



Pets

MAGAZINE CA

EXPLORING THE HUMAN ANIMAL BOND SINCE 1983

PRINT

DIGITAL

SOCIAL MEDIA

2017
MEDIA
PLANNER

WWW.PETSMAGAZINE.CA

NEW PUBLISHER TAKES THE REINS ON **PETS MAGAZINE**

Fresh website and digital strategy, expanded partnerships and wider circulation will broaden the publication's appeal to readers and advertisers.

Greetings! We are **David and Sharron Dorman**, owners of Dorman Sales & Marketing. As life-long pet owners who have turned to the pages of *PETS Magazine* for many years and saw it as a trusted information source, helping us to deal with the health issues arising in our beloved animals various stages of life, we are proud to have acquired ownership of this respected national publication.

Our goal is to give Canadian pet owners a one-stop shop for information on keeping their beloved pets happy and healthy. That's why we will continue to work closely with the veterinary community, ensuring all articles have been reviewed and approved by an advisory board comprised of Canadian veterinarians.

The current editorial and creative team will remain in place to continue providing fresh and relevant content that has made *PETS Canada's* go-to magazine for information on pet health and wellness.

PETS Magazine is distributed through over 2,000 Canadian veterinary clinics, is subscribed to by hundreds of schools and libraries in Canada and the USA as well as individual pet owners, giving us a coast-to-coast readership of more than 70,000. We manage their subscriptions and our circulation in painstaking detail and are proud to be a CMCA audited publication.

PETS Magazine is also featured at many veterinarian conferences and at popular pet shows.

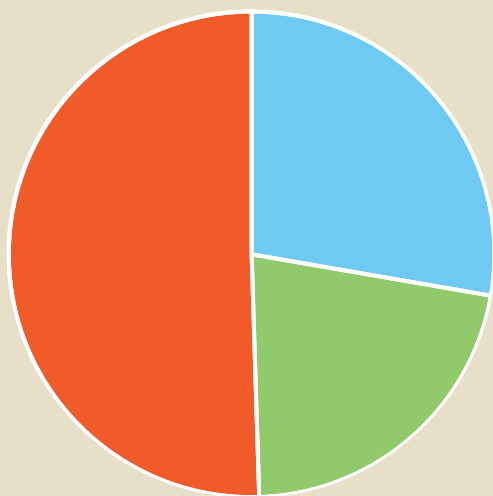
We will be complementing the high-quality magazine and its proud 30 +year history with an expanded digital presence, and we look forward to taking *PETS Magazine* to the next level.

Please, come and work with us.

Our Advertising Director, will help you develop a thorough and economical marketing strategy using print, online tools, inserts or custom promotions to achieve maximum reach for you into the valuable Canadian pet care market.

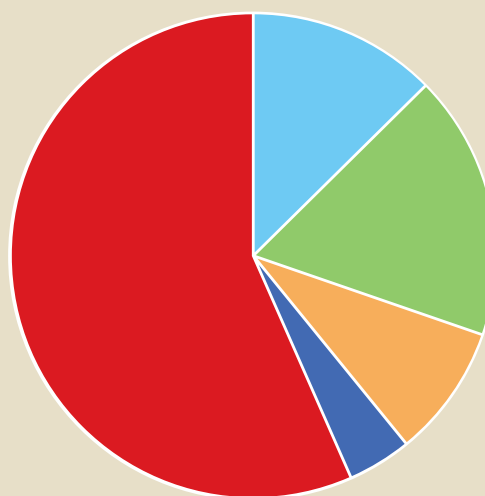
REACHING PET OWNERS ACROSS THE COUNTRY

PET OWNERSHIP



■ Dogs – 22%
■ Cats – 27%
■ Both – 51%

NATIONAL COVERAGE



■ Western Canada – 17.4%
■ Central Canada – 8.7%
■ Ontario – 55.7%
■ Quebec – 4.2%
■ Maritimes – 12.4%

FOLLOW US



WWW.PETSMAGAZINE.CA

IN EVERY ISSUE

Editorial content focused on pet care

Making Tracks | Pet Projects | PET Shop | Marketplace | New Products



2017 EDITORIAL CALENDAR

ISSUE	FOCUS ON	AD CLOSE	MATERIALS DUE
January/February	Dog Care	November 25, 2016	December 2, 2016
March/April	Puppy & Kitten Care	January 27, 2017	February 2, 2017
May/June	Cat Care	March 24, 2017	March 31, 2017
July/August	Rescue Pets Care	May 25, 2017	May 31, 2017
September/October	Preventive Health Care	July 25, 2017	August 1, 2017
November/December	Senior Pets Care	September 27, 2017	October 3, 2017

PRINT ADVERTISING RATES

AD SIZE	WIDTH	HEIGHT	1x	3x	6x
Full page (with bleeds)*	8-3/8"	11"	\$5,305	\$4,770	\$4,560
1/2 page Island	4-1/2"	7-1/2"	\$4,235	\$3,835	\$3,675
1/2 page H	7"	4-7/8"	\$3,810	\$3,460	\$3,325
1/2 page V	3-3/8"	10"	\$3,810	\$3,460	\$3,325
1/3 page V	2-1/4"	10"	\$2,955	\$2,715	\$2,615
1/3 page Square	4-7/8"	4-7/8"	\$2,955	\$2,715	\$2,615
1/4 page Square	3-3/8"	4-7/8"	\$2,525	\$2,340	\$2,265
Marketplace Single	2-1/4"	3-1/8"	\$250	\$220	\$187
Marketplace Double	4-1/2"	3-1/8"	\$430	\$375	\$318

* BLEEDS: Add 1/8" extra on all sides for full bleeds. TRIM SIZE: 8-1/8" X 10-7/8" LIVE IMAGE AREA: 7-5/8" X 10-1/4"



DIGITAL RATES

ISSUE	DIMENSIONS	RATE PER MONTH
Leaderboard	728 x 90 pixels	\$400.00
Big Box	300 x 250 pixels	\$400.00
Banner	468 x 60 pixels	\$325.00
Button	155 x 90 pixels	\$150.00
Wallpaper	Contact us for more information	\$950.00
Digital Edition Sponsorship	Includes skyscraper And left-hand ad beside cover image	\$750.00 per issue

NOTE: Ads may rotate with up to 3 per position except for Wallpaper and digital edition sponsorships which are exclusive

PRINT SPECIFICATIONS

- **We accept digital files ONLY:**
Hi-Res PDF (preferred) 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.
- Unless a high-resolution, full-colour, contract quality proof is supplied with a colour ad, the publisher will not be responsible for reproductions of colour advertisements.
- Ads created in Microsoft Office programs will not be accepted.

DIGITAL SPECIFICATIONS

- Image type accepted includes .gif, .jpg, .png, HTML
- Image animation (GIF)
Maximum Animation length: 15 seconds
Loop Maximum: 3
- Image File Size: 50K maximum for static or animated GIF
- Links: Active URL must be provided
- All creative must function on MAC and PC platforms as well as multiple browser versions of Chrome, Firefox, Internet Explorer and Safari.

CONTACT US TODAY!

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