8


**Sponsored by**



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**Register for Our Webinar** 

\* Indicates a required field

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Webinar organizers are prohibited from soliciting confidential personal information (credit card information, social security numbers, etc.) in the registration form. This questionnaire is not intended to handle sensitive data.

Which of the following Petfood Industry publications are you most interested in subscribing to?

By clicking this button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

[View system requirements](#)

Your email address and personal information will be used by the Webinar organizer to communicate with you about this event and their other services. To review the Webinar organizer's privacy policy or opt out of their other communications, contact the Webinar organizer directly.



## White Papers

White paper programs are a highly effective lead generation and marketing tool. By providing technical information and targeted solutions to pressing technology and product issues, you'll present your company as an unbiased solution provider and industry expert.

This program includes hosting the white paper on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com), plus a text ad on appropriate eNewsletters and targeted sections of [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) to drive awareness to the white paper for downloading. A database of user downloads for lead generation is provided each month of the program.

Submit a paper your company has already published, or *Petfood Industry's* Editorial and Content Marketing Teams can help you prepare one.

### 2013 RATES & DETAILS

Rates range between \$1,000 to \$2,500 per month based on length, if you provide content or we write it, and the volume. Discounts are also available for print and online advertisers.



*White Paper*

#### Characterizing Moisture Relations in Pet Food Formulations Brady Carter Decagon Devices, Inc.

##### Introduction

Managing water is critical to ensuring the safety and stability of pet food. Traditionally, formulators have tried to control the moisture content (total amount of water) in the recipe, but while moisture content provides valuable information about pet food quality, it is only one part of a complete moisture analysis. Water activity is another important moisture measurement that provides essential information about the energy or availability of water in a pet food. Understanding the relationship between these two important moisture measurements is the key to formulating pet food with optimal safety and quality attributes.

##### Moisture Content

Moisture content is the total amount of water in a product and is determined using many different techniques such as Karl Fischer, loss on drying, microwave, and NIR. It is a common measurement in most labs and provides information about nutritional labeling, concentration of solids, product texture, and product weight.

##### Water Activity

Water activity measures the energy status of the water in a product. It is equal to the relative humidity of the air in equilibrium with a sample in a sealed chamber. It ranges from 0 for a perfectly dry sample to 1 for pure water. Water activity measurements provide valuable information about pet food safety and quality because they indicate susceptibility to microbial spoilage, chemical degradation, texture changes, and inhibited flow properties.

##### Moisture Sorption Isotherms

The relationship between moisture content and water activity is complex. An increase in moisture content is usually accompanied by an increase in water activity but the correspondence is not linear. This relationship between water activity and moisture content at a given temperature is called the moisture sorption isotherm (Figure 1). The nature of this relationship depends on the interaction between water and other ingredients and provides valuable insights into product characteristics. The amount of water vapor that can be absorbed by a product depends on its chemical composition, physical-chemical state, and physical structure. The isotherm

shape is unique to each product type due to differences in capillary, surface, and colligative effects. For most foods, the isotherm is sigmoidal in shape, although foods that contain large amounts of sugar or small soluble molecules have a J-type isotherm curve.

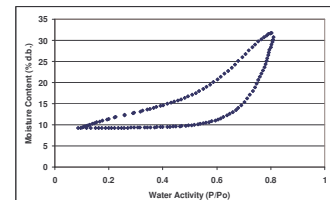


Figure 1. Typical moisture sorption isotherm for dry dog food at 25° C.

##### Measuring Sorption Isotherms

Constructing a moisture sorption isotherm involves collecting a range of water activities and corresponding moisture contents for a particular sample. One of three isotherm methods is typically used. For most sample types, the three methods provide similar results (Figure 2). However, for samples that experience a phase change during sorption measurement or have slow diffusion properties, the results may vary.

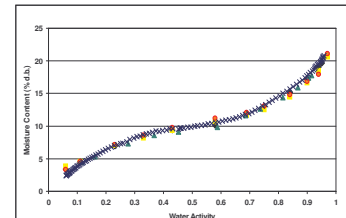


Figure 2. Corn starch working isotherms when using desiccators with saturated salts (■), Proximity Equilibration Cell (●), DVS instrument 1 (◆), DVS instrument 2 (▲), and DDI (×) (DDI data from Decagon Devices in-house testing, data for all other methods taken from (Xin Yu, 2007).

800-755-2751

[www.decagon.com](http://www.decagon.com)

[support@decagon.com](mailto:support@decagon.com)