



# ADVERTISING PARTNERSHIP PROGRAM

By Vets. For Pets.



# About PetPlace

**Founded by a veterinarian, PetPlace was created with pet parents in mind.** PetPlace is the #1 website for pet lovers, helping pet parents improve their pet's well-being through vet-sources articles, tips from experts, and advice about the best products for pets. PetPlace allows pet enthusiasts to stay up to date on all things pet: tips, current events, research studies, how-tos, and trends.

PetPlace is the most comprehensive resource for pet information available on the web – from our credible editorial team of veterinarians, veterinary technicians, and specialized authors who want to better the lives of pets and pet parents everywhere.



# Our Community Is A Gateway to Pet Parents

The most comprehensive resource for pet information available on the web.

**1 mill**

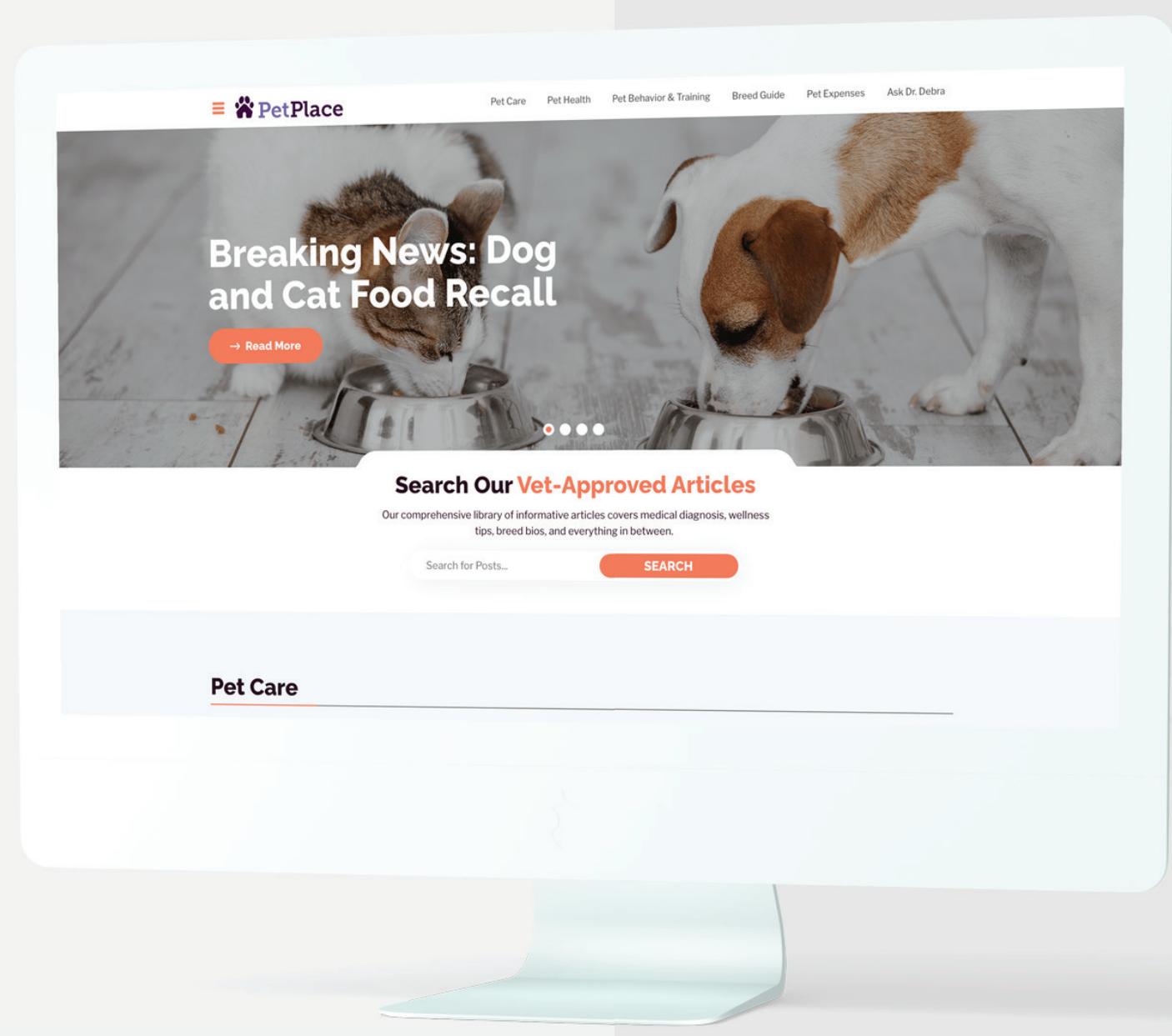
unique visitors  
per month

**1.2 pages**

per session

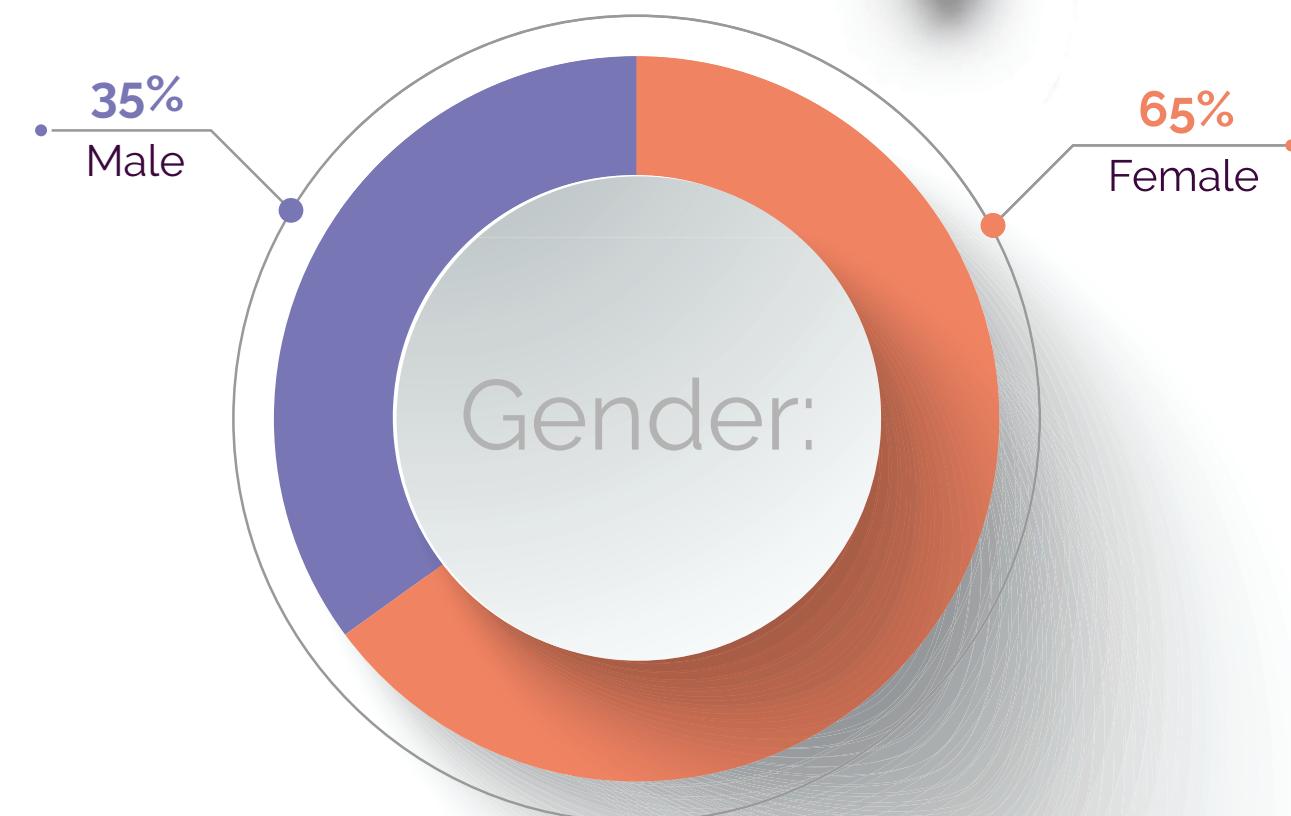
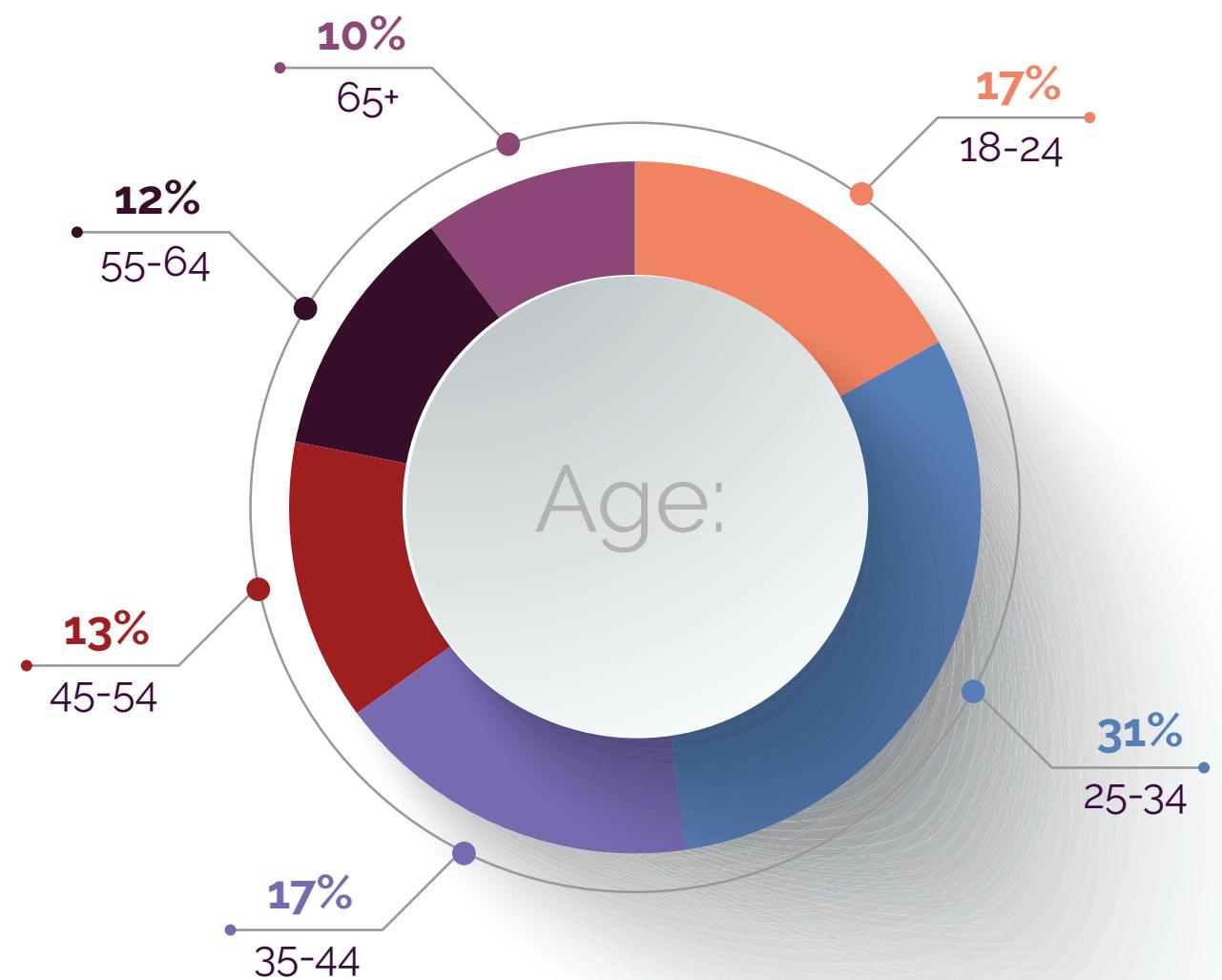
**1.34 mill**

