

# PETS

## MAGAZINE

EXPLORING THE HUMAN ANIMAL BOND SINCE 1983

Every Issue of PETS Magazine deals with Dogs, Cats and Birds

- ★ CANADA'S ONLY **NATIONAL PAID CIRCULATION COMPANION** PET MAGAZINE.
- ★ ALL MAGAZINE ADVERTISERS ARE INCLUDED IN **PETS-ON-LINE**, FREE WITH A HOT LINK.
- ★ PETS CIRCULATION IS **CCAB AUDITED**, YOUR ASSURANCE OF QUALITY.
- ★ **3.3 READERS PER COPY...** BASED ON LATEST READER STUDY.



**PETS** Media Planner **2011**



EXPLORING  
THE HUMAN  
ANIMAL BOND

# PETS

## MAGAZINE

SINCE  
1983



### 10 COMPELLING REASONS TO ADVERTISE IN PETS MAGAZINE:

1. **Unique Readership...** only 17% of survey responders mention other companion pet magazines. You cannot reach our readers in our competition.
2. **Highest paid circulation pet magazine** means more reach per ad dollar
3. **Canada's only national companion pet magazine**, provides you total Canadian Coverage.
4. **Audited circulation** is your guaranty of quality and deliverability
5. **REACH...An average of 3.3 readers per copy** (more than 100,000 readers/issue).
6. **Unique distribution** and bond with the Veterinarian community
7. **Dedicated readership:** Survey responders read 4 of 5 issues cover to cover
8. **Affluent Readers:** Earning \$41,000+ on average
9. **Influence Owners of Multiple pets:** 38% of our readers own both a dog and a cat \* 78% own 2 or more pets \* 75% read every issue cover to cover.
10. **Reaching the Decision Makers:** 91% of survey responders say they make the household purchasing decisions.



### IN EVERY ISSUE:

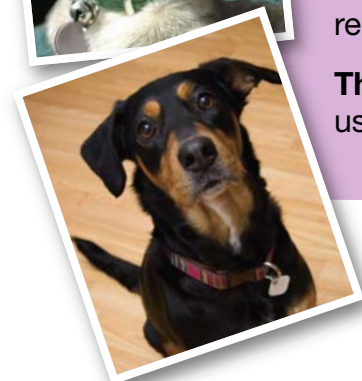
**Making Tracks:** News, facts, interesting stories and fiction from all over.

**PET Projects:** PETS Magazine salutes an individual, group or organization and their unique contribution to animals.

**The Healthy Bond with Dr. Dieter Kohlmaier, DVM:** Explores what the human-animal bond is all about

**Paws For Reflection with Dr. Darren Low, DVM:** Stories that remind us of how much we love our companion pets.

**The Last Word:** Humorist and author William Thomas entertains us with his view of our pets' world.



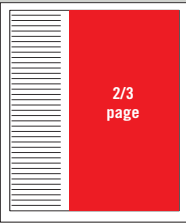
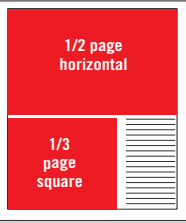

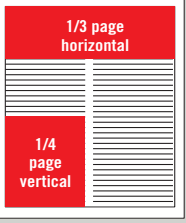
# PETS Magazine Editorial Calendar (2011)

Every issue of PETS Magazine contains new product information, tips, ideas and editorial to keep readers informed and reading. Plus our famous "Guides To..." help attract additional new readers and consumers with specific interest.

Issue	Ad closing/Material deadline	Mailing date	Focus on	
Jan/Feb 2011	Nov 24, 2010 Material: Dec 3, 2010	Dec 22, 2010	<b>GUIDE TO PUPPIES AND KITTENS.</b> Tips and ideas to assist with the new addition.	
Mar/Apr 2011	Jan 26, 2011 Material: Feb 3, 2011	Feb 25, 2011	<b>GUIDE TO PET OWNERS RESOURCES.</b>	
May/June 2011	March 24 2011 Material: April 8, 2011	April 29, 2011	<b>GUIDE TO THE HEALTHY PET.</b> Latest and proven methods of health promotion	
July/Aug 2011	May 26, 2011 Material: June 2, 2011	June 27, 2011	<b>GUIDE TO CAT CARE.</b>	
Sept/Oct 2011	July 27, 2011 Material: Aug. 3, 2011	Aug 25, 2011	<b>GUIDE TO DOG CARE.</b>	
Nov/Dec 2011	Sept 26, 2011 Material: Oct 3, 2011	Oct 27, 2011	<b>GUIDE TO THE SENIOR PETS.</b>	

