

mascotas



Editions calendar

MS6 February

DEADLINE
23-02-2024

- News
- Iberzoo+Propet Special
- Interzoo Special
- Petshops
- Dossier cutting area in the grooming salon dog grooming (1)
- Special Shih tzu: grooming, breeders, specialised breeders and competitions
- Dry food for dogs and cats (animal feed)
- Breeders guide
- Antiparasitic

Fairs/Events:
IBERZOO-PROPET 2024
MADRID, 13-15 MARCH
INTERZOO 2024
NURNBERG, 07-10 MAY

MS8 July

DEADLINE
05-07-2024

- News
- Special Post Interzoo
- Petshops
- Showcases
- Dossier reception area in the grooming salon
- Pomeranian Special: grooming, breeders, specialised specialised breeders and competitions
- Special food for breeders
- Breeder's guide
- Toys for pets

MS7 May

DEADLINE
24-05-2024

- News
- Iberzoo+Propet Post Special
- Petshops
- Probiotics
- Dossier cutting area at the grooming salon
- Border collie special: grooming, specialised breeders and competitions
- Wet food + snacks for dogs and cats
- Breeder's guide
- Handling

MS9 October

DEADLINE
11-10-2024

- News
- Petshops
- Furniture for petshops
- Licensing
- Dossier bathing and drying area in the grooming salon
- English Cocker spaniel special: grooming, specialised breeders and competitions
- BARF food
- Breeders guide
- Beds and cots
- Aquariums



Magazines

Format: DIN-A4.

Periodicity: 4 issues per year.

Circulation: +3.400 shipments/edition.

Interactive version: Viewer of the magazine in all interactive devices.

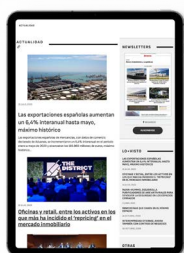
Distribution: The magazine is aimed primarily at retailers specialising in the sale of pet products, manufacturers and distributors of food, grooming supplies and equipment for dog and cat grooming centres, distributors of food, material and equipment for dog and cat grooming centres. It is also aimed at breeders, training centres and academies, as well as associations and trade fairs in the sector.



Virtual Fairs

The Interempresas virtual fair, made up of **more than 20,000 exhibiting companies** organised in more than **90 sectoral halls**, is the world's most important permanent internet exhibition centre for professionals in the Spanish-speaking world.

Interempresas.net has its **audience audited by the Oficina de Justificación de la Difusión (OJD)**, whose monthly reports are public and can be consulted online



Digital Magazines

Digital magazines provide always updated information, accessible from any computer, tablet or smart-phone. News, reports, interviews, technical articles, blogs, news, calendar of events and exhibitions, a collection of high quality information offered to all companies and sectorial professionals.



Newsletters

Sent by email to users who show interest in the sector with address validated and with authorization for the reception of newsletters. **A high quality B2B database, with more than +1M users** classified by sector.

Pets Sector: +2.500 registered users.



Social Networks

The contents published in the **e-magazines** are disseminated and shared daily in the sectorial accounts of Twitter and LinkedIn.

Instagram: @ie_mascotas

Related Magazines: TecnoGarden, Ferretería & Bricolaje, Menaje, Juguetes

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