

PET
LIFESTYLES
MAGAZINE

MEDIA KIT
2021





MISSION STATEMENT:

Pet 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 advocate and author, Lori Zelenko, 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.



BRAND OVERVIEW:

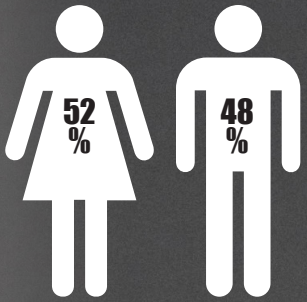
Under its editor and highly talented staff of journalists, Pet Lifestyles Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are Pet Lifestyles Magazine and New York Lifestyles Magazine which are the foundation of our brand. Pet Lifestyles Magazine has a daily digital presence with our online website, issuu.com, Apple Newsstand, social media websites (Instagram, Facebook, Twitter) as well as physical presence at sponsored lived events, too. Like its focus, New York, it never sleeps.



DEMOGRAPHICS:

30-39 y.o.

Median Age



MEDIAN HHI
\$155,000



PET OWNERS
67% Residents Own Pets
50% Own Dogs

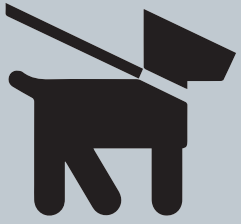
PET RENT (RESIDENTIAL CHARGES)
\$30-\$50 per month
(2pet cap)

FOOD AND TREATS
\$250 to \$700/yr.

TOYS
\$25 to \$50/mo.

BEDS
\$50 to \$200/yr.

DEMOGRAPHICS:



LEASHES AND COLLARS

\$25 to \$50



GROOMING

\$300 to \$500/yr.



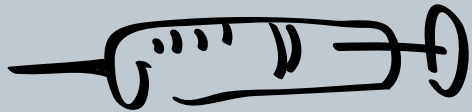
DOG WALKING

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



PETSITTERS OR BOARDING

\$100 to \$300/mo.



ROUTINE VETERINARY CARE

(healthy dog)

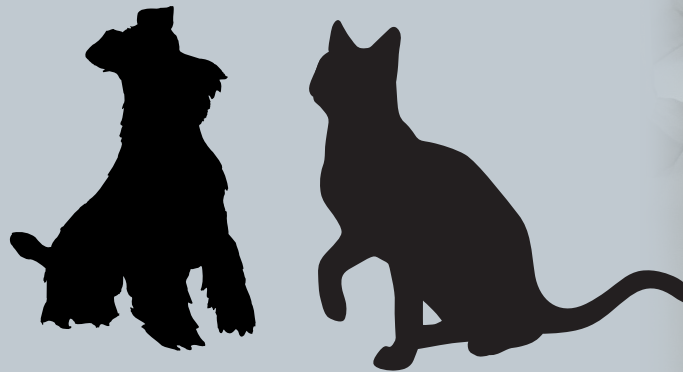
\$700 to \$2,000/yr.

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 2021



JANUARY:

VALENTINE GIFTS THAT GIVE BACK
NUTRITION SAVES LIVES

Closing day for ads: **12/4/2020**

Materials due: **12/7/2020**

Street date: **1/5/2021**



APRIL:

SPRINGTIME ACTIVITIES WITH YOUR PET
BEST VETS AROUND

Closing day for ads: **3/5/2021**

Materials due: **3/9/2021**

Street date: **4/6/2021**



JULY/AUGUST:

BEST PET FRIENDLY RESORTS
FINDING THE RIGHT DOGGIE DAY CARE

Closing day for ads: **6/4/2021**

Materials due: **6/8/2021**

Street date: **7/6/2021**



OCTOBER:

FALL FASHIONS
TRAVELING WITH YOUR PET

Closing day for ads: **9/3/2021**

Materials due: **9/7/2021**

Street date: **10/5/2021**

ADVERTISING SPECIFICATIONS:

PRINT

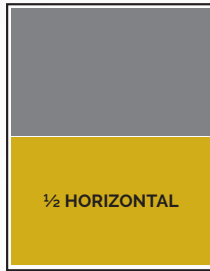
FULL PAGE



W 8.375"
H 10.875"

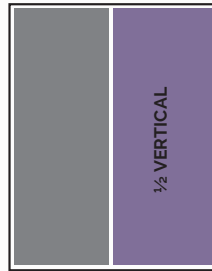
(add .125" bleed
on all sides)

1/2 PAGE
HORIZONTAL



W 7.55"
H 5"

1/2 PAGE
VERTICAL



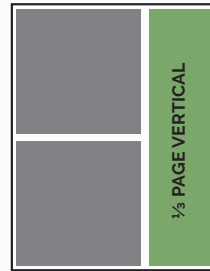
W 3.7"
H 10.1"

1/3 PAGE
HORIZONTAL

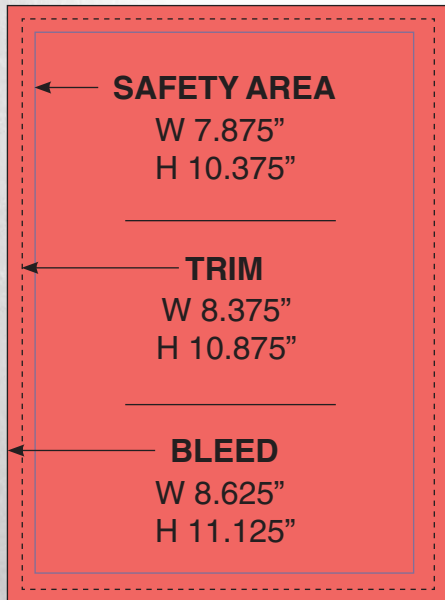


W 5"
H 5"

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.

