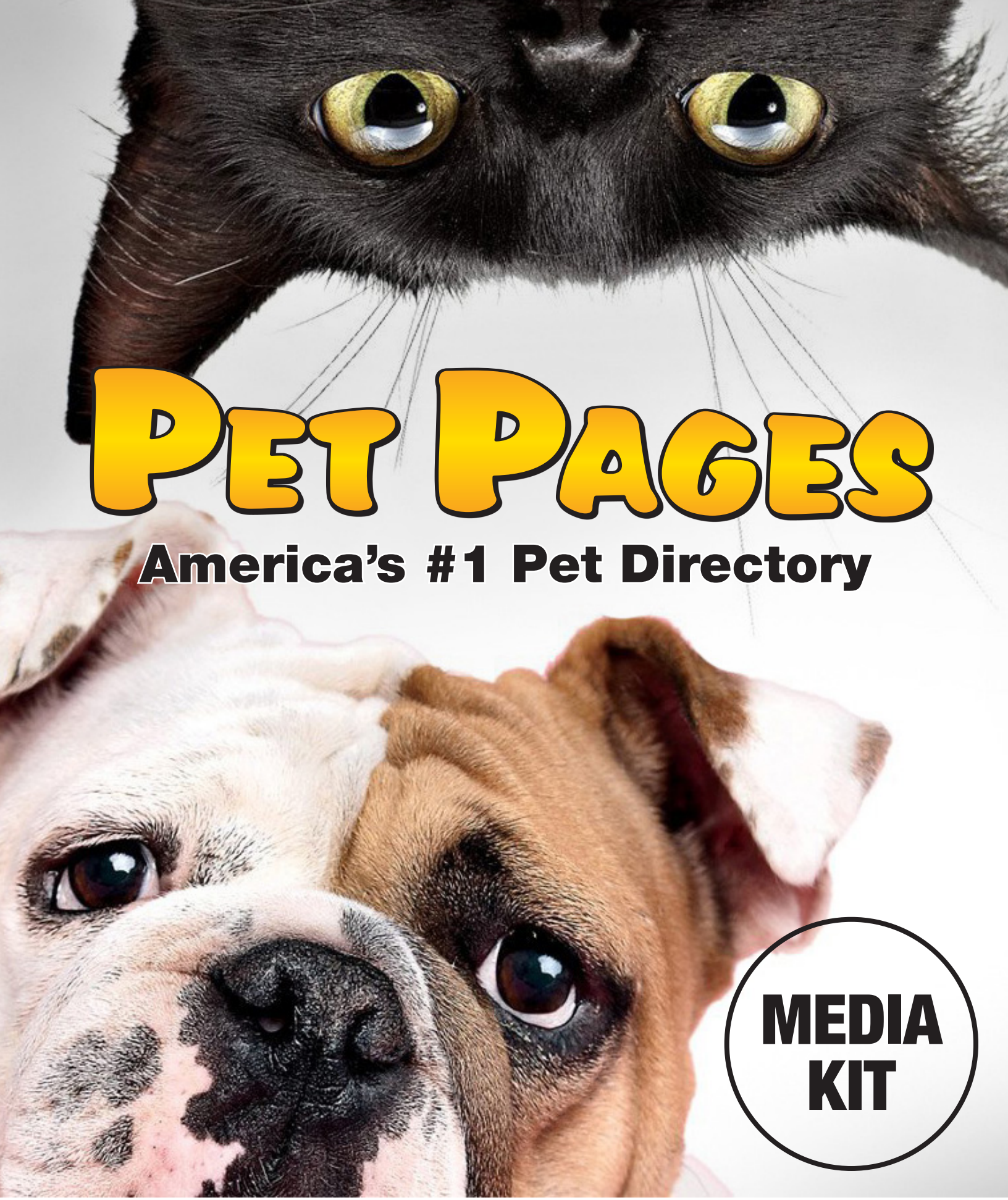


Pet Pages

America's #1 Pet Directory

MEDIA KIT

www.PhillyPetPages.com

Why partner with Pet Pages?

The #1 Trusted Resource in the Delaware Valley!

We are 100% targeted to pet lovers looking for the very best in products and services. They know we consistently deliver a highly informative and entertaining directory packed with important resources catering to their needs and interests.

