

THE 2024 MEDIA PLANNING GUIDE

pets+

ANIMAL MAGNETS

EARN ATTENTION FOR
YOUR PRODUCT WITH
THE MOST-LOVED
MEDIA BRAND FOR
PET INDUSTRY
PROFESSIONALS.



MEDIA PRODUCTS / PRINT • DIGITAL • CUSTOM CONTENT • SAMPLE BOX • WEBINARS

"I love the community that surrounds PETS+ magazine.

"Within the magazine, we have a voice to share our ideas with other businesses in a non-competitive manner to make everyone better. I also keep all my issues as a reference manual. There is always knowledge that I can glean from my back issues of Pets+. The sample boxes are amazing, and daily emails and the online social media presence helps me be a better manager every day. I always seem to be one step ahead of the game with all the info PETS+ puts at my disposal."

KEITH HENLINE, ASHVILLE PET SUPPLY, ASHEVILLE, NC



pets+

DEDICATED TO THE SUCCESS OF THE INDEPENDENT BUSINESS OWNER

The only peer-fueled magazine for the pet industry, PETS+ focuses on retailer and service provider success stories, practical solutions to universal business problems, and product showcases — all designed to give readers the inspiration, information and tools they need to thrive.

MORE THAN 100 ADDITIONAL
READER RAVES ONLINE AT:

smartworkmedia.com/pets-raves

THE BRAND

23

TOP PUBLISHING
AWARDS SINCE
LAUNCH IN 2017

WEBSITE

2018
TABPI AWARDS

Silver medal for
Best Website

pets+ AWARDS

QUALITY DESIGN AND CONTENT THAT GRABS READER ATTENTION

Bright, sassy and designed to attract maximum attention, PETS+ — in print and online — has been recognized for excellence in journalism and design every year since its debut. SmartWork Media, the parent company of PETS+, has won a total of 187 international honors — more than any other comparably sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT:

smartworkmedia.com/awards

MAGAZINE

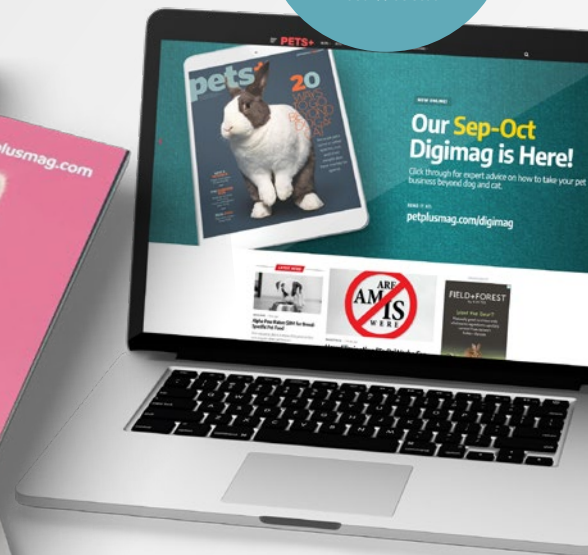
2023
NEAL AWARDS

Finalist for Best Overall Design
and Art Direction
(Brand revenue
under \$3,000,000)

NEWSLETTER

2023
TABPI AWARDS

Best B2B newsletter,
Honorable mention



READER
RAVES



*Beth Kidd of Dogs By
Design in Irwin, PA,
says:*

"I LOVE SEEING WHAT OTHER STORES ARE DOING FOR HOLIDAYS AND PROMOTIONS. PETS+ IS THE ONLY MAGAZINE I MAKE CERTAIN TO **LOOK THROUGH EVERY ISSUE!**"



KEY NUMBERS

PETS+ MAGAZINE

22,000

PRINT COPIES DISTRIBUTED

95%

RETAILER CIRCULATION

PETSPUSMAG.COM

24,977

AVG USERS PER MONTH*

31,841

AVG SESSIONS PER MONTH*

74,145

AVG PAGEVIEWS PER MONTH*

* Source: Google Analytics,
Jan. 1-June 30, 2023

SOCIAL MEDIA

7,600+

Facebook
followers

2,500+

Private Facebook
community

20,500+

Instagram
followers

1,350+

Brain Squad
members

1,000+

LinkedIn members

pets+ BRAND STRENGTH

OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

PETS+ takes an integrated approach to maximizing your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a webinar, sample box placement or e-mail campaign, the PETS+ Sales & Marketing Team will partner with you to design a program unique to your needs.

SEE MORE DETAILS AT:

smartworkmedia.com/pphome

READER RAVES



Jeffrey Jensen and Matt Brazelton of
Four Muddy Paws, St. Louis, MO, say:

**"WE LOVE PETS+ MAGAZINE AND CONSIDER IT AN ESSENTIAL
TOOL FOR OUR BUSINESS."**



◀

“As an independent pet store owner, I absolutely love PETS+ magazine. This publication is full of inspiration and invaluable insights from diverse voices within the pet industry. Each issue is like a goldmine, filled with innovative ideas, practical tips, and stories that I find not only informative but relatable.”

TAMMI BUI, WISHBONE PET CARE,
MISSOURI CITY, TX

▶

“PETS+ Magazine has been my partner in success since day one. With no formal business education, I was flying blind until I discovered this treasure trove of knowledge. It’s a lifeline for small-business owners like me, and I love it because it’s a constant source of wisdom and inspiration for bettering my business.”

RHONDA OLSON,
RHONDA’S AVIARY, MILTON, FL



pets+ 2024 EDITORIAL CALENDAR

JANUARY-FEBRUARY



FEATURE STORY

SUGGESTION BOX

Retailers and brands offer each other feedback on how to improve the selling and buying process at this year's trade and distributor shows.

