

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:

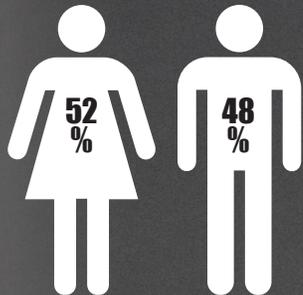
Under its editor and highly talented staff of journalists, Pet Lifestyles Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are Pet Lifestyles Magazine 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.



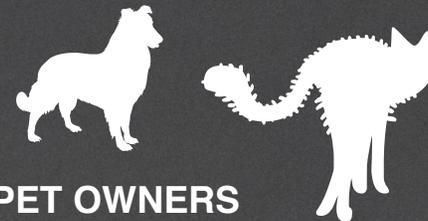
DEMOGRAPHICS:

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

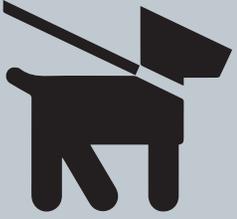
\$25 to \$50/mo.



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)

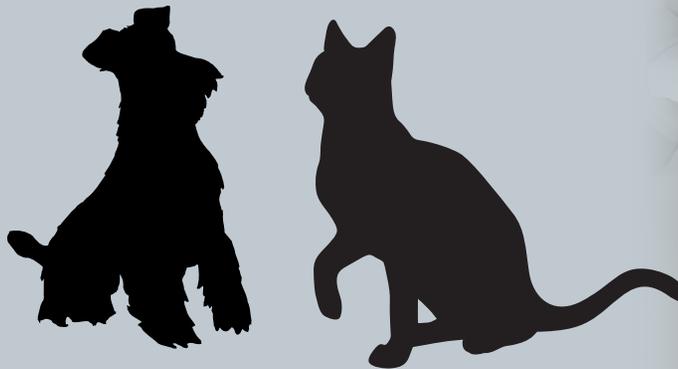
\$700 to \$2,000/yr.

PREVENTATIVE MEDICATIONS AND SUPPLEMENTS

\$200 to \$600/yr.

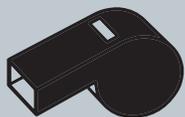
AVG MONTHLY COST OF OWNING A DOG

\$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**



SPONSORED CONTENT OPPORTUNITIES:

EFFECTIVE WRITING DONE AT THE PROPER TIME

Sponsored Content in a magazine is an effective way of providing information about a person, product or place in the style of an editorial or objective journalistic article. They are not marked “advertisement”, as such they have a true appearance of editorial coverage and afford you the ability to control what is being said. This allows you to choose the timing and creative format that works best for you. You can schedule sponsored content to be a part of a special themed issue or section. You can even decide to be a cover story of your own.

6 page format
Front Cover & 5 page Editorial
price available upon request

9 page format
Front Cover, 7 page Editorial & a Full Page AD
price available upon request

PET WELLNESS
SAVING THE PLANET ONE PEE PAD AT A TIME
WIZSMART THE BETTER PEE PAD GIVES BACK

By Mark Malloy

I was a “Wiz” of a day! Doggy tails were wagging playfully, and human hands were clapping enthusiastically this Spring when I visited the **WIZSMART Super Absorbent Dog and Puppy Pads** were delivered to animal shelters and rescue groups around the tri-state area.

WHO GOT LUCKY?
Some of the lucky recipients of WIZSMART’s generous donations included the Humane Society of New York, Animal Rescue & Rehabilitation, Animal Haven, North Shore Animal League America, Dutch Dogs Rescue, Zani’s Furry Friends, Paw & Forward Pet Parity, and Rescue Dogs Direct.

SHARING IS CARING
“My dedication to my pet,” explained Michael Spinakis, who, along with his wife, Jennifer, runs the pet rescue group and Animal Shelter Zani’s Furry Friends, located in Central New Jersey. “It’s a great product, the dogs look to them right away. My spouse added that they are saving their rescue money and kittens’ cages with the pads.”

Rescue Dogs Direct NYC founder Jessica O’Halloran and Stacy Silverstein, are planning to share the donated pads with not only their foster, but with a few other organizations that they know could use them. “We are still setting out how we want to do this. We believe in paying a firm, and donating it as a charity. It takes a village in the rescue world.” RDNYCNY is in Brooklyn.

