

PET
LIFESTYLES
MAGAZINE

MEDIA KIT
2024





MISSION STATEMENT:

Pet Lifestyles Magazine speaks to an audience of 450,000, nationally, with 75% living in the New York City metro area. We reach the most dedicated and affluent of the 1.1 million pet owners in New York (estimated 600,000 dogs and 500,000 cats), committed to enhancing the health and well-being of our four-legged (and sometimes three-legged) friends.

Pet Lifestyles Magazine's Editor-in-Chief and Co-Publisher, Sean-Patrick M. Hillman, is a renowned and respected animal advocate, an award-winning journalist, acclaimed marketer and Chef. Sean-Patrick's experience in the animal advocacy and adoption space, as well as his experience as a journalist, provides Pet Lifestyles Magazine with a new direction and mission; being THE authority on all-things pet.

Pet Lifestyles Magazine's exclusive quarterly print and online editorial now expands to include multiple integrated opportunities for print, sales syndication, social, online and future event exposure.

Pet Lifestyles Magazine is a unique, multi-vertical path to target affluent pet owners with relevant pet-centric news, information and products.



BRAND OVERVIEW:

Under its editor and highly talented staff of journalists, Pet Lifestyles Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are Pet Lifestyles Magazine and New York Lifestyles Magazine which are the foundation of our brand. Pet Lifestyles Magazine has a daily digital presence with our website, issuu.com, Apple Newsstand, social media (Instagram, Facebook, Twitter) as well as physical presence at sponsored live events. In 2023, Pet Lifestyles Magazine will also launch a podcast and streaming show on all-things pet.



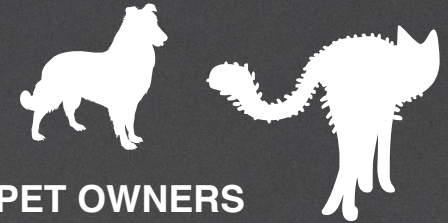
DEMOGRAPHICS:

30-39yo

Median Age



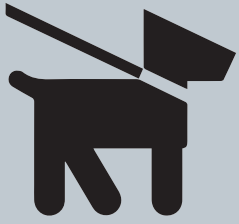
MEDIAN HHI
\$155,000



PET RENT (RESIDENTIAL CHARGES)
\$30-\$50 per month
(2pet cap)



DEMOGRAPHICS:



LEASHES AND COLLARS

\$25 to \$50



GROOMING

\$300 to \$500/yr.



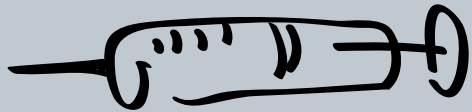
DOG WALKING

\$20/per walk, up to \$5,200/yr.



PETSITTERS OR BOARDING

\$100 to \$300/mo.



ROUTINE VETERINARY CARE

(healthy dog)

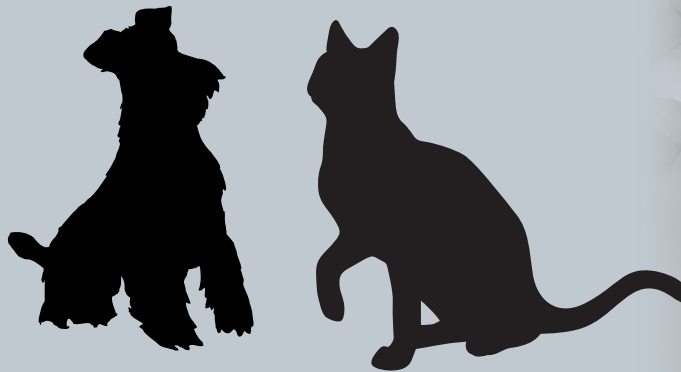
\$700 to \$2,000/yr.

PREVENTATIVE MEDICATIONS AND SUPPLEMENTS

\$200 to \$600/yr.

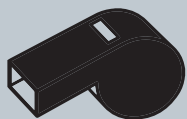
AVG MONTHLY COST OF OWNING A DOG

\$125 to \$824



ADOPTION COST

Dog: \$0 to \$600 Cat: \$0 to \$270



TRAINING CLASSES OR RESOURCES

\$25 to \$300



PRODUCTION CALENDAR 2024

MARCH 2024

HEALTH + WELLNESS

Closing day for ads: **2/2/2024**

Materials due: **2/9/2024**

Street date: **3/4/2024**



JUNE 2024

CELEBRITY & SUMMER CELEBRATIONS

Closing day for ads: **5/3/2024**

Materials due: **5/10/2024**

Street date: **6/3/2024**



SEPTEMBER 2024

ADOPTION & RESCUE

Closing day for ads: **8/2/2024**

Materials due: **8/19/2024**

Street date: **9/3/2024**



NOVEMBER 2024

PAWLIDAY CELEBRATION

Closing day for ads: **10/4/2024**

Materials due: **10/11/2024**

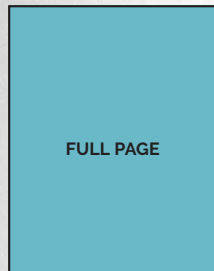
Street date: **11/4/2024**



ADVERTISING SPECIFICATIONS:

PRINT

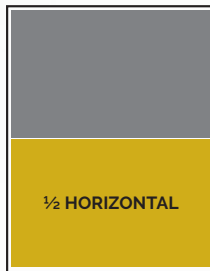
FULL PAGE



W 8.375"
H 10.875"

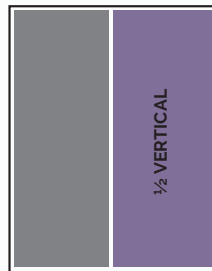
(add .125" bleed
on all sides)

1/2 PAGE
HORIZONTAL



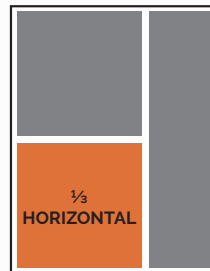
W 7.55"
H 5"

1/2 PAGE
VERTICAL



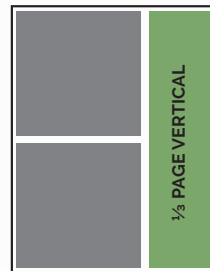
W 3.7"
H 10.1"

1/3 PAGE
HORIZONTAL

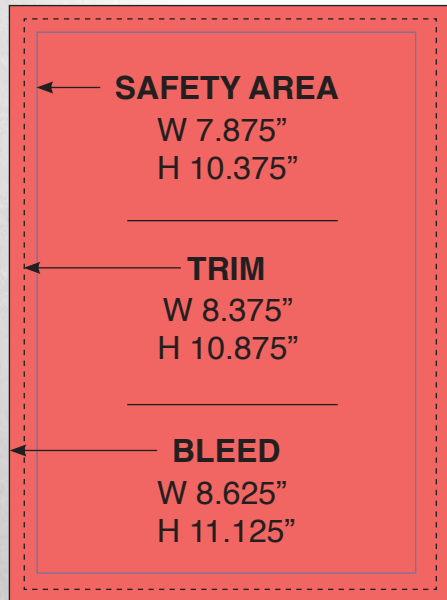


W 5"
H 5"

1/3 PAGE
VERTICAL



W 2.5"
H 10.1"



- All ads are accepted in HIGH QUALITY PDF format, as well as 300 dpi JPEG/PNG/TIFF.
- All embedded items in ad must be 300 dpi before exporting the PDF file for publication.
- Ads that do not meet the proper formatting for bleed will be floated within the longest parameter of safety area, and will print with white border.
- All logos and text should be 1/4" toward center from trim line.
- No print marks are required, but if you choose, please set them outside the print area. A \$15 surcharge will apply for ads that leave printer marks within the bleed area.
- All files must be converted to CMYK, no SPOT or RGB colors will be allowed. A \$15 surcharge will apply for ads that do not follow this rule.

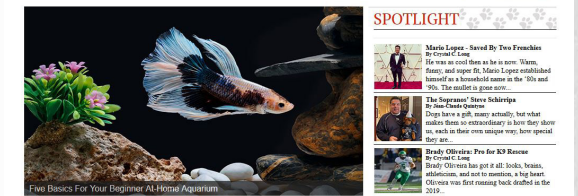
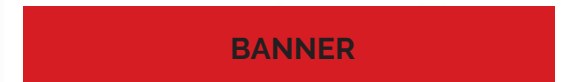
Offset crop marks outside the bleed area.

All ads to be designed by us will require hi-resolution images of content and logos.

WEB

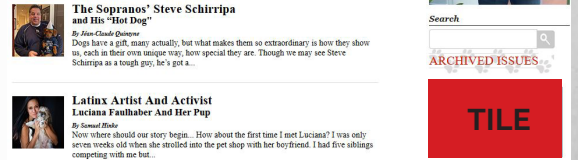
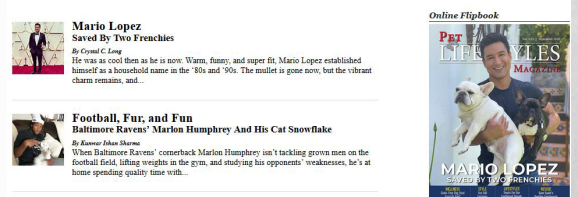
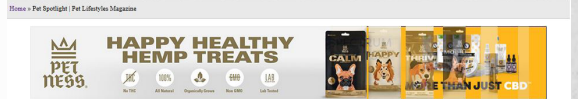
BANNER

W 990PX * H 140PX
72 dpi



TILE

W 240PX * H 170PX
72 dpi





ADVERTISING RATE CARD:

PRINT

AD SIZE	1X	2X	4X
Full Page	\$3000	\$2500	\$2000
1/2 Page	\$1850	\$1600	\$1350
1/3 Page	\$1500	\$1300	\$1100

PREMIUM POSITIONS 1X

Back	\$3000
Inside Front	\$2500
Inside Back	\$2500
2 Page Spread (Inside Front Cover + Pg. 1)	\$3500

WEB

BANNER

Homepage

1X-2X	3X-4X
\$750	\$600

Category Page

1X-2X	3X-4X
\$500	\$400

TILE

1X-2X	3X-4X
\$400	\$350

EMAIL MARKETING:

CAMPAIGN SAMPLES:

Send your own dedicated email creative to our double opt-in list of consumer and trade subscribers. You can either provide the creative or our state of the art team of design specialists can produce and program your own one of a kind email creative for you.