PROFESSIONAL GROOMING PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Exotic: Bird, Fish, Reptiles & Small Animal

Cat: Dry Food

Dog: Treats

Dog: Toys (w/The Little Survey)

DEADLINES

Sales: 11/20/23

Artwork: 12/4/23

TRADE SHOW DISTRIBUTION

GROOM'D

MARCH-APRIL



FEATURE STORY

INDIE INNOVATORS

These 25 independent pet retailers, service providers and brand leaders are blazing trails in their areas of the pet industry.

FACT SHEET PACKAGES
PRINT + DIGITAL + SOCIAL MEDIA

CAT PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Dog: Dry Food

Cat: Treats

Dog & Cat: Travel & Outdoors

Dog & Cat: Frozen Raw

Dog & Cat: CBD & Other Hemp Products (w/The Little Survey)

DEADLINES

Sales: 2/7/24

Artwork: 2/21/24

TRADE SHOW DISTRIBUTION

GLOBAL PET EXPO

MAY-JUNE



FEATURE STORY

THE ART OF NEGOTIATION

Get to win-win in every encounter with customers, vendors, landlords and even the government.

NASC FACT SHEET PACKAGES
PRINT + DIGITAL + SOCIAL MEDIA

MADE IN THE USA PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Cat: Wet Food

Dog & Cat: Lifestage Products

Dog & Cat: Bowls, Dishes, Feeders & Waterers

Dog & Cat: Flea & Tick

Dog & Cat: Supplements (w/The Little Survey)

DEADLINES

Sales: 4/1/24

Artwork: 4/15/24

TRADE SHOW DISTRIBUTION

NASC CONFERENCE PSC CONFERENCE

JULY-AUGUST



FEATURE STORY

AMERICA'S COOLEST

It's our eighth annual contest for the country's coolest independent pet retailers and service providers.

FACT SHEET PACKAGES
PRINT + DIGITAL + SOCIAL MEDIA

MUST SEE AT SUPERZOO PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Dog & Cat: Alternative Protein Food & Treats

Dog & Cat: Beds & Blankets

Dog & Cat: Grooming

Dog & Cat: Gently Cooked Food

Dog & Cat: Toppers & Broths (w/The Little Survey)

DEADLINES

Sales: 6/3/24

Artwork: 6/17/24

TRADE SHOW DISTRIBUTION

SUPERZOO

SEPTEMBER-OCTOBER



FEATURE STORY

THE CREATIVE ISSUE

Advice, exercises and case studies to help pet business owners unlock their next best idea.

PSC FACT SHEET PACKAGES
PRINT + DIGITAL + SOCIAL MEDIA

COOLEST HOLIDAY PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Dog: Wet Food

Cat: Litter & Litterboxes

Dog & Cat: Collars, Harnesses & Leashes

Dog & Cat: Freeze-Dried, Dehydrated & Air Dried Foods (w/The Little Survey)

DEADLINES

Sales: 8/7/24

Artwork: 8/21/24

NOVEMBER-DECEMBER



FEATURE STORY

THE BIG SURVEY

It's our third annual survey of retailers and service providers – the biggest and most comprehensive look at buying, selling and doing business in the pet industry.

THE BIG SURVEY SPONSORSHIP
PRINT + DIGITAL + SOCIAL MEDIA

EXOTIC PRODUCTS
PRINT + DIGITAL + SOCIAL MEDIA

PRODUCTS

Cat: Toys & Scratchers

Dog: Chews, Bones & Body Parts

Dog & Cat: Dental

Dog: Waste Products

DEADLINES

Sales: 10/2/24

Artwork: 10/16/24



POPULAR DEPARTMENTS IN EACH ISSUE OF PETS+

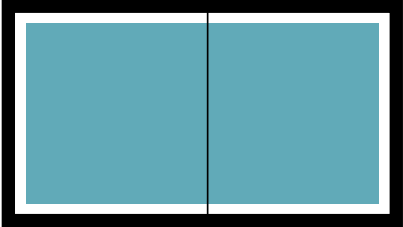
AMERICA'S COOLEST / BENCHMARKS / CALENDAR / COLUMNS / THE LITTLE SURVEY /
NEW & NOTABLE / RETAILER WISHLIST / REAL DEAL / SANITY FILES

pets+ 2024 PRINT RATES & SIZES

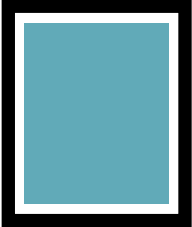
+RATES	PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
	6x	\$11,525	\$6,150	\$5,055	\$4,070	\$3,410	\$2,855
	3x	\$12,145	\$6,480	\$5,315	\$4,275	\$3,585	\$3,010
	1x	\$12,780	\$6,820	\$5,605	\$4,500	\$3,770	\$3,160
	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)	_____