“Animal Haven is thrilled to receive doggy pads from WIZSMART” and Animal Haven’s Director, Marianne Sheehan-Alexander, Director Tasha Lacey. They are always in high demand because of their small dog pads and paypads at the shelter. This donation is a huge help and allows us to get funds that would have been used for purchasing pads in other areas of our overall operation.”

FROM DIAPERS TO DOGS
WIZSMART Super Absorbent Dog and Puppy Pads are about up to eight cups of liquid! The pads are quickly absorbent, and they stay put – and thanks to a core of liquid structure formula, your dog will know where to go to find them. WIZSMART has a way to transform more than 10 million used baby diapers each year into a super-absorbent liquid for our friendly pet pals. WIZSMART uses a sustainable recipe that makes the pads biodegradable in their exclusive blend. Lots waste for the landfill!

ABOUT WIZSMART
WIZSMART is a pet of Best, a family-owned company that began a decade ago in Brazil. The pads were created for pet parents who were frustrated by pads that did a poor job of absorbing liquid, or the liquid and smelly mess that leaked back to their pets for everyone – especially babies, busy families, travelers, parents who are pet parents, and those who are confined to indoor spaces, either dogs, cats, or even their own kids. They may be new to the USA, but they’re the top pad in Brazil.

“Creating a better pee pad, and saving the planet one pee pad per day is my mission,” said Krista Fisher, General Manager of the Pet Co., North America. “We believe in giving back to the animals we need, and we dedicated to supporting our community. WIZSMART is a better choice for our pet parents, and those they may be new to the USA, but they’re the top pad in Brazil.”

For more information about WIZSMART dog pads, visit www.petwisdom.com.

JUNE/JULY 2016 • PET LIFESTYLES MAGAZINE | 43

Single page format
\$2,500

PET WELLNESS
ADOPTING A DOG? HELPFUL ADVICE BEFORE YOU RESCUE

By Laura Benko

Reprinted courtesy of The Holistic Dog Inside The Canine Mind, Body, Spirit. Space by permission from HolisticVet.com

Pet Lifestyles asked Laura Benko, author of **The Holistic Dog** to help us understand what to consider before bringing home a rescue dog. Founder of **The Holistic Home Company**, her progressive lifestyle approach invites us to consider every aspect of living naturally with our pets.

ADOPTION TIPS
A few essential considerations to keep in mind before adopting a dog from a rescue:

- Always ask how the dog ended up at the shelter.
- Does he or she have any special needs?
- Does the dog get along with other dogs?
- Does the dog get along with other people?
- Is the dog housebroken?
- Does he like the dog for a walk. It’s a good way of getting to know their demeanor and if they need more training.

AN INVITATION FROM PET LIFESTYLES
Visit our website of the rescue world from shelters in the New York area. Take a look and think about bringing our home to love and cherish. Remember rescue dogs need love and don’t forget to join us on July 14th for Broadway Bark in SoHo!

For more about this annual star-studded dog and adoption event, broadwaybark.com/category/pet-event/broadway-bark/

ABOUT THE AUTHOR
The Holistic Dog Inside The Canine Mind, Body, Spirit, Space by Laura Benko delves into the dog’s world, with its intricacies through their mind, body, spirit, and space, delivering a thorough understanding of canine friends. From pet to professional, powered by holistic mind, these dogs bring us the most holistic Dog Inside The Canine Mind, Body, Spirit, Space. From pet to professional, powered by holistic mind, these dogs bring us the most holistic Dog Inside The Canine Mind, Body, Spirit, Space. From pet to professional, powered by holistic mind, these dogs bring us the most holistic Dog Inside The Canine Mind, Body, Spirit, Space.

THE HOLISTIC HOME CO.
All natural dog products that soothe the spirit, alleviate stress, and calm anxiety.
Dog Gaining Spray
Dog Paw Balm

Visit us at www.TheHolisticHomeCompany.com

36 | PET LIFESTYLES MAGAZINE | MARCH 2019

Single page format - editorial / ad
\$2,500

PET FUN
BEST FRIENDS ANIMAL SOCIETY READY TO SAVE THEM ALL

By Lou Zaretsko

Best Friends Animal Society has a mission: To bring about a time when there are **No More Homeless Pets**. By helping to end the killing of abandoned dogs and cats in America’s animal shelters through building community programs and partnerships all across the nation, we believe that by working together we can Save Them All.

