

# PET LIFESTYLES

MAGAZINE

## MISSION STATEMENT

**P**et Lifestyles Magazine speaks to an audience of 300,000 in New York City and the surrounding areas. We reach the most dedicated of the 1.1 million pet owners in the City (600,000 dogs and 500,000 cats) committed to enhancing the health and well-being of our four-legged friends. New York Lifestyles Magazine has partnered with respected animal advocates and authors, Lori Zelenko and Susan Traub, to share the latest and greatest developments enhancing the way we live with our furry companions. Our exclusive quarterly print and online editorial now expands to include multiple opportunities for print, online and future event exposure. **Pet Lifestyles Magazine** is a unique, multi-media way to target affluent pet owners with relevant pet-centric news and information.

## ADVERTISING RATES:

AD SIZE	1X	2X	4X
Full Page	\$2500	\$2000	\$1500
1/2 Page	\$1350	\$1100	\$850
1/3 Page	\$1000	\$800	\$600

### PREMIUM POSITIONS 4X

Back	\$2500
Inside Front	\$2000
Inside Back	\$2000
2 Page Spread	\$3000

(Inside Front Cover + Pg. 1)

### WEB TILE AD

240px x 170px

1X-6X	7X-12X
\$350	\$300



### BONUS:

### DIGITAL EDITIONS INCLUDED

Free of charge, your ad will also appear on the world's largest electronic newsstands every month with a direct link in our digital edition on **issuu.com & Apple Newsstand**

### WEB BANNER AD 990px x 140px

Homepage		Category Page	
1X-6X	7X-12X	1X-6X	7X-12X
\$600	\$500	\$500	\$400

## DEMOGRAPHICS:

**AGE** 30-39 Years Old Median Age

**GENDER** 52% Male 48% Female

**MEDIAN HOUSEHOLD INCOME**

\$155,000

**SERVICES (MANHATTAN)**

1544 Veterinarians (1 Vet/20 dogs)

99 Pet Stores (1 Store/305 dogs)

### PET OWNERS

67% Residents Own Pets

50% Own Dogs

### PET EXPENDITURES

61% Pet Toys

40% Leashes and Collars

39% Food/Rawhide/Chews

33% Pet Furniture

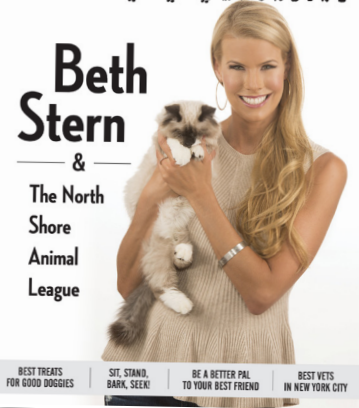
25% Veterinary

17% Costumes

10% Strollers

Source: American Community Survey

**PET LIFESTYLES**  
Vol. 3 #1 | Special Issue MAGAZINE



BEST TREATS FOR GOOD DOGGIES | SIT, STAND, BARK, SEEK! | BE A BETTER PAL TO YOUR BEST FRIEND | BEST VETS IN NEW YORK CITY

For more information, call your account executive or (646) 259-2651

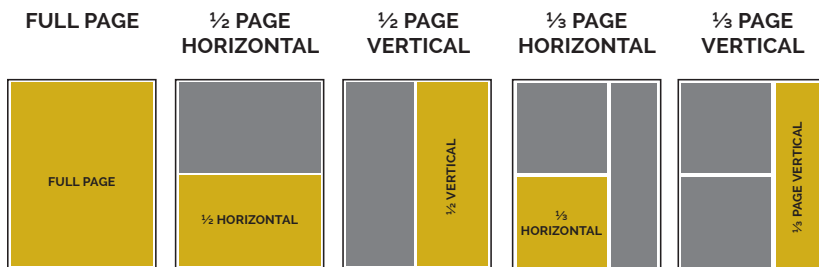
Visit us online at: [newyorklifestylesmagazine.com](http://newyorklifestylesmagazine.com)