Complete Marketing Program

We provide the most convenient and consistent way to reach your audience:
PRINT • ONLINE • EVENTS • SOCIAL MEDIA

STATE-OF-THE-ART WEBSITE: Our online directory has been upgraded with new interactive features to enhance the advertiser and customer experience. These features include multiple search options, detailed advertiser profiles, informative articles important to all pet parents as well as our events calendar.

SOCIAL PETWORKING BONUS: We highlight what sets our advertisers apart in our very popular **Partner Spotlight** blasts. Your business/service will be featured to over 24,000 of our highly engaged followers on Facebook, Instagram and Threads.

Our Loyal Readers = Your Target Market

We target one of the fastest growing demographics in North America. And if the Pandemic taught us anything it's that **our pets mean everything to us**. So it comes as no surprise pet ownership is at an all-time high...and growing. **95 million U.S. homes have a pet. This year alone, over 165 billion will be spent on our pets - we make it easy to reach this very passionate, committed audience.**

We Give Back to Our Community - BIG TIME!

We are truly an exceptional pet resource with a strong focus on giving back to the community and promoting pet adoption. With the continued support of our Partners, we have donated:

- **Print & Online Advertising Space**
- **Event Listings**
- **Animal Welfare Organization Listings**
- **Sponsorships**
- **Adoption & Fundraising Promotions**
- **Auction Items / Raffle Gifts / Swag Bags**
- **Publicity**
- **Volunteer Hours**

We remain committed to the strong partnerships we have built with our Shelters, Rescues, SPCA's by continuing to support, sponsor and promote these organizations and their many events throughout the year.

Distribution

Pet Pages are everywhere they need to be with no wasted distribution.

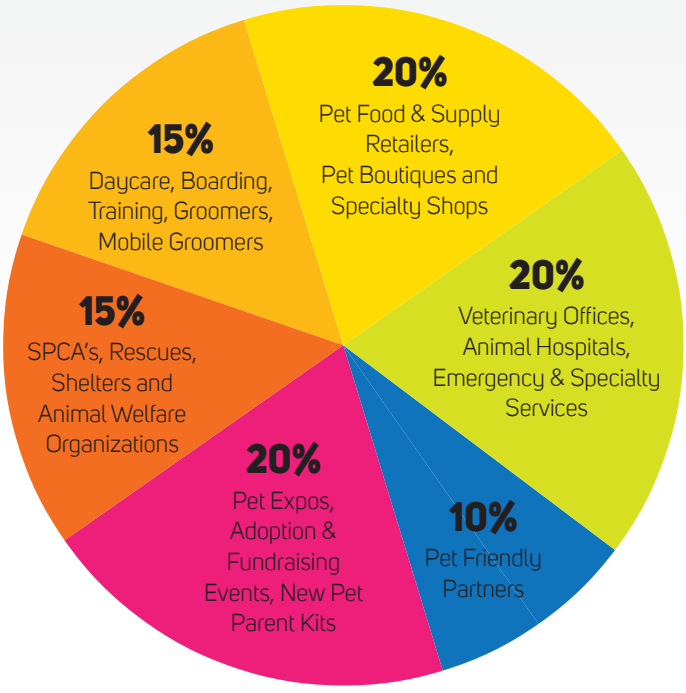
Targeted Distribution:

Copies are available free to the public at hundreds of pet-centric, high traffic locations throughout Greater Philadelphia as well as area pet events all year long.

Pet Pages are published annually with a circulation of 90,000-100,000+ per issue. Our targeted distribution ensures that your product or service is getting into the hands of Pet Lovers looking for YOU!

Expanded Distribution:

We provide expanded distribution through our extensive network of shelters, rescues and SPCA's and at their many events. Pet Pages are included as part of their adoption kits, special events, trade shows, fundraising galas and swag bags throughout the year. We also provide home delivery upon request via our website.