Golden Rule: In every all living thing as we ourselves would wish to be treated.

Kindness: To demonstrate compassion and respect for all living creatures.

Positive Influence: To inspire the effectiveness by the extent to which animal lives are saved and improved, and all the positive awareness of the people to which applied.

Leadership: To lead by example, developing, promoting, and sharing great new ideas and programs to help animals.

Authenticity: To be open and honest in our relationships.

Transparency: To do what we say we do.

LIVING OUR DREAM
As the core of Best Friends, work is the dream that one day animals will no longer be killed in American shelters. By implementing innovative and step-by-step (T2T) programs to reduce the number of animals in shelters, and increasing the number of people who adopt pets, we know we can end this killing. We know we can Save Them All.

For more about Best Friends Animal Society, go to www.bestfriends.org.

24 | PET LIFESTYLES MAGAZINE | SEPTEMBER 2016

Two page spread format
\$3,000

PET WELLNESS
THE NO-BRUSH SOLUTION TO PET BAD BREATH
OXYFRESH PET DENTAL CARE

By Lou Zaretsko

Oxyfresh makes pet home dental care easy! Their **Pet Dental Water Additive** doesn’t just mask pet bad breath, it safely eliminates it at the source. When it comes to pet fresh breath and overall dental health, this non-toxic solution is a fresh breath for dogs and cats is a must-have for every pet parent.

By the age of three, 70% of cats and 80% of dogs have some form of periodontal disease which can take years off a pet’s life. That’s why Oxyfresh developed this innovative pet dental water additive. It safely and effectively cleans your pet’s teeth and gums, preventing them from accumulating disease, plaque, tartar and bacteria that cut and dog breath. And it’s recommended by vets.

Oxyfresh has a patented blend of Oxyfresh and zinc to safely eliminate bacteria that causes bad pet breath and also remove plaque buildup and protect gums.

Unlike other brands, Oxyfresh pet dental water additive is completely tasteless and odorless so even the pickiest dog or cat can’t detect it. We love pets, so we’ve put all the Oxyfresh formulas are completely safe for cats and dogs.

THE OXYFRESH BENEFITS

- **FRESH BREATH** – Best choice to finally get your pet bad breath with fast-acting patented Oxyfresh™. This doesn’t just mask bad pet breath, it safely eliminates it at the source every day to clean pet’s teeth, fight periodontal disease, and strengthen their gum tissue.
- **CLEAN TEETH AND GUMS** – Just adding a small amount to your pet’s water every day is the easiest way to clean pet’s teeth, fight periodontal disease, and strengthen their gum tissue.
- **IMPROVES PET DENTAL HEALTH** – Oxyfresh’s innovative and proprietary blend of safe, effective ingredients has been supporting and boosting pet health for over 30 years.
- **SAFE FOR CATS AND DOGS** – Oxyfresh being pet parents the safest way to keep your pet’s teeth clean and fresh, eliminate plaque, tartar, and bacteria that causes gum and dental health and fresh breath.
- **NO BRUSHING REQUIRED** – It’s 100% pet friendly and is added to your pet’s drinking water each day. It is odorless and tasteless.
- **PET’S LOVE IT! RELAXES IT! IS ODOORLESS AND TASTELESS** – Oxyfresh Pet Dental Water Additive is undetectable as even the pickiest pet won’t even know it’s there.
- **VETERINARIAN RECOMMENDED** – For over 30 years, vets have loved and recommended this innovative pet care product from Oxyfresh.
- **64 SERVINGS** – Each size serving fully pet parents save money.
- **100% MONEY BACK GUARANTEE** – Oxyfresh believes in their products, pet parents. They are committed to excellence and effectiveness and backed by a 30-day 100% money back guarantee. Even the case of shipping. It’s about every pet parent concerned with their animal’s health or their dog’s bad breath.