## PRODUCTION CALENDAR:

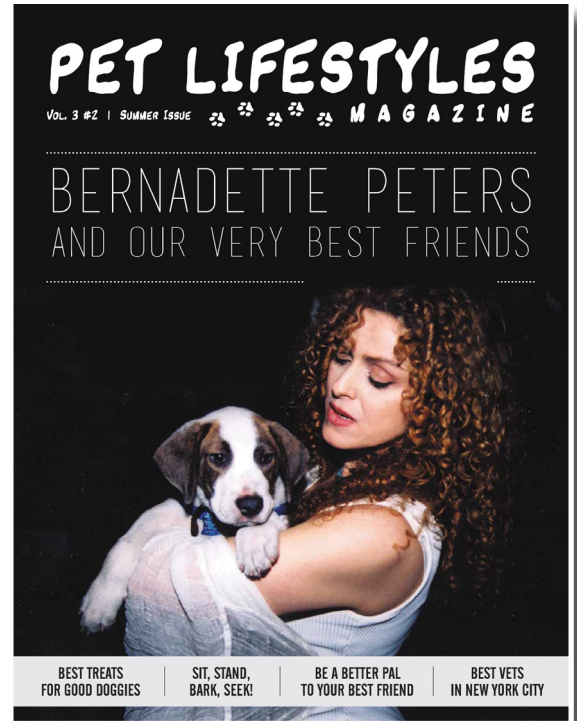
	CLOSING	MATERIALS	STREET
March	2/2	2/6	3/7
June/July	5/4	5/8	6/5

	CLOSING	MATERIALS	STREET
September	8/3	8/7	9/4
Dec/Jan	11/2	11/6	12/4

## ADVERTISING SPECIFICATIONS:



AD SIZE	LIVE	TRIM	BLEED
Full Page	W 8.125" H 10.625"	W 8.375" H 10.875"	W 8.625" H 11.125"
1/2 Page Horizontal	W 7.55" H 5"	<b>LINE SCREEN OUTPUT</b> <b>OPTIMAL</b> 133 lpi <b>MAXIMUM</b> 150 lpi	
1/2 Page Vertical	W 3.7" H 10.1"		
1/3 Page Horizontal	W 5" H 5"	<b>ONLINE ADS (WIDTH * HEIGHT)</b> <b>240PX * 170PX</b> 72 dpi	
1/3 Page Vertical	W 2.5" H 10.1"		



**AD FORMAT**  
**PREFERRED**  
 High Quality Print PDF  
**ACCEPTED**  
 TIFF or Hi-Res JPEG/JPG  
**RESOLUTION**  
 300 dpi

All ads to be designed by us will require hi-resolution images of content and logos. Please see 'AD FORMAT' for details.

## DISTRIBUTION:

For Pet Lifestyles Magazine in New York Lifestyles Magazine distribution expands to include the premiere pet establishments for food and apparel sales as well as the acclaimed adoption centers in New York City and the tri-state area. We are reaching right to the heart of pet owners and pet lovers within our city and beyond to connect authentically with this dedicated community.



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Visit us online at: [newyorklifestylesmagazine.com](http://newyorklifestylesmagazine.com)

