

GROOM Service



PROFESSIONALLY
about **GROOMING**

«**GROOM SERVICE®**» is the first Ukrainian professional magazine about dog and cat grooming. Established from 2016 it reflects the level of the groomer's profession in Ukraine and Europe.

Exclusive professional information and photos of grooming masterpieces are collected from professionals of grooming Industry of Ukraine and Europe in the printed Ukrainian language version.

We are happy to announce that at the moment GROOM SERVICE® magazine is going to break the borders!

English-language digital version soon is going to be available for every groomer in the world!

OUR MISSION IS TO INCREASE THE VALUE OF GROOMER'S PROFESSION, INSPIRATE AND MAKE THE DAY OF A GROOMER ENJOYABLE

«**GROOM SERVICE**» is made to help groomers to:

- Keep up with the important news and events in the grooming world
- Exchange opinions between groomers and veterinarians, zoo psychologists and other related professions
- Get to know relevant and innovative grooming techniques to increase the skills by workshops from masters;
- Support exchange of experience and ideas about successful business and service processes in different countries;
- Take care about groomer's health and enjoy grooming day

MAGAZINES TARGET AUDIENCE:

- Professional groomers and beginners;
- Grooming schools and academies;
- Owners of pet shops and boutiques;
- Vet clinics, which provide groom services;
- Pet business companies (for introduction novelties into Ukrainian and European markets);
- Everyone who is connected with pets care and breeding, owners of catteries of cats and dogs

NEWS (COMMERCIAL)

The most trending news and events in the world of grooming.

GROOM EVENT (COMMERCIAL)

Events, master classes and contests. Detailed review of events. Calendar of events.

HEALTH & BEAUTY (COMMERCIAL)

Best cosmetic products for cats and dogs reviews. Everything a groomer needs to know about animals health (healthy nutrition, vet supplements, meds for glorious and healthy look of cats and dogs).

VETADVICE (COMMERCIAL)

Veterinarian experience to help groomer to determine the problems in their practice

TOOL (COMMERCIAL)

Grooming tools reviews. Advice on choosing the most reliable and best tools.

TET-A-TET

Opinion blitz from different groomers on a topic of interest

GROOM TOPIC

Actual information from grooming specialists

PERSONALITY

Interview with the person from the cover.



Service
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These sections might change or widen, due to our cooperation, your ideas and offers!



PROFI

Interview with a master-groomer. How to put a goal and reach it in a right way.

GROOM SALON

Review of top grooming salons and business advices how to make your grooming business successful.

GROOM EDUCATE (CAN BE SPONSORED)

Grooming education in different countries

GROOMING LAW

Legal aspects of the profession and rules that cannot be broken

HUMOR & GROOM

Entertaining stories or caricatures that inspire the pleasure of the profession

WORKSHOP

Step by step master classes in grooming of different breeds. Advices to beginners from experts.

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GROOM SERVICE DISTRIBUTION AND PUBLISHING

Available as online version in English language and Ukrainian printed version.

Distribution on profile expo, dog shows, seminars and conferences.

TECHNICAL REQUIREMENTS TO LAYOUT:

Size of the stripes of the magazine:
215x307mm

Raster part of the layout:
in TIFF format, EPS Photoshop
resolution 300dpi
Color model CMYK



Photo by Katerina Mumzhinska

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FROM EDITORS

Dear colleagues and partners!

GROOM Service® team is a professional family able to get precious information all over the grooming world and turn it into an exciting unstoppable reading process since you open the first page.

Exclusive professional secrets and high quality design make GROOM Service® magazine in a demand for a groomer from any country, along with becoming a motivator for grooming development in the world.

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TECHNICAL REQUIREMENTS

IMPORTANT:

Each layout must have trimming (protrusions) of **+5 mm** to the size of the layout (except for layouts in the block section). **All important information (logo, text) should not be placed closer than 5mm to the cutting line.**

For the cover layout:

II cover, the indent (for text, logo) on the right side should not be less than 12 mm, so that the information does not go into the glue. III cover, the indent (for the text, logo) on the left side should be at least 12 mm so that the information does not go into the glue.

Recommendations for layouts:

It is recommended to use indents on both sides (left and right) the same, for example 12-15 mm, to center the layout.

Specifications for layout files.

Format: PDF/EPS/AI - 300dpi, color model CMYK, the text in curves.

TIF - 300dpi, CMYK color model, lzw compression.

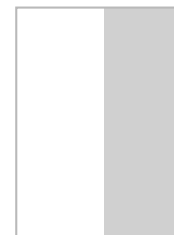
Black should be in one color - C-0%, M-0%, Y-0% K-100%

Black text that is on top of the photo or color fills - Overprint attribute should necessarily be applied

dimensions of **post-cut** layouts



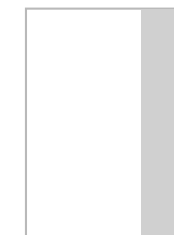
1/1 stripe:
210x297 mm



1/2 vertical:
105x297 mm



1/2 horizontal:
210x148,5 mm



1/3 vertical:
70x297 mm



1/3 horizontal:
210x99 mm



1/4 vertical:
52,5x297 mm



1/4 corner:
105x148,5 mm



II, III, IV covers
210x297 mm



reversal:
420x297 mm

layouts in the blocks section:



standard
90x50 mm



double
90x104 mm

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ADVERTISEMENT PRICES

Cover I (interview 2 reversal + 20 printed magazines)	2000 euro
Professional photographer	300 euro/hour
Cover II	1200 euro
Cover III	1000 euro
Cover IV	2000 euro
The first reversal	1700 euro
Advertisement page + informative page (3 pages maximum)	2000 euro
Advertisement page inside	1000 euro
½ Advertisement page inside	500 euro
1/3 Advertisement page inside	350 euro
¼ Advertisement page	
Advertisement page/sponsored article 2 pages	discussed
Advertisement page/sponsored article 1 page	discussed
Advertisement page/sponsored article ½ page	discussed
Leading person of a magazine	3000 euro



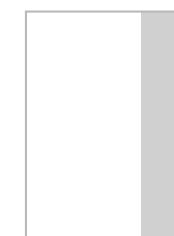
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