monthly page  
views



# Meet Our Audience

We have a very engaged audience that touches every age group, economic bracket, and gender. They're as diverse as the pets that they love!



# Partnership At-A-Glance

Our brand partnerships provide businesses with a wonderful opportunity to position themselves as thought leaders, innovators, experts, and go-to resources for our diverse audience of pet parents.

Together, we can craft thoughtful, engaging content that captures our audience's attention and gains you new followers.

## Content Publishing

Sponsor content for our site and lend your expertise to an article that will be seen by over 1 million readers in your target demographic.

## Social Media

Sponsor content for one of our social media platforms and creatively expand your brand awareness to boost your business.

## Online Advertising

Advertise either on our website or in our newsletters (or both!) and promote your business to a whole new online audience.

# Sponsored Content Opportunities

## PetPlace Pals: Directory Placement

Gain more exposure to pet parents by having your business or product featured on a specialized directory on the PetPlace website for one full calendar year. Please see our Sponsored Content Calendar to review topics for this upcoming calendar year.

## Social Media #ad #partnerpost on PetPlace Social Platforms

Spread awareness about your business or products by tapping into the PetPlace social media audience.



## Specialized Editorial Guides

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A great opportunity for your small business to be featured as part of a group piece of content for PetPlace that has a big marketing push behind it, with guaranteed impressions. These specialized editorial guides will be downloadable PDFs that are marketed on PetPlace's social channels and newsletters, as well as in press releases that are created to announce their launch. Please see our Sponsored Content Calendar to review topics for this upcoming calendar year.

## Content "Round Up" Articles

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Give your small business a boost by appearing on the PetPlace website as part of a group placement within a themed article that is relevant to your product or service. These opportunities are offered quarterly, or for special holidays. Please see our Sponsored Content Calendar to review topics for this upcoming calendar year.

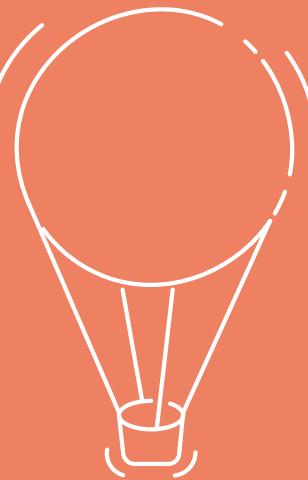




# Customized Content Creation for Your Brand

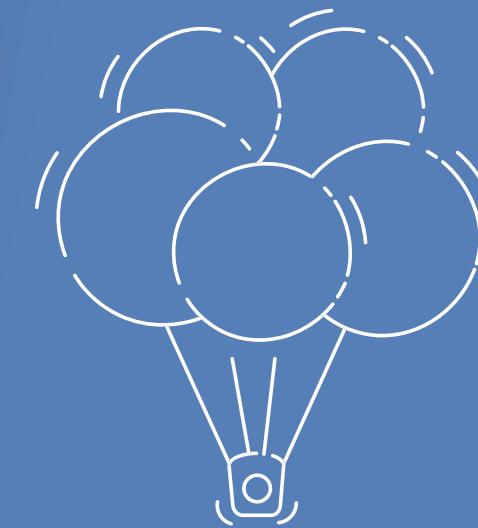
Content created by the PetPlace editorial team for the PetPlace website and promoted across a variety of channels.

There are three main options that your business can choose from:



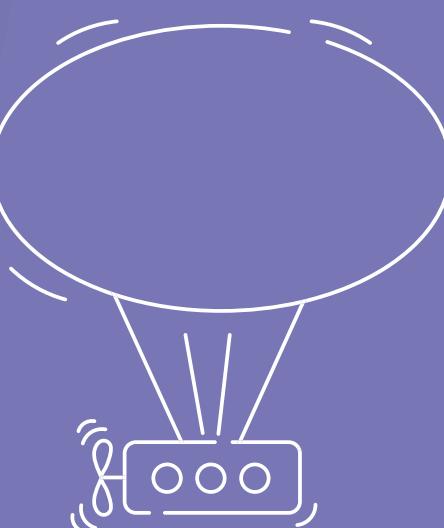
## Option 1

- Two customized articles written by PetPlace with one round of edits for each.
- Choice of one article to get a social mention on PetPlace's Instagram and Facebook.



## Option 2

- Two customized articles written by PetPlace with one round of edits for each.
- Both articles get a social mention on PetPlace's Instagram and Facebook.
- Choice of one article to receive featured placement in PetPlace newsletter.



## Option 3

- Two customized articles written by PetPlace with one round of edits for each.
- Both articles to get a social mention on PetPlace's Instagram and Facebook.
- Both articles to receive featured placement in PetPlace newsletters.
- Choice of one article to receive push notification to VIP PetPlace fans.



[www.petplace.com](http://www.petplace.com)

We'd love to work with you!



Contact **kathy.gordon@petplace.com**  
to start the conversation.

