

2010 PETZ MAGAZINE MEDIA AND MARKETING KIT



“THINK OUTSIDE THE LITTER-BOX”



FORGET WHAT YOU KNOW ABOUT TRADITIONAL ADVERTISING.....IT'S TIME TO START SPENDING YOUR MARKETING \$ WITH THE "NOW" NOT THE "THEN".

“THEN” IS BARKING UP THE WRONG TREE.....“NOW” IS THE CAT’S MEOW....LET US SHOW YOU HOW WE CAN HELP WITH THE “NOW”.....AND KEEP YOUR BUSINESS THRIVING FOR MANY YEARS TO COME.....



WE CAN CUSTOMIZE A DIGITAL MAGAZINE OR CATALOG FOR YOUR WEBSITE FOR LESS THAN THE COST OF FEEDING A GREAT DANE!!!

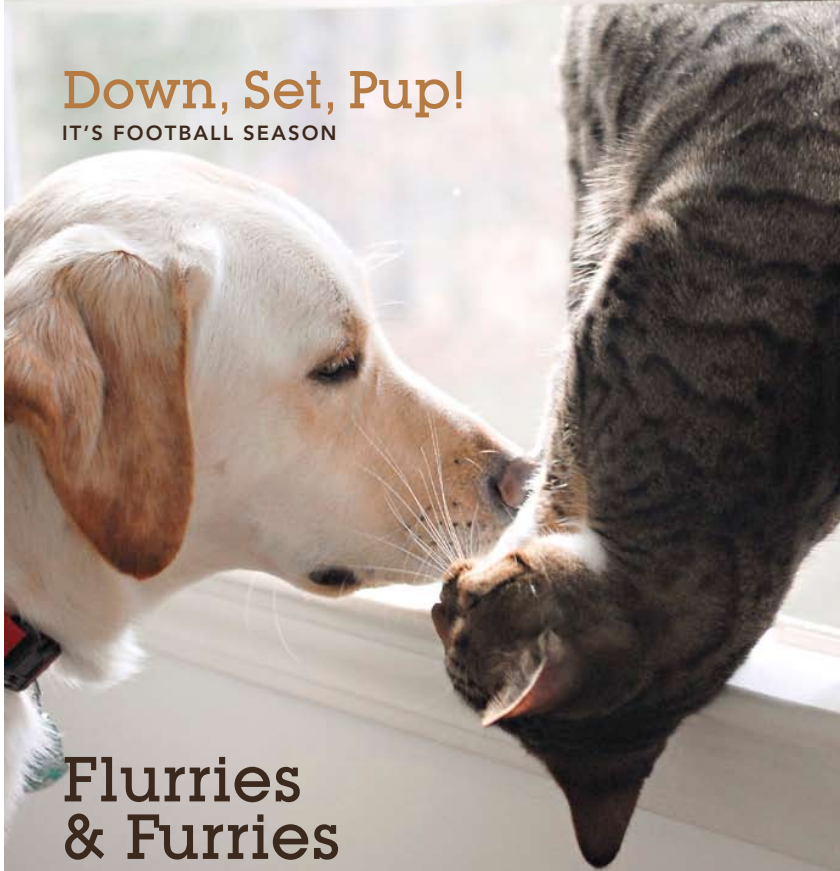
Petz

FALL 2008
Vol. 2, No. 5

To celebrate, recognize and give back to our unconditionally loving friends: our pets.

Down, Set, Pup!

IT'S FOOTBALL SEASON



Flurries & Furries

PETZ PREP FOR WINTER

THEN VS. NOW

"And will you succeed? Yes indeed, yes indeed! Ninety-eight and three-quarters percent guaranteed!"

