



FEATURE STORY

Sustainability

How to create the best business for the world.

PRODUCTS

DOGS: LEASHES
CATS: SCRATCHING POSTS
BIRDS: TOYS

DEADLINES

Publicity: 11/1/17
Sales: 11/14/17
Artwork: 11/21/17



FEATURE STORY

Four Weeks to Peak Performance

Get your business running like a well-oiled machine.

PRODUCTS

DOGS: TREATS
CATS & DOGS: STRESS RELIEF
SMALL ANIMALS: HABITATS

DEADLINES

Publicity: 11/30/17
Sales: 12/12/17
Artwork: 12/22/17



FEATURE STORY

Joy! What Happiness Means to Your Team

Make your staff happier.

PRODUCTS

DOGS: WET FOOD
CATS: TOYS
REPTILES: NUTRITION

TRADE SHOW DISTRIBUTION

Global Pet Expo

DEADLINES

Publicity: 1/4/18
Sales: 1/16/18
Artwork: 1/23/18



FEATURE STORY

Leadership Secrets

Become a better boss with our study of successful leaders.

PRODUCTS

DOGS: CRATES/CAGES
CATS & DOGS: SEASONAL SAFETY
FISH: AQUARIUMS

DEADLINES

Publicity: 1/31/18
Sales: 2/13/18
Artwork: 2/20/18



FEATURE STORY

Plan Your Party

Six ready-to-go event strategies.

PRODUCTS

DOGS: DRY FOOD
CATS: WET FOOD
BIRDS: ACCESSORIES

DEADLINES

Publicity: 2/27/18
Sales: 3/13/18
Artwork: 3/20/18



FEATURE STORY

How to Do Everything

The ultimate guide for running your business.

PRODUCTS

DOGS: TOYS
CATS: SPECIAL DIET FOOD
GROOMING: SAFETY

TRADE SHOW DISTRIBUTION

SuperZoo

DEADLINES

Publicity: 4/3/18
Sales: 4/11/18
Artwork: 4/17/18



FEATURE STORY

AMERICA'S COOLEST STORES

Expert judges select the country's best pet businesses.

PRODUCTS

DOGS: ORGANIC FOOD
CATS: DRY FOOD
FISH: AQUASCAPING

DEADLINES

Publicity: 5/1/18
Sales: 6/22/18
Artwork: 6/28/18



FEATURE STORY

Master Your Marketing

Tell the world about your business.

PRODUCTS

DOGS: BATHING
CATS: ORGANIC FOOD
SMALL ANIMALS: ACCESSORIES

DEADLINES

Publicity: 7/3/18
Sales: 7/17/18
Artwork: 7/24/18



FEATURE STORY

Tough Talks

A framework for handling those difficult conversations.

PRODUCTS

DOGS: SPECIAL DIET FOOD
FISH: FOODS
BIRDS: NUTRITION

DEADLINES

Publicity: 7/31/18
Sales: 8/15/18
Artwork: 8/22/18



FEATURE STORY

Superheroes

Pet business owners whose special talents could just save the galaxy.

PRODUCTS

DOGS: CHEWS
PRODUCTS: HIGH-TECH
REPTILES: HABITATS

DEADLINES

Publicity: 9/21/18
Sales: 10/11/18
Artwork: 10/16/18

In every edition of PETS+, readers receive dozens of business ideas for pet stores, groomers, boarders and other pet service businesses. Regular departments include:

AMERICA'S COOLEST STORES

The country's most innovative pet stores.

BENCHMARKS

Best practices by category.

BEST OF THE BEST

Actions worth emulating.

CALENDAR

Key dates and how to make the most of them.

PET PRO GEAR

Products you need.

MANAGER'S TO-DO

The ultimate guide to the coming month.

REAL DEAL

Readers solve real-life pet business situations.

SANITY FILES

Pet pros share their secrets for keeping their cool.

TIP SHEET

Smart advice for pet business owners.