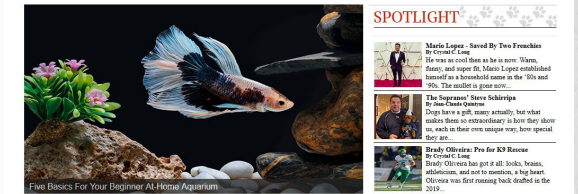
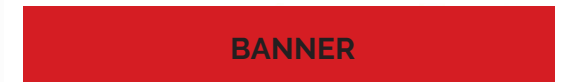
Offset crop marks outside the bleed area.

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

WEB

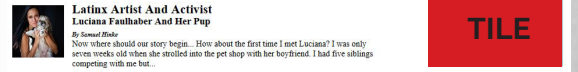
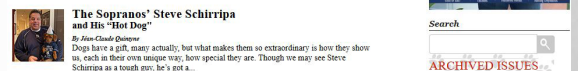
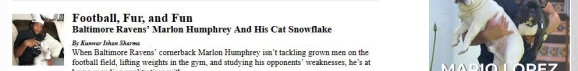
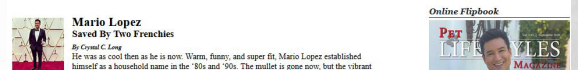
BANNER

W 990PX * H 140PX
72 dpi



TILE

W 240PX * H 170PX
72 dpi





ADVERTISING RATE CARD:

PRINT

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

PREMIUM POSITIONS 1X

Back	\$2500
Inside Front	\$2000
Inside Back	\$2000
2 Page Spread <small>(Inside Front Cover + Pg. 1)</small>	\$3000

WEB

BANNER

Homepage

1X-2X	3X-4X
\$600	\$500

Category Page

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

TILE

1X-2X	3X-4X
\$350	\$300

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 - \$325

30,000 emails - \$675

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

Copyright 2020 © Pet Lifestyles Magazine. All rights reserved.
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](#)

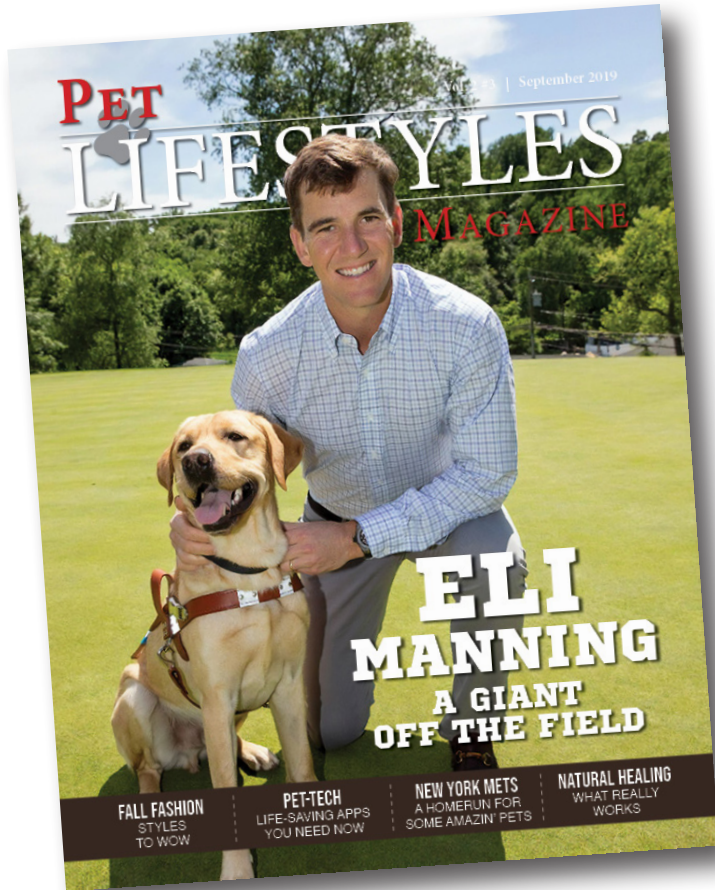
Copyright 2020 © Pet Lifestyles Magazine. All rights reserved.
Our mailing address is: 1751 2nd Ave Suite 9A New York NY 10128
Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

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 (646) 259-2651 Visit us online at: newyorklifestylesmagazine.com