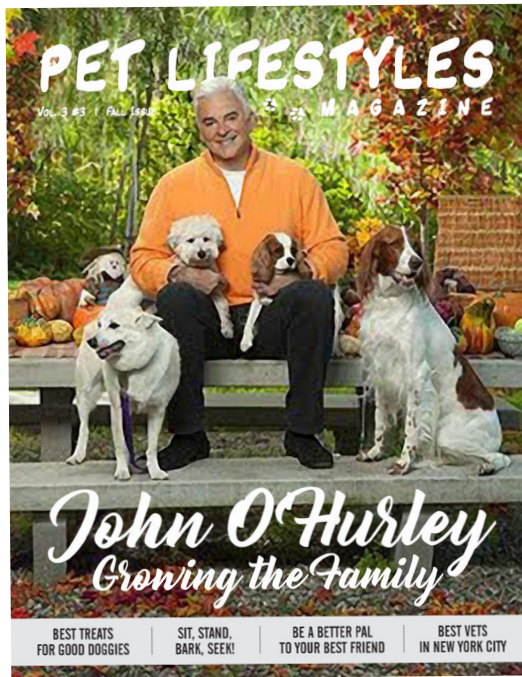
## PET BOUTIQUES

- A Cut Above Pet Stylists - 143 West 69th Street
- AKC Canine Retreat - 645 West 57th Street
- American Academy of Pet Grooming, Inc. - 202 East 25th Street
- Bark Place - 1371 1st Avenue
- Biscuits and Bath (multiple locations) - Murray Hill, Kips Bay, Midtown East
- Canis Minor Gramercy Park - 238 3rd Avenue
- D is for Doggy - 246 East 94th Street
- Dog City - 450 West 42nd Street
- Doggy Stylez - 356 East 87th Street
- D Pet Hotels Chelsea - 104 West 27th Street
- Fetch Club - 85 South Street
- Happy Feet Pet Shop - 657 2nd Avenue
- Larisa's Pet Grooming - 1590 York Avenue
- New York Dog Spa and Hotel - 32 West 25th Street
- Pet Smart Grooming - 632 Broadway
- Precious Pets - 895 1st Avenue
- PupCulture - 170 Hudson Street
- Reme's Oggi Pets - 1001 First Avenue
- Ruby and Jack's Doggy Shack - 1146 2nd Avenue
- Running Paws - 1105 First Avenue
- Sandy's Doggie and Kitty Spa - 311 East 92nd Street
- Snowball Pet Salon - 943 Columbus Avenue
- Spot Canine Club - 21 Murray Street, 145 West 20th Street, 610-620 West 42nd Street, 105 West 72nd Street
- The Bark Shoppe - 100 Saint Nicholas Avenue
- The Bonehouse - 1036 1st Avenue
- The Dog Store at 170 E 61st Street
- The New York Dog Nanny - 126 Lexington Avenue
- The Wagging Tail - 77 Worth Street
- Towne House Pet Grooming and Supplies - 288 8th Avenue
- Unleashed Dog Spa - 218 Avenue B
- Walter's Pet Styles - 201 East 33rd Street

## RESIDENTIAL DOORMAN BUILDINGS:

- 105 West 13th Street
- 1 York Avenue
- 21 East 10th Street
- 311 Greenwich Street

- 330 Spring Street
- 39 Fifth Avenue
- 99 Jane Street
- Bristol Plaza - 200 East 65th Street
- Millenium Tower - 101 West 67th Street
- Olympic Tower - 641 Fifth Avenue
- The Beaux Arts - 357 East 44th Street
- The Biltmore - 271 West 47th. Street
- The Corinthian - 330 East 38th Street
- The Galleria - 117 East 57th Street
- The Langham - 135 Central Park West
- The Oxford - 422 East 72nd Street
- The Park 900 - 900 Park Avenue
- The Paterno - 440 Riverside Drive
- The Royale - 188 East 64th Street
- The Siena - 188 East 76th Street
- The St. Urban - 285 Central Park West
- Trump Int'l - 1 Central Park West
- Via West - 625 West 57th Street
- Worldwide Plaza - 309 West 49th Street
- Zeckendorf Towers - 1 Irving Place



## VETERINARY CLINICS:

- ABC Animal Hospital - 200 Avenue A
- Abingdon Square Veterinary Clinic - 130 West 10th Street
- Animal General - 558 Columbus Avenue
- Animal Medical Center - 510 East

- 62nd Street
- Battery Park Veterinary Hospital - 21 South End Avenue
- Blue Pearl - 410 West 55th Street
- Cooper Square Animal Hospital - 211 East 5th Street
- Eastside Animal Hospital - 321 East 52nd Street
- Gotham Vet Center - 700 Columbus Avenue
- Harlem Animal Hospital - 193 Lenox Avenue
- Heart of Chelsea Animal Hospital - 257 West 18th Street
- Hudson Animal Hospital - 238 West 61st Street
- Kalvig & Shorter Veterinary Associates - 133 East 39th Street
- Lower East Side Animal Hospital - 241 Eldridge Street
- New York Veterinary Hospital - 150 East 74th Street
- Park East Animal Hospital - 1390 2nd Avenue
- Reade Street Animal Hospital - 146 Reade Street
- Rivergate Veterinary Clinic - 403 East 37th Street
- Riverside Animal Hospital North - 250 West 108th Street
- Riverside Animal Hospital South - 219 West 79th Street
- Seaport Animal Hospital - 80 Beekman Street, Frnt 3
- St. Marks Veterinary Hospital - 348 East 9th Street
- Tribeca Soho Animal Hospital - 5 Lispenard Street
- Urban Vets - 163b Avenue C
- Veterinary Internal Medicine and Allergy Specialists - 207 East 84th Street
- Westside Veterinary Center - 220 West 83 Street
- Whiskers Holistic Pet Store - 1435 Lexington Avenue

## ANIMAL RESCUE CENTERS:

- Animal Haven - 200 Centre Street
- ASPCA - 424 East 92nd Street
- Best Friends Animal Society - 307 West Broadway
- Bidawee - 410 East 38th Street
- Humane Society - 306 East 59th Street
- North Shore Animal League America - 25 Davis Avenue
- Social Tees - 325 East 5th Street