36 | PET LIFESTYLES MAGAZINE | MARCH 2019

Two page spread format: One page editorial & one page ad
\$3,000

JOIN BEST FRIENDS ANIMAL SOCIETY TO STRUT YOUR MUTT

Hudson River Park, Pier 84, New York, New York
9 A.M., October 6, 2018
A walk on the pier to save New York State’s Stray Mutt!

Hello, New York! Are you ready for this year’s Strut Your Mutt? Please join Best Friends Animal Society, and our partner rescue groups, shelters, and animal welfare organizations in New York City, as we strut to save the lives of homeless cats and dogs.

You can register to fundraise and walk individually or join a team. Then on October 6, we invite you to strut your mutual love to Pier 84 in Hudson River Park. The event starts with a celebration with dog and cat costumes, a family-friendly festival with food trucks, vendors, and tons of fun activities.

Last year was a huge success, thanks to people like you. Almost 2,500 walkers raised over \$800,000 for the program, such as spay and neuter services, adoption events and more. Join us this year and let’s make this year’s event even better!

Why we strut
About 10 million dogs and cats killed every day in shelters, just because they don’t have safe places to call home. We are determined to get that number to zero by the year 2025. Working collaboratively with shelters, rescue groups, other organizations, and you, we will end the killing and Save Them All.

Fundraising/Network Partners
Best Friends Animal Society is a fun and easy way to raise money and help save the lives of homeless pets in your community. For many network partners, the money earned during Strut Your Mutt makes up their funding for the entire year. In 2017, 100 Best Friends Network partners raised nearly 12 million, invested in participating in an event! Apply to join a Network Partner team today.

How to Register
When you register for Strut Your Mutt, you can choose to register as an individual, start your own team to support the animals of Best Friends, or you can join a participating Best Friends Network partner team. The money you raise will go directly to that organization!

Go to our website to see a list of participating network partners (www.bestfriends.org/events/strut-your-mutt/).

Best Friends Network partners on the honor of our event. The following network partners will be participating in this year’s Strut Your Mutt:

- Animal Haven
- Animal LightHouse Rescue
- Animal Society
- Hudson Brooklyn Animal Rescue
- City Catz, Inc.
- City Dogz Incorporated
- Cat A Ball
- Happy Bubbles Rescue, Inc.
- Johnnie Haws
- Love My Pet Rescue, Inc.
- Long Island Animal Rescue
- Long Island Building Rescue, Inc.
- Long Island Animal Rescue, Inc.
- Moore PetCare Cats

SUPPORT THE CAUSE!

I’m Adopted Dog Toy
Large \$14.00
Small \$12.00
Squeaker embedded made for light cleaners

Adopt Your Next Pet t-shirt Unisex
Message on shirt reads “Puppies Aren’t Products”

SoHo Bottle, Stainless Steel
Holds 17.3 Oz. Keeps liquids cold 24 Hr. & hot 12 hrs.

SHOP.BESTFRIENDS.ORG

SEPTEMBER 2016 • PET LIFESTYLES MAGAZINE | 27

Bad Breath Happens... Always Be Ready.

Pets can run. But they can’t hide. Bad breath is the #1 sign of Periodontal Disease... which can take years off dogs’ and cats’ lives.

“We’re amazed by the difference Oxyfresh products make in pets’ health. They really work.”
- Dr. Judy Devine, DVM

WE DON’T MASK BAD BREATH WE ELIMINATE IT

- Cleans Teeth and Gums
- Fights Plaque and Tartar Buildup
- All-Day Pet Fresh Breath... Always Safe Ingredients

10% Off PETLIFE special BEAL!

