

PET  
LIFESTYLES  
MAGAZINE

MEDIA KIT  
2025





## MISSION STATEMENT:

Pet Lifestyles Magazine speaks to an audience of 450,000, nationally, with 75% living in the New York City metro area. We reach the most dedicated and affluent of the 1.1 million pet owners in New York (estimated 600,000 dogs and 500,000 cats), committed to enhancing the health and well-being of our four-legged (and sometimes three-legged) friends.

Pet Lifestyles Magazine's Editor-in-Chief and Co-Publisher, Sean-Patrick M. Hillman, is a renowned and respected animal advocate, an award-winning journalist, acclaimed marketer and Chef. Sean-Patrick's experience in the animal advocacy and adoption space, as well as his experience as a journalist, provides Pet Lifestyles Magazine with a new direction and mission; being THE authority on all-things pet.

Pet Lifestyles Magazine's exclusive quarterly print and online editorial now expands to include multiple integrated opportunities for print, sales syndication, social, online and future event exposure.

Pet Lifestyles Magazine is a unique, multi-vertical path to target affluent pet owners with relevant pet-centric news, information and products.



# BRAND OVERVIEW:

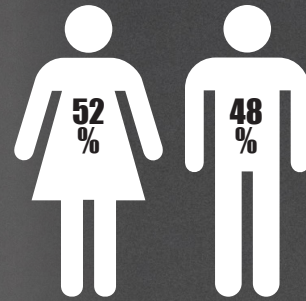
Under its editor and highly talented staff of journalists, Pet Lifestyles Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are Pet Lifestyles Magazine and New York Lifestyles Magazine which are the foundation of our brand. Pet Lifestyles Magazine has a daily digital presence with our website, issuu.com, Apple Newsstand, social media (Instagram, Facebook, Twitter) as well as physical presence at sponsored live events. In 2023, Pet Lifestyles Magazine will also launch a podcast and streaming show on all-things pet.



# DEMOGRAPHICS:

# 30-39yo

## Median Age



### PET OWNERS

67% Residents Own Pets  
50% Own Dogs

MEDIAN HHI  
\$155,000

### PET RENT (RESIDENTIAL CHARGES)

\$30-\$50 per month  
(2pet cap)



### FOOD AND TREATS

\$250 to \$700/yr.



### TOYS

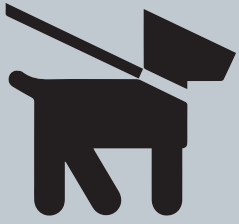
\$25 to \$50/mo.



### BEDS

\$50 to \$200/yr.

# DEMOGRAPHICS:



## LEASHES AND COLLARS

\$25 to \$50



## GROOMING

\$300 to \$500/yr.



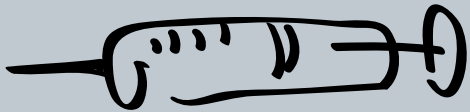
## DOG WALKING

\$20/per walk, up to \$5,200/yr.



## PETSITTERS OR BOARDING

\$100 to \$300/mo.



## ROUTINE VETERINARY CARE

(healthy dog)

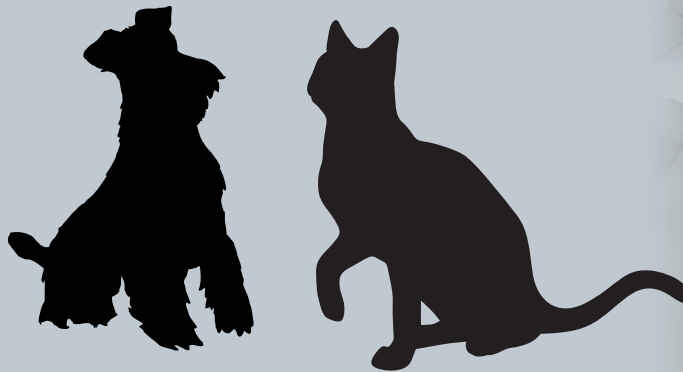
\$700 to \$2,000/yr.

