

pets+ 2018 EDITORIAL CALENDAR



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

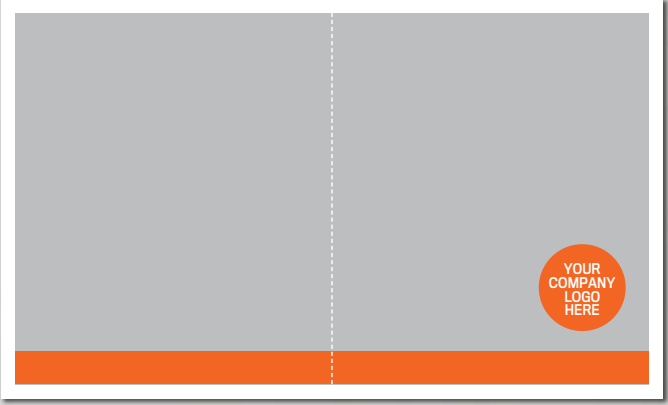
Smart advice for pet business owners.

pets+ PRINT RATES & SIZES

PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$10,660	\$5,970	\$4,910	\$3,950	\$3,310	\$2,770
6x	\$11,230	\$6,290	\$5,160	\$4,150	\$3,480	\$2,920
3x	\$11,820	\$6,620	\$5,440	\$4,370	\$3,660	\$3,070
1x	\$12,440	\$6,970	\$5,720	\$4,600	\$3,860	\$3,230
TRIM SIZE	18 x 10 ⁷ / ₈	9 x 10 ⁷ / ₈	5 ³ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 7 (horizontal)	4 ¹ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 5 ¹ / ₄ (horizontal)	2 ³ / ₄ x 10 ⁷ / ₈ (vertical) 9 x 3 ³ / ₄ (horizontal)	3 ⁷ / ₈ x 4 ³ / ₄ (vertical) 8 x 2 ³ / ₈ (horizontal)
BLEED	18 ¹ / ₄ x 11 ¹ / ₈	9 ¹ / ₄ x 11 ¹ / ₈	6 x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 7 ¹ / ₄ (horizontal)	4 ¹ / ₂ x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 5 ¹ / ₂ (horizontal)	3 x 11 ¹ / ₈ (vertical) 9 ¹ / ₄ x 4 (horizontal)	_____
NON BLEED	17 x 9 ⁷ / ₈	8 x 9 ⁷ / ₈	5 ¹ / ₂ x 9 ⁷ / ₈ (vertical) 8 x 6 ⁵ / ₈ (horizontal)	3 ⁷ / ₈ x 9 ⁷ / ₈ (vertical) 8 x 4 ³ / ₄ (horizontal)	2 ¹ / ₂ x 9 ⁷ / ₈ (vertical) 8 x 3 ¹ / ₈ (horizontal)	_____

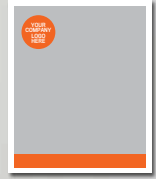
SIZES LISTED IN INCHES

ADVERTISING FORMATS




2-PAGE SPREAD


FULL PAGE




2/3 VERTICAL




2/3 HORIZONTAL




1/3 VERTICAL




1/2 VERTICAL




1/2 HORIZONTAL



1/4 VERTICAL





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