+FORMATS

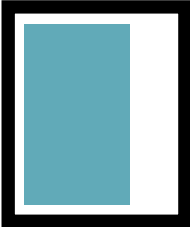
SIZES LISTED IN INCHES



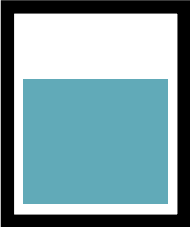
2-PAGE SPREAD



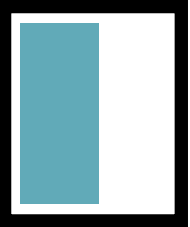
FULL PAGE



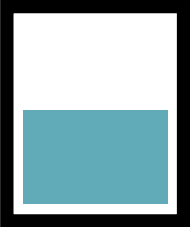
2/3 VERTICAL



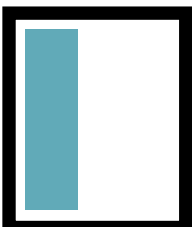
2/3 HORIZONTAL



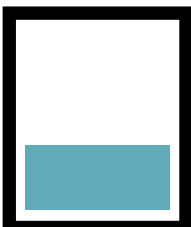
1/2 VERTICAL



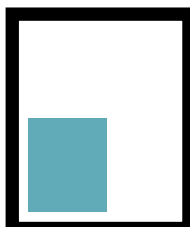
1/2 HORIZONTAL



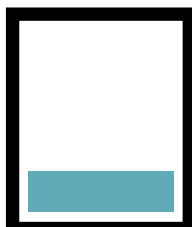
1/3 VERTICAL



1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL

PETS+ DIGITAL OVERVIEW

PETS+ IS CAPTURING YOUR CUSTOMERS' ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, PETSPLUSMAG.COM continues its rapid growth with pet professionals. Extra-large banner sizes make it easier for advertisers to attract the attention of pet pros reading our engaging content.

CHECK OUT THE WEBSITE AT:

petsplusmag.com

KEY DIGITAL METRICS

13,600+

Average email reach
PETS+ Daily Bulletin (Monday-Saturday)

47.1% / 2.1%

Average open rate / click-through rate
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook

7,600+ followers

Instagram

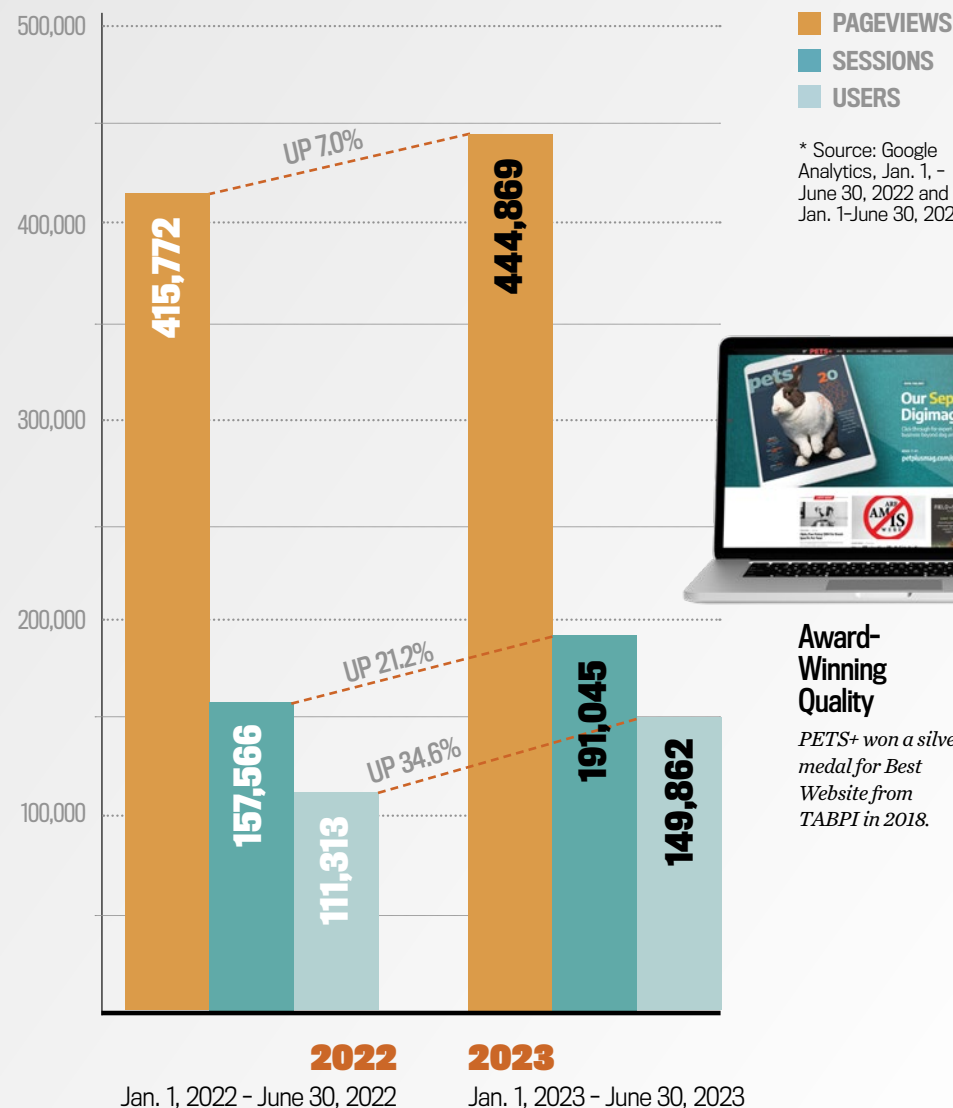
20,500+ followers

**PLUS POPULAR WEBINARS
AND SOCIAL MEDIA EVENTS**



PETSPLUSMAG.COM TRAFFIC 2022 VS. 2023

PETS+ users, sessions and pageviews* increased sharply in 2023.



Award-Winning Quality

PETS+ won a silver medal for Best Website from TABPI in 2018.

READER RAVES



Molly Rowland of Molly's Pampered Paws, Smithville, TN, says:

"THIS HAS BEEN A VERY INFORMATIVE MAGAZINE FOR US AS WE LOOK FOR NEW PRODUCTS, OPPORTUNITIES, AND OFFERINGS FOR OUR CLIENTS."

pets+ 2024 PETSPLUSMAG.COM RATES

WEBSITE BANNERS

Our award-winning website provides your advertisements with best-in-class visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on PETSPLUSMAG.COM looks like.