## PREVENTATIVE MEDICATIONS AND SUPPLEMENTS

\$200 to \$600/yr.

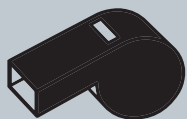
## AVG MONTHLY COST OF OWNING A DOG

\$125 to \$824



## ADOPTION COST

Dog: \$0 to \$600 Cat: \$0 to \$270



## TRAINING CLASSES OR RESOURCES

\$25 to \$300



# PRODUCTION CALENDAR 2025

APRIL 2025

## HEALTH + WELLNESS

Closing day for ads: **3/25/2025**

Materials due: **4/7/2025**

Street date: **4/15/2025**



JUNE 2025

## CELEBRITY & SUMMER CELEBRATIONS

Closing day for ads: **5/27/2025**

Materials due: **6/9/2025**

Street date: **6/15/2025**



SEPTEMBER 2025

## ADOPTION & RESCUE

Closing day for ads: **8/26/2025**

Materials due: **9/8/2025**

Street date: **9/15/2025**



NOVEMBER 2025

## PAWLIDAY CELEBRATION

Closing day for ads: **10/28/2025**

Materials due: **11/3/2025**

Street date: **11/15/2025**





# ADVERTISING SPECIFICATIONS:

## PRINT

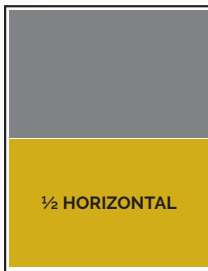
FULL PAGE



W 8.375"  
H 10.875"

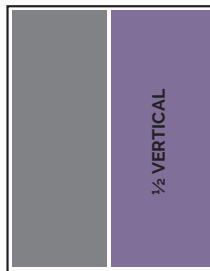
(add .125" bleed  
on all sides)

1/2 PAGE  
HORIZONTAL



W 7.55"  
H 5"

1/2 PAGE  
VERTICAL



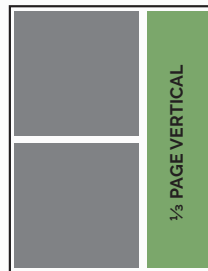
W 3.7"  
H 10.1"

1/3 PAGE  
HORIZONTAL

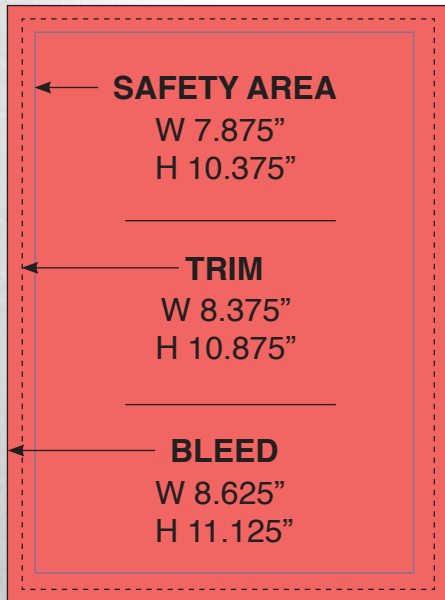


W 5"  
H 5"

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.

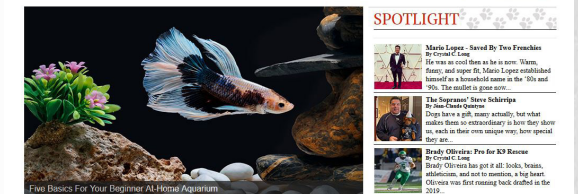
Offset crop marks outside the bleed area.

