



# PATS

Guide  
sponsored by

**Butcher's**  
NOURISHING FOOD FOR DOGS

Where the **pet & aquatics industry** meet to do business!

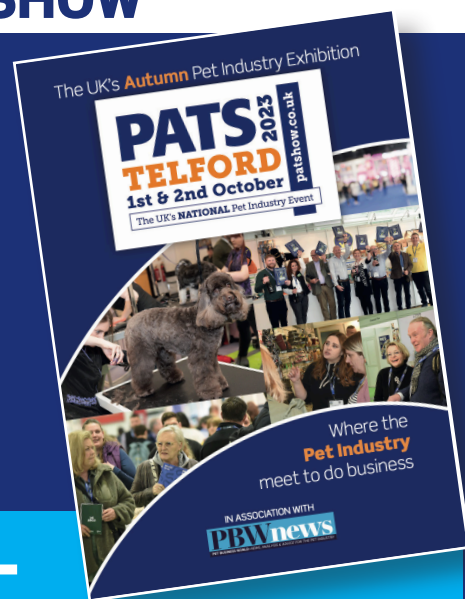
## THE OFFICIAL CATALOGUE FOR THE UK'S PET & AQUATICS TRADE SHOW

**PATS 2024**, to be staged Sunday 29th September to Tuesday 1st October 2024, will become an all-encompassing show as the two PATS exhibitions – Sandown and Telford – merge into one.

This year's exhibition will be the largest ever, with over 300 exhibitors, more events and crucially – more visitors. PATS event organisers Impact Exhibitions have once again partnered with PBW News Magazine to produce the Official Show Catalogue, which is not only

handed out to every visitor, but will also be distributed to all 7,300+ specialist/independent pet retailers that receive a copy of PBW – 2 weeks prior to the show, plus distributed digitally and across social media.

This gives advertisers in the Show Guide a unique opportunity to not only drive traffic to their stands, but also to promote their products and services to buyers and senior decision makers in the wider pet industry!



### MEDIA INFORMATION

Double page spread **£2,600**

Full page **£1,400**

Half page **£825**

Quarter page **£450**

[www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk)

All advertising is subject to VAT

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## SPECIAL OFFER

To really make the most of your investment in exhibiting at PATS Telford, we offer an array of marketing options, including a new comprehensive marketing package:

- **PATS Telford Media Package**
- **Full Page Advertisement**
- **MPU advertisement on the PBW Website for one month (two weeks prior, two weeks after PATS)**
- **Inclusion within TWO dedicated PATS Telford e-shots one prior to the show, one after**

Cost: **£1,600 (value £3,250)**



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OVER 400 EXHIBITORS

FREE PARKING

FREE ENTRY

HUNDREDS OF NEW LAUNCHES

THOUSANDS OF PRODUCTS

All the **major pet brands** under one roof