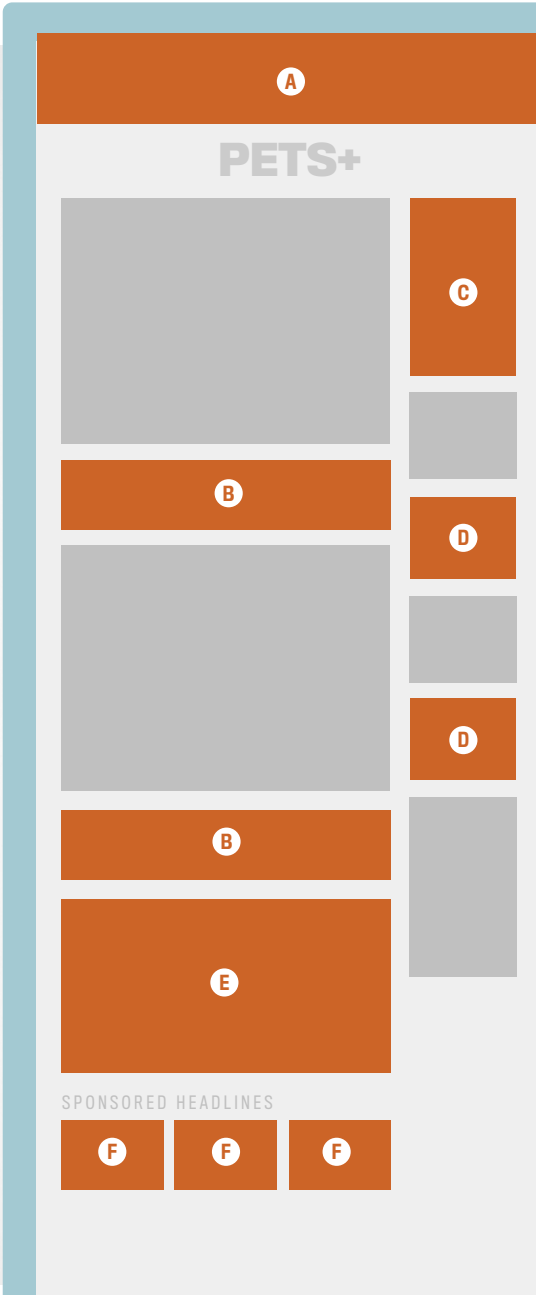
Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

SPONSOR THE PETS+ DIGIMAG

Your advertisement will appear opposite the cover of the latest edition of the PETS+ digital flipbook, and is featured in two e-blasts to our full email list announcing the release of the latest issue.

\$1,595

PER MONTH



A BILLBOARD

This dominating, full-width position makes your brand the star of our website.

CPM RATES

\$215

JAN-DEC

Desktop: 1800 x 460 pixels;
Mobile: 400 x 300 pixels

B HEADLINE BANNER

Both in-story and end-of-story banner positions ensure your message will be seen by readers.

CPM RATES

\$110

JAN-DEC

Desktop: 740 x 190 pixels;
Mobile: 300 x 250 pixels;
Homepage: 1800 x 460 pixels

C SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

CPM RATES

\$90

JAN-DEC

Desktop: 300 x 600 pixels;
Mobile: 300 x 300 pixels

D STANDARD SIDE BANNER

Square but not square. This classic value format is a banner advertising workhorse.

CPM RATES

\$80

JAN-DEC

Desktop: 300 x 300 pixels

E VIDEO THEATER

This end-of-story position ensures high visibility for your video feature or advertisement.

CPM RATES

\$160

JAN-DEC

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

F SPONSORED HEADLINE SLOTS

Point readers to key news about your business with a click-worthy headline and thumbnail below our content.

CPM RATES

\$60

JAN-DEC

Send 400 x 240 thumbnail image and URL for content

pets+ 2024 NEWSLETTER RATES



EMAIL BANNERS

Let PETS+ put your message in readers' inboxes.

A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	\$3,250
WEEKLY	\$940

Size: 600 x 155 pixels

B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$2,880
WEEKLY	\$800

Size: 560 x 145 pixels

C SKYSCRAPER

This vertical banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	\$2,150
WEEKLY	\$680

Size: 250 x 500 pixels

D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	\$1,720
WEEKLY	\$520

Size: 560 x 145 pixels

E HEADLINE BANNER 3

You're the presenter of our daily tips, some of our fans' favorite content.

RATES	
MONTHLY	\$1,580
WEEKLY	\$480

Size: 560 x 145 pixels

F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	\$1,450
WEEKLY	\$435

Size: 560 x 300 pixels

MORE EMAIL OPTIONS

CUSTOM E-BLASTS

Reach readers with your company's customized message.

Control the message by sending your own sponsored email. We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$465 CPM**



pets+ SAMPLE BOX

THINK INSIDE THE BOX!

The PETS+ Sample Box launched in 2021 and quickly became a must-have for both retailers and brands. More than 1,100 store owners signed up to receive one of 200 boxes filled with new — or new to them — products. Participating brands said they saw a surge in orders and gained valuable retailer feedback, all thanks to the box!

In 2024, we will offer:

- **February Box:** Ships 2/5/24
- **March Box:** Ships 3/4/24 (delivered prior to Global Pet Expo)
- **April PSC Box:** Ships 4/22/24 (PSC Accredited Members only)
- **June Box:** Ships 6/3/24
- **July MADE IN THE USA Box:** Ships 7/8/24
- **July Box:** Ships 7/29/24 (delivered prior to SuperZoo)
- **August HOLIDAY Box:** Ships 8/26/24
- **September NASC Box:** Ships 9/9/24 (NASC Quality Seal Products only)
- **October Box:** Ships 10/7/24
- **November Box:** Ships 11/4/24

Recipients said being able to experience the products in-person and sample them with customers made all the difference in their last few years of buying. And advertisers were so impressed by the results they put products in multiple boxes!

