

WHAT IS **pet boarding** and daycare magazine?



Launched in September 2011, *Pet Boarding and Daycare magazine* is the boarding industry's

ONLY TRADE MAGAZINE

delivering quality content in every issue to motivate and educate pet boarding and daycare professionals.

PET BOARDING AND
DAYCARE IS PUBLISHED
6 TIMES
PER YEAR

Jan/Feb
March/April
May/June
July/Aug
Sept/Oct
Nov/Dec

When we ran our ad in Pet Boarding and Daycare, the phones started ringing immediately.

LEADS MATERIALIZED INTO ACTUAL SALES,
and each month the number of calls increases even if we run the same ad.

- Wendy Biondolillo
Direct Animal Products

TOPICS INCLUDE:



ANIMAL
BEHAVIOR



BUSINESS &
MARKETING



FACILITY
DESIGN



ANIMAL
HEALTH



INDUSTRY
NEWS

CIRCULATION

15,000

COPIES OF EACH
ISSUE mailed to
subscribers

6

ISSUES
per year

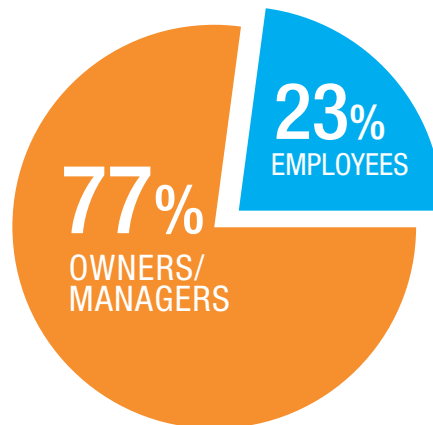
90,000
COPIES EVERY YEAR!

Pet Boarding and Daycare is about following our passion, and [the] magazine and Facebook page are wonderful resources for elevating our professionalism.

**WOW, SO GLAD I
FOUND YOU!**

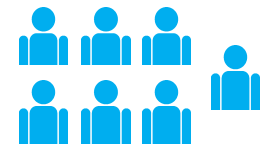
– Liz Boyle
Pet Resort Owner

DEMOGRAPHICS



OVER
3/4 OF
READERS ARE
**DECISION
MAKERS.**

On average, Pet Boarding and Daycare subscribers have
6.9 EMPLOYEES



WHERE DO THEY LIVE?

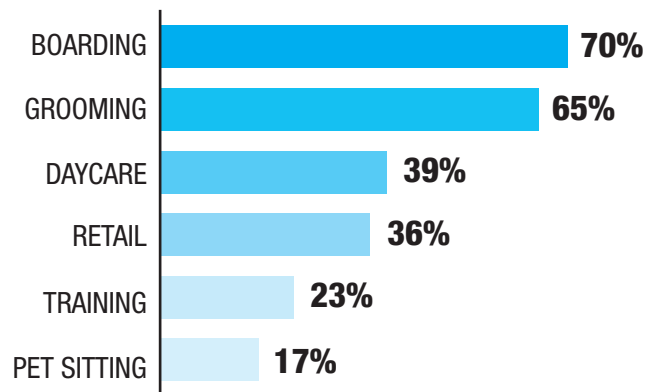


96%
UNITED
STATES



4% OTHER
COUNTRIES

WHAT SERVICES DO THEY OFFER?



AD RATES

	1X	3X	6X
FULL PAGE	\$1595	\$1515	\$1365
2/3 PAGE	\$1345	\$1275	\$1150
1/2 PAGE	\$995	\$945	\$850
1/3 PAGE	\$730	\$695	\$625
1/4 PAGE	\$585	\$555	\$500
1/6 PAGE	\$420	\$400	\$360
1/8 PAGE	\$335	\$320	\$285