Dr. Seuss

THEN: A BEAUTIFUL DISPLAY AD DESIGNED AND PLACED IN A PRINT MAGAZINE THAT FITS YOUR TARGET AUDIENCE

NOW: A BEAUTIFUL DISPLAY AD DESIGNED AND PLACED IN A PRINT MAGAZINE THAT FITS YOUR TARGET AUDIENCE AND PLACED IN A DIGITAL MAGAZINE WITHIN TARGETED WEBSITE, EMBEDDING THE AD WITH A VIDEO THAT FURTHER PAINTS THE PICTURE OF YOUR PRODUCT OR SERVICE, A HOTSPOTZ LISTING FOR A PREFERRED CITY OR MULTIPLE CITIES, A WRITE UP IN PETZETTERA, E-ZINE, BLAST EMAIL MARKETING TO OPT-IN PET OWNERS, COUPON CODES, SOCIAL MEDIA BLOGGING WHERE IT COUNTS, "FLIPPING" ICON ON YOUR WEBSITE FOR DIGITAL MAGAZINE USAGE, CUSTOMIZED DIGITAL MAGAZINE WITH WIDGET FOR YOUR CUSTOMERS TO ACCESS FROM THEIR DESKTOPS TO RECEIVE UP TO DATE, NEWS, SPECIALS, EVENTS - WHATEVER YOU CHOOSE TO COMMUNICATE....EVEN PETS NEEDING A FOREVER HOME.



.....**WE'LL TAKE CARE OF ALL THE DETAILS. WE MAKE THINGS HAPPEN....WE DRIVE RESULTS AND SUPPORT YOUR SALES EFFORTS.....WE'RE YOUR PARTNER, NOT JUST A VENDOR.**

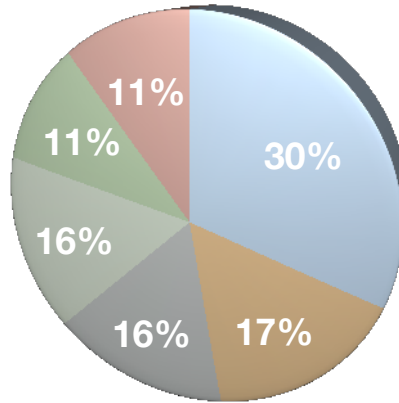


THE TECHNICAL STUFF AND WHY YOU NEED THE "NOW"

INTERNET USAGE INCREASED BY 200 MILLION USERS IN 2008 - THAT'S 65% OF THE TOTAL POPULATION! CONSUMERS ARE INFLUENCED BY WEBSITE CONTENT, VIDEOS, CUSTOMER REVIEWS ON HOW, WHAT AND WHEN THEY BUY MORE THAN EVER - CHECK OUT THESE FACTS:

2009 BREAKDOWN ON WHAT INFLUENCES US ADULTS WHEN PURCHASING ONLINE:

- Family/Friend Recommend
- Reviews
- Promo Emails
- Search Engine Results Page
- Banner Ads
- Print Ads



HERE'S THE GOOD STUFF.....

INTERNET USERS BEHAVIORS:

- 96% USE EMAIL
- 71% SURF THE INTERNET
- 60% SEARCH FOR NEWS
- 43% SEARCH FOR PRODUCT INFORMATION

SOCIAL MEDIA:

2008 105 MILLION PEOPLE READ, PARTICIPATED IN BLOGS/TWITTER (54% OF THE INTERNET POPULATION)

VIDEOS: A NEW WAY TO OBTAIN PROSPECTS

- 2006 114 MILLION VIEWERS
- 2007 137 MILLION VIEWERS
- 2008 154 MILLION VIEWERS
- 2009 168 MILLION VIEWERS (ESTIMATED)

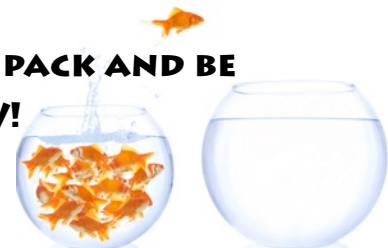
MOST TRUSTED SOURCES BY CONSUMERS ON PURCHASES AND INFORMATION:

- 41% CONSUMER OPINIONS ONLINE
- 35% EMAIL THEY SIGNED UP FOR/OPTED-IN
- 30% BRANDED WEBSITES
- 26% MAGAZINE AD

WHERE TO PUT YOUR \$: BEST ROI (WE COVER ALL OF THESE TO GET YOU GREATEST BANG FOR YOUR BUCK)

- 54% PAID PLACEMENT
- 50% ORGANIC SEO (SEARCH ENGINE OPTIMIZATION)
- 39% EMAIL MARKETING
- 23% TEXT LINK ADS
- 14% PR/SOCIAL MEDIA
- 8% PRINT ADVERTISING (DOES NOT INCLUDE DIGITAL)

JUMP OUT OF THE PACK AND BE PART OF THE NOW!