What are you waiting for?
Get in the PETS+ Sample Box!



pets+ SAMPLE BOX SPECS

**INVESTMENT
PER BOX***

\$1,900

ONE product sample

\$2,900

TWO product samples

\$3,500

THREE product samples

* RATES SUBJECT TO CHANGE

YOUR PARTICIPATION INCLUDES:

- Supplied product sample(s)
- Supplied one-page product promo sheet for each product sample
- Two supplied custom survey questions for each product sample
- Delivered to 200 PETS+ retailers – the PETS+ Product Squad
- Arrives in an eye-catching PETS+ box
- Survey results/feedback from retailers on your two custom survey questions
- A letter from Editor-in-Chief Pamela Mitchell with directions to complete the survey, plus a listing of each sample with company name, product name, phone number, email, web address and distribution
- Digital Packing List with product image, product description, contact information, distributor list and website link
- NEW! Product feature in PETS+ Daily eBulletin for each product sample
- PLUS a Photo Gallery of products in the Sample Box posted to PETS+ website, includes product description, contact information, distributor list and website links

2024 BOX SCHEDULE

February Box

SHIPS: 2/5/24

March Box

SHIPS: 3/4/24 (delivered prior to Global Pet Expo)

April PSC Box

SHIPS: 4/22/24 (PSC Accredited Members only)

June Box

SHIPS: 6/3/24

July Made in the USA Box

SHIPS: 7/8/24

July Box

SHIPS: 7/29/24 (delivered prior to SuperZoo)

August Holiday Box

SHIPS: 8/26/24

September NASC Box

SHIPS: 9/9/24 (NASC Quality Seal Products only)

October Box

SHIPS: 10/7/24

November Box

SHIPS: 11/4/24

RECIPIENT RAVES ABOUT THE SAMPLE BOX

Pet pros were wildly enthusiastic about the latest “genius idea” from PETS+

Love the program! It's one of the most helpful things we've seen in the industry in our now 40 years in business. – **CORY GILES, THE GENERAL STORE**

I get to try out products I wouldn't necessarily be able to find with my distributors, and I have brought in several new lines because of this program! – **DOROTHY STEWART, DOROTHY'S PET SHOP, JUNCTION CITY, KS**

“We got ours today, and I am so excited. It is so nice as a retailer to get a package that has products that are not from a company that walks in your door and talks about how their products are the best. This gives us retailers a real chance to actually look and research the products without any pressure. There are definitely several products I will be ordering. There are some I have heard of but never seen. And now I get to put my hands on them and see if we want to bring them in. I think every company should try to get into this box. Thank you so much for this. I can't wait until the next one. Again a big thanks.” – **KEITH ZEILER, PAWS ON CHICON, AUSTIN, TX**

“The Pets+ Sample box is phenomenal! I am definitely a “hands-on” shopper! Being able to touch/smell/see the product is priceless. I am definitely going to bring in quite a few of these items — and I can't wait for the next one! This makes shopping for new products E-A-S-Y!” – **JOHNNA DEVEREAUX, FETCH RI, RICHMOND, RI**

“Absolutely loved. Not knowing what to expect, this very good-sized box was brought in by UPS. Realizing what it was, I was excited to see what samples were inside, a huge surprise was that it actually wasn't sample sizes but retail-sized packaging. Loved the information that came with the product and the product samples themselves.” – **CHRIS MITCHELL, CROWN HILL PET SUPPLY, SEATTLE, WA**

“Loved it! Was fun going through it with my staff. Will be ordering several products that I had looked at but not seen in person, and learned about a new product from a familiar manufacturer that I'll also be ordering. Lots of stuff to sample out to customers, too, which is great!” – **DIANA FARRAR, FIFI & FIDOS PET BOUTIQUE, SAN ANTONIO, TX**

“The PETS+ Sample Box is awesome... and, it's huge! Couldn't believe all of the full-sized products — so generous of the companies that participated! I'm excited to find out about these new (to me) products and will look forward to adding them to my shop!” – **KAYE BUSSE-KLEBER, BARK ON MULFORD, ROCKFORD, IL**

“A very well-curated box of “samples!” Like a mini trade show in a box, I got to see full-sized products and connect with new brands. I've definitely got my eye on a few for our stores!” – **STEPHANIE WRIGHT, BEND PET EXPRESS IN BEND, OR**

“Just got mine today! Massachusetts. Wowza! Can't wait to check everything out! Already see a couple items that I'm interested in. – **SHELLY NICASTRO, ESSEX BIRD & PET SUPPLY, MA**

“The best sample pack I have ever received! I am going to buy multiple items as soon as I get time to sit down and connect.” – **JENNIFER FLANAGAN, NATURE'S PET MARKET SHERWOOD & NATURE'S PET MARKET WILSONVILLE, OR**

“Love, love this box! So many great products that I've never purchased for my store and plan to now. Already handed out samples to customers who were interested in purchasing the entire product!” – **DANIELLE WILSON, BATH & BISCUITS GRANVILLE, OH**

I wouldn't know about a bunch of these products without this box. Testing the products is a huge decision maker on whether I spend budget \$\$ on many products. **TERESA BUES, PURRS N BARKS PET MARKET, HOUSTON, TX**

“What fun this box was! Especially since we were all missing Global. We videoed the opening to send to one of our owners who wasn't present and we couldn't wait any longer! The products are great and I want to bring in several... oddly one we had just discussed about an hour before we opened the box. How do we make sure we can get a summer box? That was one of the first questions my staff asked. We all loved it!! Thank you so very much for putting this together.” – **MICHELLE MCCONNELL, A NATURAL PET PANTRY, OSPREY FL**

Catch more raves at smartworkmedia.com/samplebox

MANUFACTURER RAVES

GEORGE BARTON
DIRECTOR OF MARKETING, 3TBRANDS

“We have found that the best way to sell our toys is to place our products into the hands of our independent pet retailer community. They can then touch, feel and test our line to see first-hand the quality and craftsmanship. The PETS+ Sample Box program allows us to put our bestsellers and new releases into the hands of influential decision-makers at low costs and with minimal time from our team.”

