

CATStoday



Editorial Concept

CATStoday is the extraordinary cat magazine in a pocket format.

With a **young, modern and trendy** approach, **CATStoday** appeals to the modern, urban cat owner with its unique topic mix of inspiration, creative ideas, shopping tips and selected guide topics.

CATStoday provides pleasant assistance with guide topics on behaviour, health and nutrition.

CATStoday inspires readers with ideas and information for a modern life. It mixes lifestyle with exciting reports about the fascination and mysticism surrounding the cat.

Key Figures

- Publication day: Saturday
- Frequency of publication: 4 times per year
- Copy price: €3.50
- Print run: 50,000 copies

2019 Rates and Formats

| Formats | Rate |
|---------|--------|
| 1/1 | €3,600 |
| 1/2 | €2,000 |
| 1/3 | €1,400 |

See rate card for additional formats.

Status: January 2018; subject to change; errors and omissions possible.