Our email offers an ideal opportunity for advertisers who want to specifically reach a highly targeted New York audience with no wasted circulation.

Included with your package you will receive a proof of performance 10 days business days after your initial launch date. Besides our already extremely competitive price points, we are waiving all creative design charges for a limited time. So be sure to reserve your dedicated email blast today.

10,000 emails - \$500

30,000 emails - \$750

60,000 emails - \$975

SPECS: W 8.375" | H 10.875" *with the link to landing page*

All email marketing materials need to be exported at exactly 72dpi.

PET LIFESTYLES MAGAZINE

Me: Super cute, really fun, comfortable with silence. You: Not looking for a long-term commitment.

FOSTER A HOMELESS PET FOR JUST TWO TO FOUR WEEKS AND MAKE A LIFESAVING DIFFERENCE.

To sign up or to learn more about fostering:
ny.bestfriends.org/foster.

SAVE THEM ALL

Best Friends

For more information on Pet Lifestyles Magazine or inquiries on advertising please contact Bill Mason at 646-259-2651 or at bill@petlifestyles.com

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Our mailing address is: 1751 2nd Ave Suite 9A, New York NY 10128
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

PET LIFESTYLES MAGAZINE

I WANT YOU TO GIVE ME HEALTHY TREATS!

CHECK OUT BARKARON'S DECADENT DOGGIE DESSERTS!

CHEWS HAPPINESS
for you, your pet and the planet!

For more information on Pet Lifestyles Magazine or inquiries on advertising please contact Bill Mason at 646-259-2651 or bill@petlifestyles.com

[Subscribe to Pet Lifestyles Magazine](#)

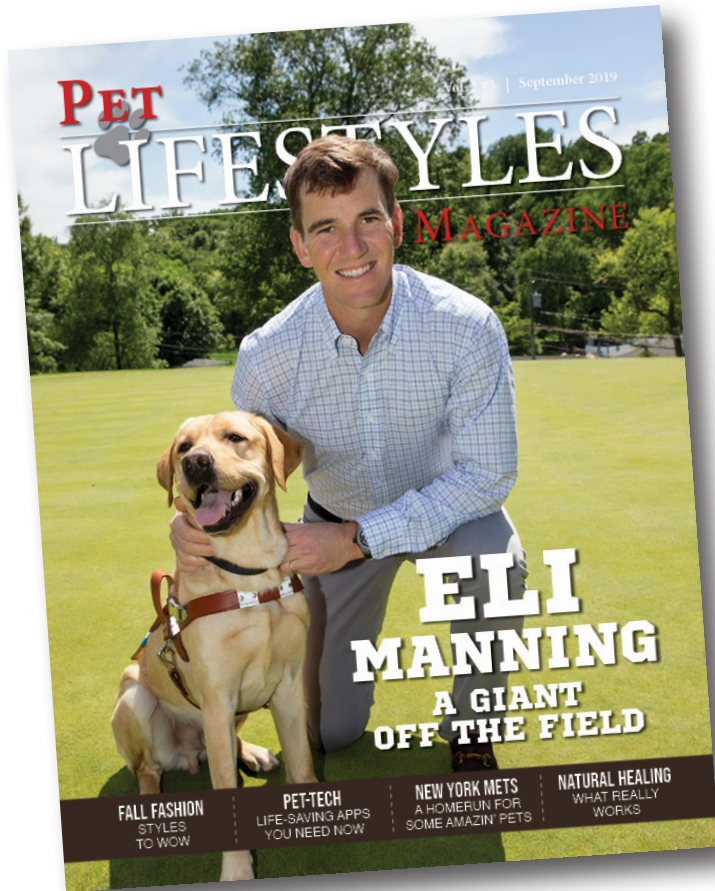
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Our mailing address is: 1751 2nd Ave Suite 9A New York NY 10128
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

DISTRIBUTION:

WHERE TO FIND US:

For Pet Lifestyles Magazine our 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.

- Pet Boutiques
- Pet Day Care Centers
- Residential Buildings
- Veterinary Clinics
- Animal Rescue Centers
- Tri-State Pet Shows & Expos
- Street Ambassadors
- High End Street Box Locations



For more information, call your account executive or (917) 440-4448 Visit us online at: petlifestylesmagazine.com