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

## WEB

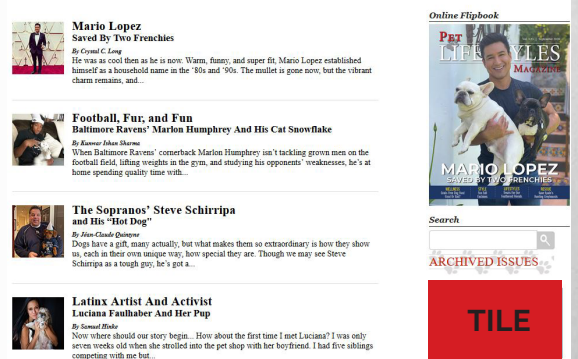
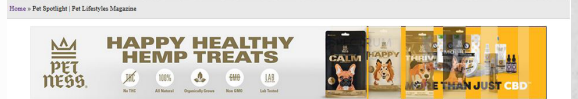
BANNER

W 990PX \* H 140PX  
72 dpi



TILE

W 240PX \* H 170PX  
72 dpi







# ADVERTISING RATE CARD:

## PRINT

AD SIZE	1X	2X	4X
Full Page	\$3000	\$2500	\$2000
1/2 Page	\$1850	\$1600	\$1350
1/3 Page	\$1500	\$1300	\$1100

## PREMIUM POSITIONS 1X

Back	\$3000
Inside Front	\$2500
Inside Back	\$2500
2 Page Spread (Inside Front Cover + Pg. 1)	\$3500

## WEB

### BANNER

Homepage

1X-2X	3X-4X
\$750	\$600

Category Page

1X-2X	3X-4X
\$500	\$400

### TILE

1X-2X	3X-4X
\$400	\$350

# 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 - \$500

30,000 emails - \$750

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](http://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](mailto:bill@petlifestyles.com)

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Our mailing address is: 1751 2nd Ave Suite 9A, New York NY 10128  
Want to change how you receive these emails?  
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!

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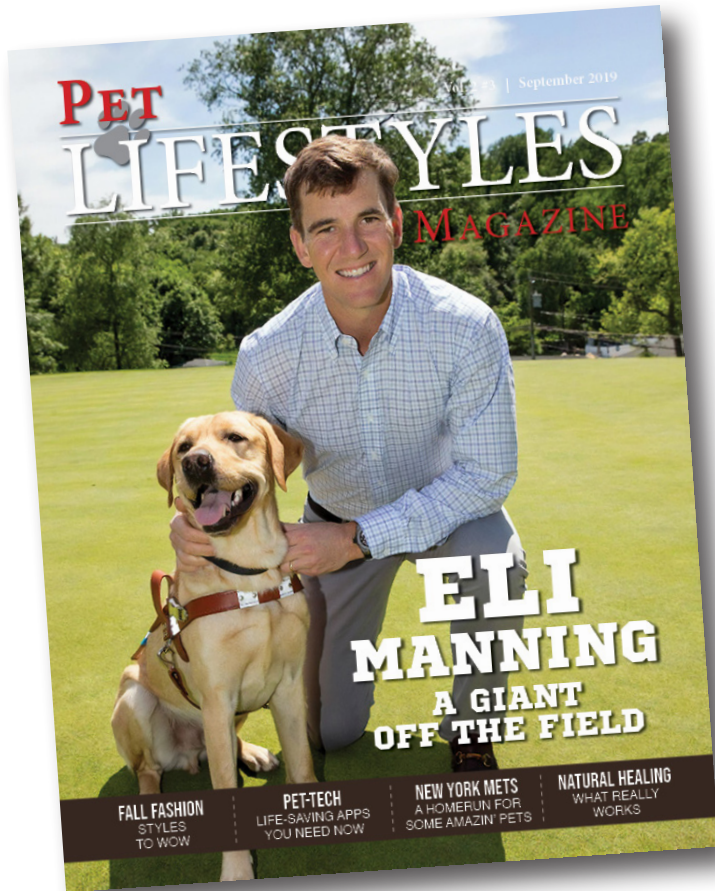
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Our mailing address is: 1751 2nd Ave Suite 9A New York NY 10128  
Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

# 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 (917) 440-4448 Visit us online at: [petlifestylesmagazine.com](http://petlifestylesmagazine.com)