Made in the USA
Trusted by Veterinarians Everywhere.
Safe Proven Effective
Oxyfresh.com
1.800.333.7374

36 | PET LIFESTYLES MAGAZINE | MARCH 2019

ADVERTISING SPECIFICATIONS:

PRINT

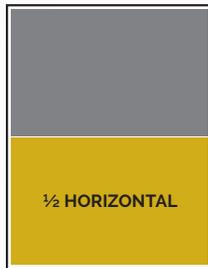
FULL PAGE



W 8.375"
H 10.875"

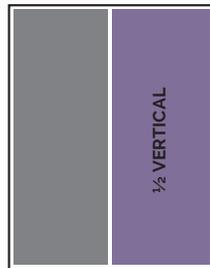
(add .125" bleed
on all sides)

1/2 PAGE
HORIZONTAL



W 7.55"
H 5"

1/2 PAGE
VERTICAL



W 3.7"
H 10.1"

1/3 PAGE
HORIZONTAL

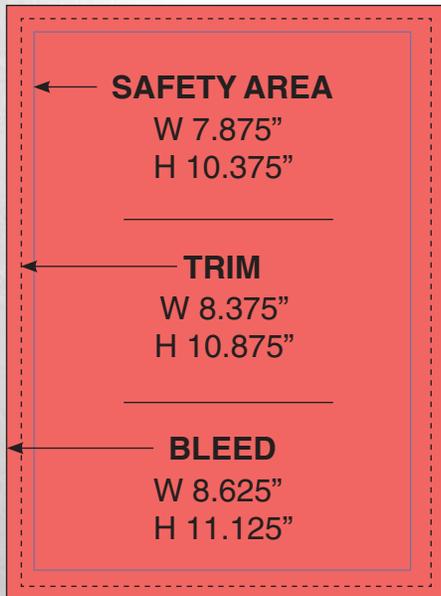


W 5"
H 5"

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.

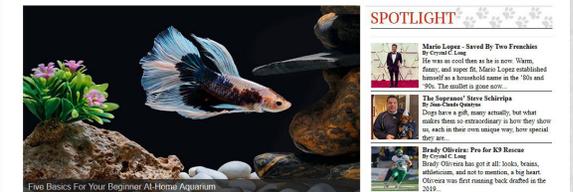
← Offset crop marks outside the bleed area.

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

WEB

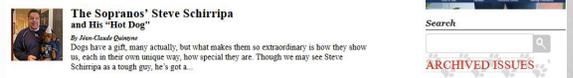
BANNER

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 (Inside Front Cover + Pg. 1)	\$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

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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](#)

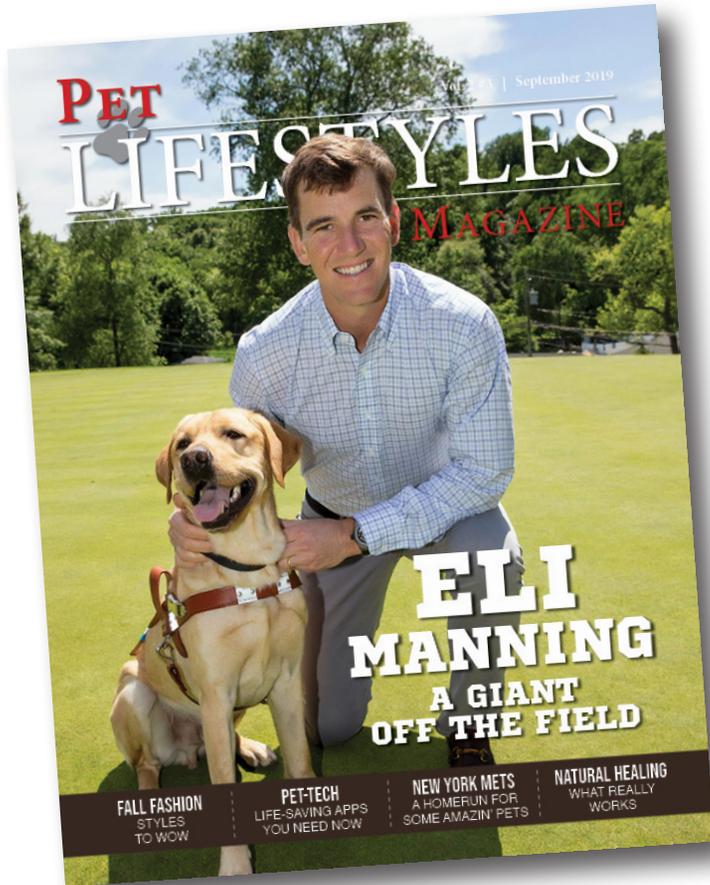
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You can update your preferences or unsubscribe from this list.

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