LET'S DO THIS THE EASY WAY.....

WE'VE STRUCTURED THIS LIKE EVERYONE LIKES TO BUY: PURCHASING THE MAIN OBJECT WITH A FEW EXTRAS THAT ARE WITHIN YOUR BUDGET THAT ADDS PIZAZZ TO YOUR MAIN OBJECT.

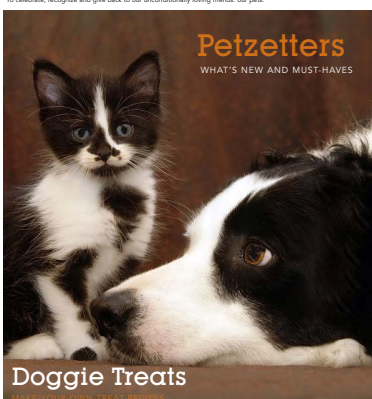
WHETHER IT'S DINNER AND AN APPETIZER OR THAT KILLER DOG

SWEATER AND MATCHING COLLAR, WE'RE GOING TO PROVIDE YOU WITH WHAT YOU NEED AT A PRICE THAT FITS PURRRRRFECTLY! SO, TAKE YOUR PICK THAT MATCHES YOUR BUDGET AND YOU ARE ON YOUR WAY TO A CUSTOMIZED MARKETING STRATEGY.



RATES ARE PER ISSUE

DINNER (MAIN COURSE)	PRINT	DIGITAL
Full Page Color W: 6.625" H: 9.5" Bleed: W: 7.625" H: 10.75" (No extra charge for full bleed)	\$900	\$200
1/2 Page Horizontal W: 6.625" H: 4.625" 1/2 Page Vertical W: 3.25" H: 9.5"	\$525	\$125
1/3 Page Vertical W: 2.125" H: 9.5"	\$300	\$50
1/3 Page Square W: 4.375" H: 4.625"	\$300	\$50
Premium Position: Back Cover with positioning on digital reader bar (with purchase of Full page only)	\$300	\$75
Premium Position: Inside Front Cover, Inside Back Cover, First Right Read with positioning on digital reader bar (with purchase of Full page only)	\$200	\$75
Hot Spotz & Services Listing 1 City + National Site (mypetzmagazine.com)	\$450	\$25
Hot Spotz & Services Listing 3 Cities + National Site (mypetzmagazine.com)	\$650	\$50
Hot Spotz & Services Listing All Cities*	\$1500	\$75
Video "Ad" on Hot Spotz & Services section of Website along with listing	N/A	\$150
Coupon Listing with tracking code	\$100	\$25



APPETIZERS AKA "TREATS"

RATES ARE PER ISSUE	PRINT	DIGITAL
Petzettera E-ZINE (1 month) *	N/A	\$100
Video/Audio/Flash/Slide Show Embedded in advertisement or chosen editorial*	N/A	\$125
Hyperlink to URL and Email*	N/A	N/C
Flipping Digital Magazine Icon on website of current Petz Magazine Issue*	N/C	N/C
Customized Digital Magazine or Catalog (all production, layout, editorial, photography, graphics included, and hosting) minimum 8 pages	N/A	CALL for QUOTE
Social Media: Blogging: Product/service reviews, Facebook setup, MySpace setup, Twitter setup	N/A	\$250
Weekly updates to all relative social network sites: ie., FB, MS, TWIT etc. for 60 days	N/A	\$500 per month
Text message Advertising campaign can be customized for any amount of time (weekly, monthly)	N/A	CALL for QUOTE
Customer Desktop Widget: ICON that is placed on all of your customers desktops that enable them to receive up to the minute news, changes, sales, events - anything you want to communicate to customer or prospects. We will manage/update content for you monthly. ICON also has Rotating Banner advertising with links	N/A	\$250 per month

ITEMS MARKED WITH A * ARE INCLUDED IN THE PRICE OF A PRINT FULL PAGE



We cover all types of pet related content. Which pet owner type do you want to target?

Petz FALL 2008



Features

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It's football season.

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Petz prep for winter.

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