



PATs

OFFICIAL SHOW GUIDE

GUIDE SPONSORED BY



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

Promote your stand, products and services to the buyers and senior decision makers in the **ONLY** Official PATs Show Guide

PBW News has once again partnered with **PATs** to produce the **ONLY** Official Show Guide. The guide will be handed to every visitor to the show and distributed to the entire circulation of **PBW News** with the September issue.



Make the most of your investment in exhibiting at PATs. We offer an array of marketing options, including a comprehensive marketing package reaching a huge audience.

SPECIAL OFFER

- Full Page Advertisement
- MPU advertisement on the PBW Website for one month
- Inclusion within a dedicated PATs NEC e-shots prior to the show

Cost: **£1,695 (value £3,650)**

All advertising is subject to VAT

MEDIA INFORMATION

DOUBLE PAGE SPREAD	£2,700
FULL PAGE	£1,475
HALF PAGE	£895
QUARTER PAGE	£475
HIGHLIGHTED LISTING (boxed-out, plus product/logo image)	£150

CONTACT

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www.petbusinessworld.co.uk

AUDIENCE/REACH

- PBW News Readership: 18,000
- Digital Readership: 9,800
- PATs Visitors: circa 4,000
- Social Media: 17,000+



OVER 400 EXHIBITORS

FREE ENTRY

HUNDREDS OF NEW LAUNCHES

THOUSANDS OF PRODUCTS

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