MARJORIE MURRAY
PET BRAND MANAGER, W.F. YOUNG

“The PETS+ Sample Box offers an incredibly efficient, convenient and effective way to get our products into the hands of passionate, successful independent pet retailers. It is a great way to introduce them to new products like Silver Honey Hot Spot and Wound care, so they can try it out immediately and gain key information about the benefits first-hand. In addition, the supporting email blasts are a great way to introduce our products and reinforce our message in a complementary way to this important audience of influential, connected indie pet retailers and the industry as a whole.

PETS+ readers were excited and enthusiastic to receive the samples, so the open rate to experience our products was much greater than if we had mailed out the product ourselves ‘cold.’

The Survey questions that accompanied the PETS+ Sample Boxes were tremendously beneficial! Comments and responses directly from the retailers we serve or want to serve are so valuable. After reviewing each answer to each question, our team is now better able to address questions, and more importantly get feedback on overall product impression, what it could mean for their business, and other ways WF Young can best support them. Also, having the list of retailers and feedback (for those who identify themselves) makes it easy for our sales team to follow up and build a more meaningful relationship with these retailers.

pets+ MULTIMEDIA OPPORTUNITIES

MEDIA SPOTLIGHT

A **TRIPLE-THREAT MULTIMEDIA PACKAGE** DESIGNED TO SEND YOUR COMPANY MESSAGE, LOUD AND CLEAR.

3 COMPONENTS: **VIDEO, PRINT, ONLINE**

VIDEO

The Media Spotlight package starts with a 15- to 20-minute video interview with your company representative and an PETS+ interviewer. This is your big chance to show off your products or services and share your company's sales pitch.

PRINT

Connect with our readers through a 1/3-page advertisement or client-supplied advertorial in PETS+ Magazine. Your ad can include a prominent call-to-action (CTA) directing readers to your video interview online.

ONLINE

We'll host your video interview and product profile on a dedicated page on PETSPLUSMAG.COM, and send one custom e-blast to our full email list of 13,600+ pet pros to promote your interview, plus additional exposure in our daily bulletin and social media channels.



STEP 1: LET'S CREATE VIDEO MAGIC

Present your products in your own inimitable way in a 15- to 20-minute zoom-style interview with a PETS+ interviewer.



STEP 2: PROMOTE IN PRINT

Attract pet pros to your interview with a 1/3-page advertorial or display ad in PETS+ magazine.



STEP 3: DRIVE VIEWERS ONLINE

We'll send viewers to your interview and advertorial with a gorgeous feature layout on PETSPLUSMAG.COM, **PLUS your own custom e-blast** to our audience of more than 13,600-plus pet business professionals.



PACKAGES START AT

\$2,700



“PETS+ HAS BEEN AN INTEGRAL PART OF MY BUSINESS. IT IS MY GO-TO RESOURCE FOR NEW PRODUCTS, INDUSTRY NEWS AND TIPS THAT HELP MY BUSINESS ACHIEVE YEAR OVER YEAR GROWTH. I CAN’T IMAGINE FETCH RI BEING THE STORE IT IS TODAY WITHOUT PETS+ MAGAZINE!”

**JOHNNA DEVEREAUX, FETCH RI,
RICHMOND, RI**

pets+ BILLING AND TERMS

ESSENTIAL INFORMATION BEFORE BEGINNING YOUR PETS+ AD CAMPAIGN

BILLING, COMMISSION AND TERMS

► New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.

► Agency commission is 15 percent on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher's stated policies must be in writing and signed by the publisher.

► No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher's stated policies.

► The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.

► The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

► The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

FREQUENCY DISCOUNTS

► Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

CANCELLATION POLICY

► Cancellation of ad space must be received in writing before the published closing date.



READER
RAVES



*Rachael Creech of Adventure
Pets in Mandeville, LA, says:*

"I LOVE WHAT PETS+ IS DOING BOTH IN THE MAGAZINE AND ON FACEBOOK. IT HAS CREATED A COMMUNITY OF THE PET INDUSTRY."

pets+ ADVERTISING SPECS

TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

FILE SUBMISSION

Files that are 10MB or smaller should be emailed directly to artwork@petsplusmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, High-tail.com or WeTransfer.com.

If sending DVDs or flash drives, include a label with the advertiser's name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT

Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES

- ▶ Use high resolution images. 350 DPI is recommended.
- ▶ TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
- ▶ RGB and LAB color are not allowed.
- ▶ Do not save TIFF or EPS files with embedded color management profiles.
- ▶ Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
- ▶ Total Area Coverage should not exceed 300%.

FONTS

- ▶ Always embed all fonts.
- ▶ Do not allow font substitutions.
Do not use TrueType fonts.
- ▶ Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS

- ▶ Only use CMYK colors; convert spot colors to process.

LAYOUT

- ▶ Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics program.
- ▶ When bleed is required, provide 1/8-inch beyond the trim area.
- ▶ All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY

- ▶ All transparent objects must be flattened at a high resolution.
- ▶ Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT

- ▶ Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS

We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS

For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.



