

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!**

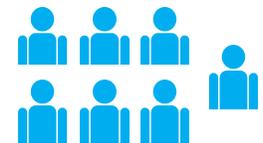
– Liz Boyle
Pet Resort Owner

DEMOGRAPHICS



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

On average, Pet Boarding and Daycare subscribers have
6.9 EMPLOYEES



WHERE DO THEY LIVE?

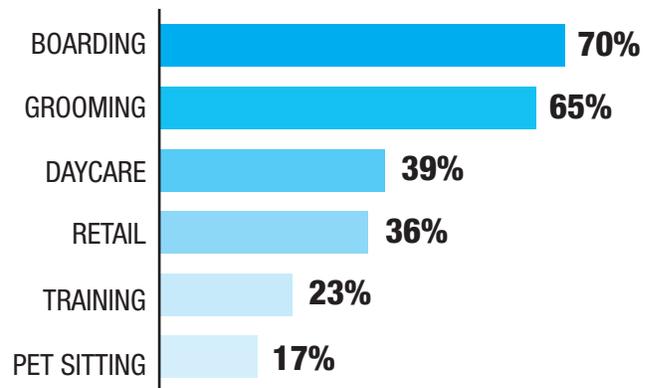


96%
UNITED
STATES



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
and Client Relations

Cell Phone (717) 350-9398

or IN-OFFICE (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 Pet Boarding and Daycare, 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 your first attention-grabbing ad for you at no additional charge.

AD SPECIFICATIONS

FULLPAGE AD

Print Size:

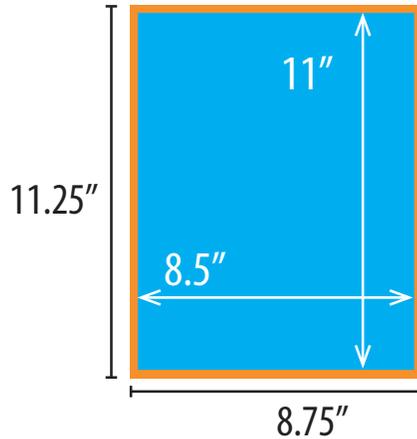
8.5" x 11"

.125" Bleed:

8.625" x 11.125"

Live Area:

8.25" x 10.75"



Full page ads & spreads are trimmed in print process.

Keep important information and text within live area. All full page ads must have

.125" BLEED ON ALL SIDES



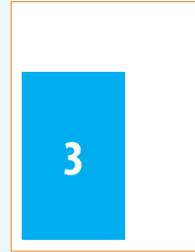
1) 2/3 PAGE

WIDTH
4.5625"
HEIGHT
10"



2) HALF PAGE (STANDARD)

WIDTH
7"
HEIGHT
4.875"



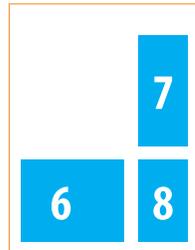
3) HALF PAGE (TALL)

WIDTH
4.5625"
HEIGHT
7.375"



4) 1/3 PAGE (TALL)

WIDTH
2.1875"
HEIGHT
10"



6) 1/4 PAGE W 4.5625" H 3.625"

7) 1/6 PAGE W 2.1875" H 4.875"

8) 1/8 PAGE W 2.1875" H 3.625"



5) 1/3 PAGE (STANDARD)

WIDTH
4.5625"
HEIGHT
4.875"

ACCEPTED FORMATS: PDF, TIFF, OR EPS

All other file formats NOT accepted.

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

SEND AD ARTWORK TO Allison@Barkleigh.com

Files too large for e-mail may be uploaded to our Dropbox bit.ly/1fbU5Dr