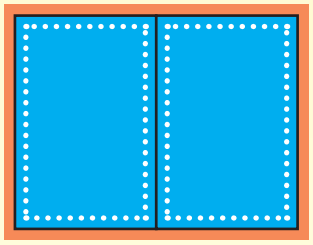


Here are just a few of the many events we sponsor and support:

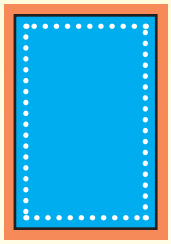
- Greater Philadelphia Pet Expo (PA)
- PAWS Philadelphia Animal Welfare Society Mutt Strut (PA)
- L'Oreal® Because Your Day is Worth it Too (NJ)
- Morris Animal Refuge Fur Ball (PA)
- The Philadelphia Phillies Bark in the Park (PA)
- Utley All-Star Animals Casino Night (PA)
- Fox Chase Cancer Center Paws for the Cause (PA)
- Zombie Dog Walk (NJ)
- National Canine Cancer Foundation Bark and Bowl (PA & NJ)
- PENN Vet Shelter Medicine Program (PA)
- American Cancer Society Bark for Life (PA & NJ)
- With LOVE: Super Adoption Day (PA)
- Pennsylvania SPCA Bark & Whine
- Philadelphia Wings Bark in the Bowl (PA)
- Cat Fanciers Association International Cat Show (PA)
- Pottstown Pet Fair (PA)
- Brandywine Valley SPCA Walk-4-Paws (PA)
- 4th of July Patriotic Pooch Parade (NJ)
- Providence Animal Center Bark in the Park (PA)
- Canine Partners for Life Unleashed & Uncorked (PA)
- NBC Clear The Shelters (PA & NJ)
- Paws On Board (PA)
- New Hope Celebrates Pride Parade (PA)
- Pinups for Pitbulls Bark to the Future (PA)
- BarktoberFest (PA)
- Home At Last Howloween 5K & Dog Walk
- Emancipet Pulling for Pets (PA & TX)
- Philadoptables Love Potions (PA)
- WuFF Jam (PA)
- Tiny Paws Tiny Gala (PA)
- Bucks Arts & Barks (PA)
- The Laurels Woof, Wag & Walk (PA)
- Tails & Trails MLAR / PSPCA (PA)
- Mid-Atlantic Basset Rescue Bark at the Parx (PA)

Print Advertising Specs

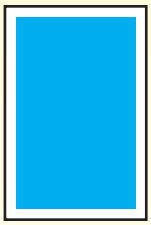
advertise@phillypetpages.com 215.632.7442



2 Page Spread with Bleed
10.5”W x 8.25”H
- Bleed: Add .25” on all 4 sides
- Total Size: 11”W x 8.75”H
Use Caution in Center Gutter

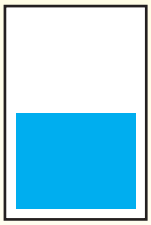


or

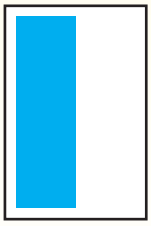


Full Page with Bleed
5.25”W x 8.25”H
- Bleed: .25” on all 4 sides
- Total Size: 5.75”W x 8.75”H

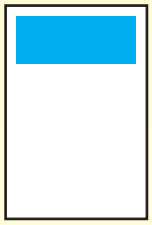
Full Page
4.5”W x 7.375”H



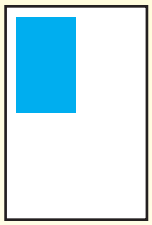
1/2 Page Horizontal
4.5”W x 3.5”H



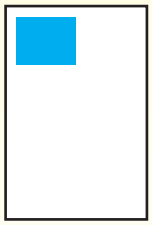
1/2 Page Vertical
2.1875”W x 7.13”H



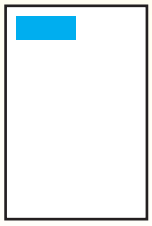
1/4 Page Horizontal
4.5”W x 1.6875”H



1/4 Page Vertical
2.1875”W x 3.5”H



1/8 Page
2.1875”W x 1.6875”H



1/12 Page
2.1875”W x 1.0833”H

Bleeds and Safe Zones

Ads which run to the edge of a page (no margin) require a **bleed**. A bleed (marked in orange) is an excess portion of an ad which is trimmed off after pages are printed. It is therefore not part of the finished product. The bleed should never contain important information like text or logos.

Additionally, important ad content should stay within a **safe zone** (white dotted line) to avoid getting partially trimmed off. Content is “safe” about a .25” away from the edge of the page.