PRIME POSITIONS

COVER SPACES

2ND COVER

\$2300

3RD COVER

\$2100

4TH COVER

\$2500

PAGE 3

\$2200

INSERTS

1 OR 2 PAGE

\$2130

1 sheet, printed one side or both

4 PAGE INSERT

\$3050

2 page spread, printed both sides

3 PAGE INSERT

\$5020

3 page spread, printed 2 sides, stitched

8 PAGE INSERT

\$7015

Two 4 page inserts, printed 2 sides, stitched

CONTACT

James Severs

*Director of Marketing &
Client Relationship*

(717) 691-3388 Ext. 224

james@barkleigh.com

**WE ARE THRILLED
WITH OUR RESPONSE
FROM ADVERTISING**

*in Pet Boarding and Daycare
magazine. This is a great magazine,
and we look forward to many years
of doing business with them.*

– Rachael Cerullo
Alpha Tech Pet

GENERAL INFORMATION

Advertisers and agencies assume liability for all content of their advertisements printed in Groomer to Groomer, and any claim arising against the publisher. The publisher reserves the right to reject any advertising that is deemed unsuitable. Publisher is not responsible for time dated material.

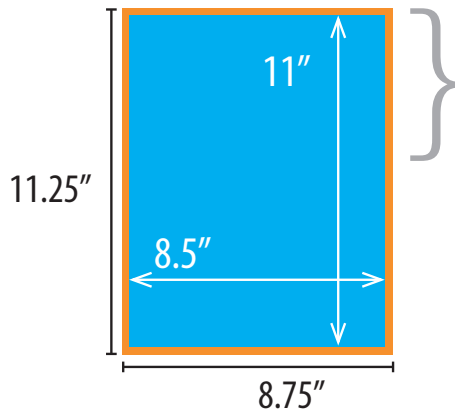
COMMISSION

15% of gross billing allowed to recognized advertising agencies on space, color and position. Account must be paid within 30 days of invoice. No Discounts on Inserts.

AD DESIGN

Let us design an attention-grabbing ad for you. No charge for ads in Barkleigh Publications.

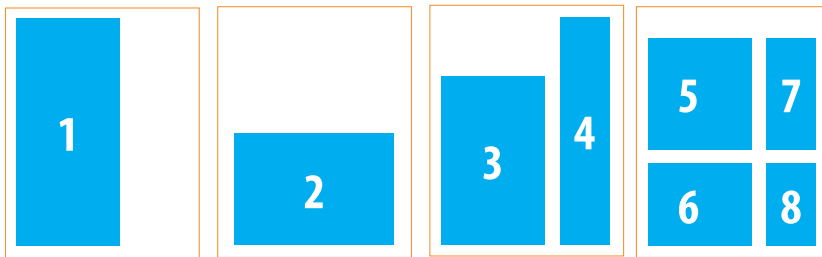
AD SPECIFICATIONS



.125" BLEED ON ALL SIDES
(full page ads & spreads only)

Page Size:
8.5" x 11"

Live Area:
8.25" x 10.75"



	WIDTH	HEIGHT
FULL PAGE	8.5"	11"
1) 2/3 PAGE	4.5625"	10"
2) 1/2 PAGE	7"	4.875"
3) 1/2 PAGE	4.5625"	7.375"
4) 1/3 PAGE	2.1875"	10"
5) 1/3 PAGE	4.5625"	4.875"
6) 1/4 PAGE	4.5625"	3.625"
7) 1/6 PAGE	2.1875"	4.875"
8) 1/8 PAGE	2.1875"	3.625"
1/12 PAGE	2.1875"	2.375"

ACCEPTED FORMATS: PDF, TIFF, OR EPS

All other file formats including Microsoft Word and Publisher files are NOT accepted.

**All ads and images must be high resolution
300 DPI and CMYK Color.**

SEND ALL AD ARTWORK TO

Rebecca@Barkleigh.com

Files too large for e-mail may be
uploaded to our Dropbox at:

bit.ly/1fbU5Dr

ART DEPARTMENT CONTACT

Laura Pennington
Art Director

laura@barkleigh.com