CONTACT YOUR AD REP

advertising@petsplusmag.com

DESIRÉE LYNCH

PUBLISHER AND NATIONAL SALES EXECUTIVE

✉ desiree@petsplusmag.com

📞 (212) 981-0273

TRISH RODRIGUEZ

NATIONAL SALES EXECUTIVE

✉ trish@petsplusmag.com

📞 (212) 981-0274

SMARTWORK MEDIA

📞 (212) 981-9625

🌐 smartworkmedia.com

📍 28 Valley Road, Suite 1
Montclair, NJ 07042

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER

EMAIL: artwork@petsplusmag.com / PHONE: (212) 981-9625

READER
RAVES



*Paul Lewis of The Green K9
in Mount Dora, FL, says:*

"THE INFORMATION AVAILABLE IN PETS+ IS INVALUABLE. THE PET-RELATED NEWS AND INSIDER INFORMATION IS A GREAT ASSET TO ALL WHO UTILIZE IT."

OUR SERVICES

CONTENT
MARKETING
(PRINT AND
ONLINE)

SOCIAL MEDIA
MARKETING

WEBINARS

PODCASTS

FOCUS
GROUPS

VIDEOS

BLOGS

EMAIL
MARKETING

COLLATERAL
& POP
MATERIALS

PRINT &
DIGITAL
AD CAMPAIGNS

EVENT
MANAGEMENT

pets+ MARKETING SERVICES

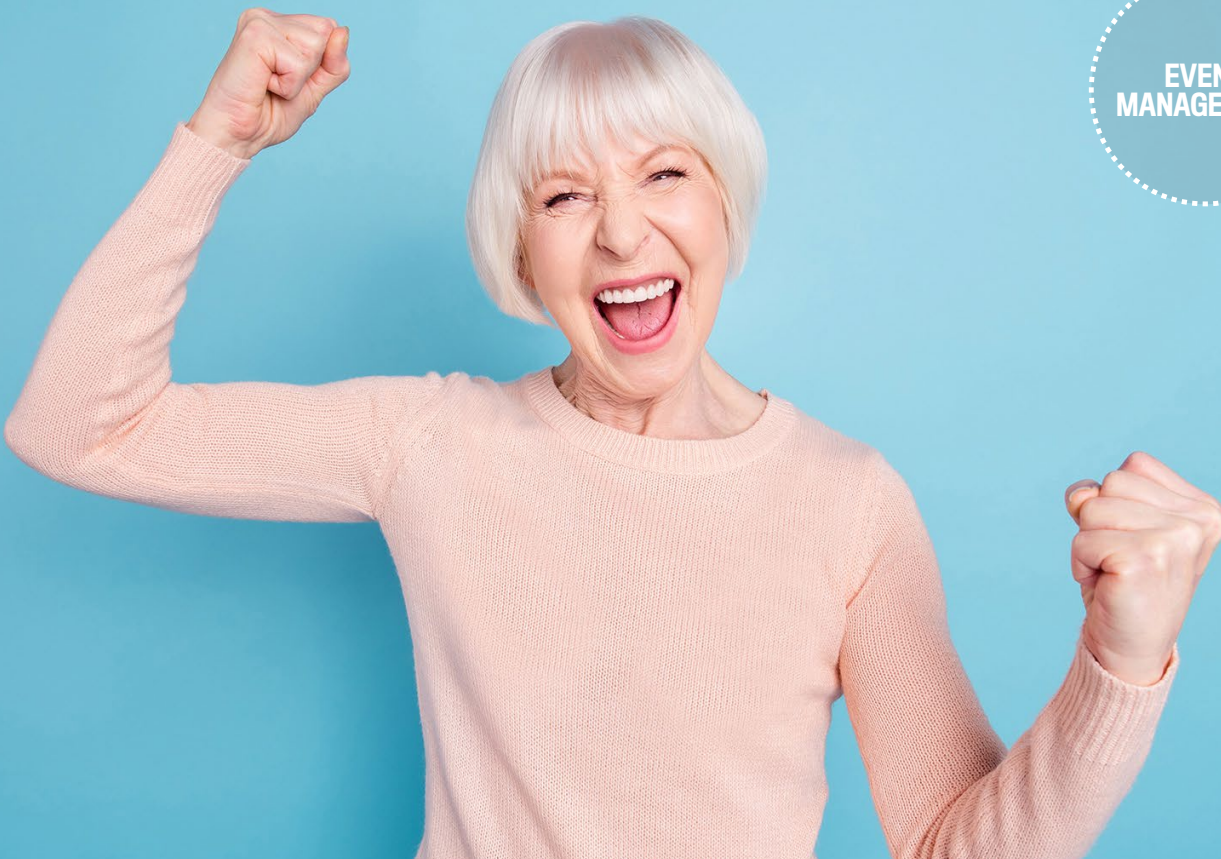
LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brand's strengths and delivers your story to our network of over 26,000+ independent pet business professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

Smart
WORK
CONTENT STUDIO



pets+ DIGIMAG

MAKE YOURSELF A COVER STAR WITH A PETS+ DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of PETS+ magazine? It's easy with a sponsorship of our bi-monthly digital flipbook. With a can't-miss full-page ad adjacent to our cover (plus online and email banners), it's a powerful and cost-effective way to associate your brand with pet pros' favorite business publication.

AD OPPOSITE FRONT COVER

PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Skyscraper ad (250 x 500 pixels) on 2x monthly bulletin
- Your company logo on all PETS+ digital edition promotions for that issue (including banners, rotators)

\$1,595 PER EDITION

BOTTOM BANNER

PACKAGE INCLUDES

- Bottom banner visible on every page of digital edition
- Headline banner (560 x 145 pixels) at bottom of 2x monthly ebulletin

\$925 PER EDITION

FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section inside our digital edition.