File Requirements

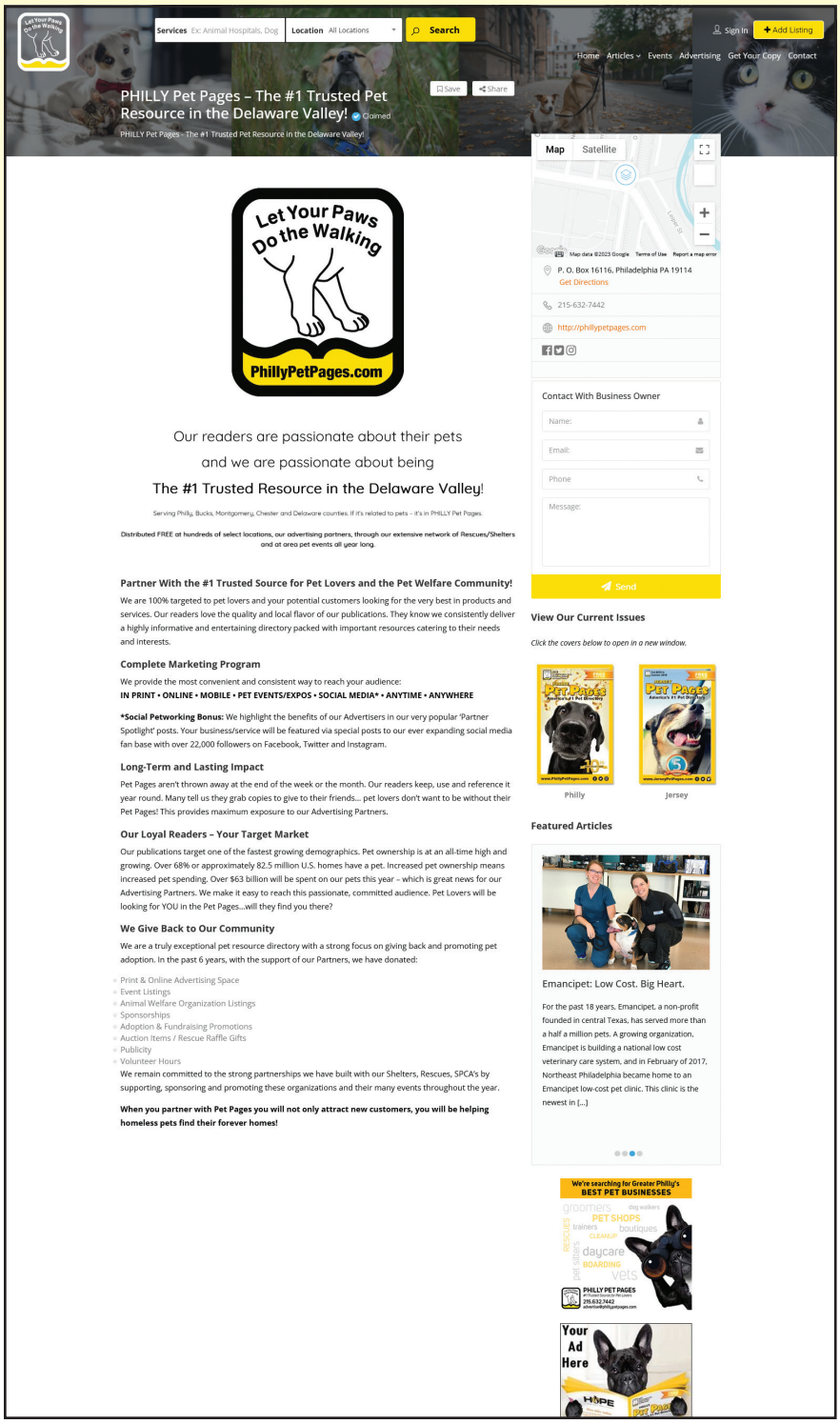
Accepted file types: **PDF, EPS, JPG**
Color space: **CMYK**
Resolution: **300 dpi or higher**
Fonts: **outlined or embedded**

Submit Files

Email your ad file to **advertise@phillypetpages.com**

Web Advertising Specs

advertise@phillypetpages.com 215.632.7442



Partner Profile

- business name
- logo
- description
- website link
- social media
- map
- contact info

Large Button

180x150 pixels

Spotlight

250x250 pixels

Testimonials

"Thanks for all you do for us, Fox Chase and our event! We're so lucky to have you as a Sponsor---love Philly's Pet Pages!"