## SIZE OF ADVERTISEMENTS

MAGAZINE ADS	WIDTH	DEPTH
trim size	8 -1/8"	10 -7/8"
2-pg. spread, bleed	16-1/2"	11 -1/8"
2-pg. spread, trim	16-1/4"	10-7/8"
2-pg. spread	15-3/4"	10-3/8"
full page, bleed	8-3/8"	11-1/8"
full page, no bleed	7"	10"
2/3 page	4-1/2"	10"
1/2 page (island)	4-1/2"	7-1/2"
1/2 page (horizontal)	7"	4-7/8"
1/2 page (vertical)	3-3/8"	10"
1/3 page (horizontal)	7"	3-1/3"
1/3 page (vertical)	2-3/16"	10"
1/3 page (square)	4-7/8"	4-7/8"
1/4 page (vertical)	3-3/8"	4-7/8"

**Every ad provides an on-line hotlink from [www.petsmagazine.ca](http://www.petsmagazine.ca) to your site. An excellent opportunity to showcase your products and services!**

## ADVERTISEMENTS PRICING

	1X	3X	6X
<b>COVERS</b>			
IFC & IBC	\$5,840	\$5,110	\$4,815
OBC	\$6,105	\$5,340	\$5,035
<b>ADS</b>			
Full page	\$5,305	\$4,770	\$4,560
2/3 page	\$4,450	\$4,025	\$3,850
1/2 page (island)	\$4,235	\$3,835	\$3,675
1/2 page (horizontal)	\$3,810	\$3,460	\$3,325
1/3 page	\$2,955	\$2,715	\$2,615
1/4 page	\$2,525	\$2,340	\$2,265

MARKET PLACE PRICING	1X	3X
Single size	\$220	\$187
Double size (horizontal)	\$375	\$318
Double size (vertical)	\$375	\$318
1/3 page	\$620	\$527
Quad	\$815	\$693

## MATERIAL REQUIRED

- **We accept digital files ONLY:** Hi-Res PDF or native files from QuarkXpress, InDesign, Illustrator, Photoshop.
- All fonts and images must be sent with native files. All pictures must be 300dpi (CMYK color mode). EPS files must have all fonts embedded as outlines.
- All colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction. The publisher will not be responsible for reproductions of colour advertisements submitted without a high-resolution, full-colour, contract-quality proof.
- Ads created in Microsoft Office programs will not be accepted.

## MECHANICAL SPECIFICATIONS

**Printing:** Web Press  
**Binding:** Saddle-Stitched with 2 staples  
**Trim Size:** 8-1/8" X 10-7/8"  
(allow 1/8" extra on all sides for full bleeds)  
**Live image area:** 7" X 10"

## TERMS AND CONDITIONS OF ADS WITH PETS MAGAZINE:

- Payment terms are net 30 days. 2% per month on overdue accounts.
- All credit information provided to Simmons Publishing Ltd. will remain confidential.
- All payments should be remitted to Simmons Publishing Ltd.
- All advertisements are non-cancellable after the closing date.
- The publisher reserves the right to refuse to publish any ad that in his sole discretion is not in keeping with his standards or he deems to be; Indecent, offensive, inaccurate or makes unsubstantiated claims.
- The advertiser and/or their ad agency assume responsibility for any and all claims arising from any ad and agree to hold the Publisher harmless of any claim.
- The publisher reserves the right to place the word "advertisement" on any copy which in his sole discretion resembles editorial copy.
- Publisher cannot guarantee ad position or placement.

MARKETPLACE ADS	WIDTH	DEPTH
Single	2-1/4"	3-1/8"
Double (vertical)	2-1/4"	6-1/4"
Double (horizontal)	4-1/2"	3-1/8"
1/3 page (horizontal)	7"	3-1/8"
Quadruple	4-5/8"	6-1/4"