\$350 PER EDITION

AVAILABLE AD ENHANCEMENTS

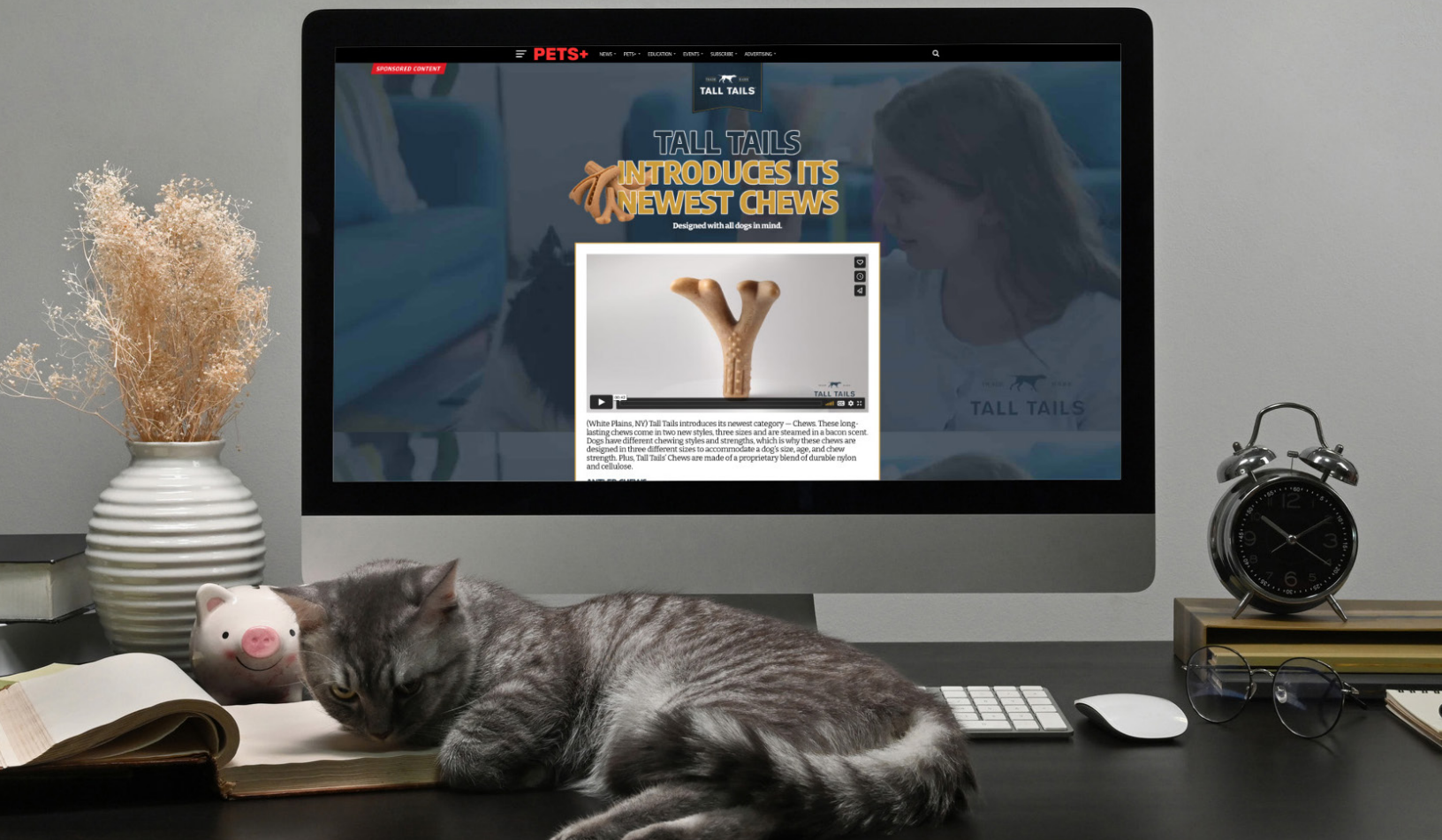
Video or audio integration
\$500 per ad

Ad animation
\$500 per ad



SEE LATEST EDITION AT:

petsplusmag.com/digimag



INTRODUCING THE **PETS+** DIGITAL HYPE PACKAGE

We're going all-in digitally to give your new products the exposure they deserve!

The PETS+ Digital Hype Package offers you a unique opportunity to raise awareness for your new product launches and press releases. Boost exposure and impressions for your biggest announcements with a custom webpage and digital marketing campaign that reaches your prime client prospects: pet retailers!

HOW IT WORKS:

- Send us your product/press release (approx. 500 words)
- 2-5 images
- Specific website page links
- Video* (optional)

...Then our expert team will craft a custom package for your announcement including:

- ✓ A dedicated webpage on petsplusmag.com
- ✓ Custom html eBlast to PETS+eBulletin subscribers (15,000+) driving traffic to your webpage
- ✓ Your announcement is posted in the eBulletin Newsfeed
- ✓ Your announcement is posted on PETS+ Facebook page

A VALUE-PACKED RATE:

\$1,800

** Add \$200 if including a video*

VIEW AN EXAMPLE
OF THE CUSTOM
WEBPAGE HERE.



CONTACT YOUR REP TODAY
FOR MORE INFORMATION!

Desiree Lynch

Publisher
West & East Sales Rep
E desiree@smartworkmedia.com
P (212) 981-0273

Trish Rodriguez

National Sales Representative
E trish.rodriquez@smartworkmedia.com
P 212-981-0274

pets+