Paws for the Cause / Fox Chase Cancer Center (Philadelphia, PA)

"Thank you so much for providing Philly Pet Pages for our big event. When our organizers asked me to be a representative for this year's event, my first thought was to provide copies for as many of our attendees as possible - and as expected they were a big hit."

Deanna D. (Gulph Mills, PA)

"We are really happy with how everything turned out. Thanks for all your help throughout the process. It's always great to work with people who are truly passionate about what they do, thanks for letting us be a part".

NaturaLawn of America (Montgomeryville PA)

"Thanks so much for helping our dogs find homes and for all you do for the animals"

Brandywine Valley SPCA (West Chester, PA)

"It's the best resource out there for pet parents...thanks so much for such a great magazine!"

Karen B. (Chalfont, PA)

"I work in a café and we put out PHILLY Pet Pages for our customers...we pretty much run out of them as soon as we get them in - they are VERY popular!"

Dylan P. (Ardmore, PA)

"I'm so impressed with your magazine. The articles extremely helpful, I even make copies of them to give to friends/ family. We look forward to every issue, thanks!"

Marie J. (Malvern, PA)

"Your magazine is fascinating - the articles are so helpful, we just love it."

Maria M. (Philadelphia, PA)

"Just wanted to let you know that people LOVE Philly Pet Pages at PAWS Adoption Centers and Spay/Neuter Clinic"

Melissa L., Director–PAWS
Philadelphia Animal Welfare Society
(Philadelphia PA

"Pet Pages is wanted and needed and not just for the directory information but also all of the events, articles and new businesses you promote on social media and your website. You are doing an amazing job...keep up the good work!"

S. Wike, CPDT-KA (Trainer/Behavior Specialist; Victoria Stilwell Positive Dog Trainer, PA/NJ)

"What a great resource...very impressed with the quality and content of your magazine. The local pet community and pet businesses will surely benefit from The Pet Pages"

Michael T. (King of Prussia, PA)

"What a lovely magazine. I really, really enjoyed it and share it with everyone I know...thanks so much."

Lauren Z. (Lambertville, NJ)

"I've had so much fun reading through PHILLY Pet Pages. I think your publication is such a great asset to any pet lover - it's awesome for so many reasons and in so many ways!"

Katie R. (Philadelphia, PA)

"I love this little book so much that I save old issues and read them again from time to time"

Ellie B. (New Brunswick, NJ)

"We missed our chance to advertise in this issue of PHILLY Pet Pages – but we won't miss the next one...can't wait! Great little publication"

Sarah M. (Philadelphia, PA)

"I just picked up PHILLY Pet Pages at my dog groomer and it's the cutest book I have ever seen. Thanks so much for putting it together ~ I just love it. I'm reading it cover to cover and have used some of the businesses already!"

Rita K. (Philadelphia, PA)

"Just wanted to say what a fabulous hit the PHILLY Pet Pages has been. Yay, great work!"

Pet Imagery by Lauren Kaplan
(Philadelphia, PA)

"These are great little books – we give them out to everyone!"

Sherry, Chelwayne Animal Hospital
(Philadelphia PA)

"We just think PHILLY/JERSEY Pet Pages is invaluable! Our adopting families just love them...it's a wonderful resource guide and a great, great magazine!"

Kate L. (Mid-Atlantic Bulldog Rescue, PA & NJ)

"My mother Linda enjoys reading your Pet Pages from cover to cover. She laughed one minute ... then cried the next...and what a wonderful selection of articles. We are already looking forward to the next one!"

Haley the Yellow Lab

"Thank you so much for this publication. I am just reading it for the first time-being a rather new dog owner-and I haven't stopped laughing! It is exceptional-so much useful information and great quotes...thank you, thank you, thank you!"

Judi G. (Philadelphia PA)

"We love, love, love your publication"

Clifton Animal Shelter (NJ)

"Love getting my PHILLY Pet Pages, you guys NEVER disappoint"

Anne V. (Yardley, PA)

PHILLY & JERSEY Pet Pages
P. O. Box 16116, Philadelphia PA 19114
advertise@phillypetpages.com
215.632.7442