

san diego pets
magazine.com

Ad Rates & Submission Requirements

San Diego's number one source
of news and information
for pet owners.



San Diego Pet Market

- ▶ **San Diego ranks 17th** among the top 25 Designated Market Areas in terms of percent of households that own cats and/or dogs
- ▶ **Over 548,013 households** own a pet in San Diego
- ▶ **San Diego ranks 12th** among the top 25 DMAs in terms of expenditures on pet related services.
- ▶ **San Diego ranks 7th** among the top 25 DMAs in terms of expenditures on veterinary care.
- ▶ **San Diegans spent over \$500 million** on pet-related products and services in 2007.

Sources: 2006-2007
Scarborough Report

Specifications

- ▶ **DISTRIBUTION:** The ONLY FREE Pet Magazine with monthly distribution to prime locations throughout San Diego county. See website for full distribution list.
- ▶ **FULL COLOR:** Printed on hi-bright paper with glossy cover for a clean and professional presentation.
- ▶ **EFFECTIVE FREQUENCY:** San Diego Pets Magazine is published monthly for optimum amount of exposure to your target audience.
- ▶ **FEATURES:** San Diego's only monthly lifestyle magazine devoted solely to pet health, culture and activities. Readers will find a variety of content online and in print including; San Diego pet news and events, Q&A with local veterinarians, healthy tips, book reviews, expansive animal resource directories and fun pages just for kids.



San Diego's original pet magazine!

Casey Dean (619) 573-5615

WWW.SANDIEGOPETSMAGAZINE.COM | @SANDIEGOPETS

DISPLAY ADVERTISING RATES

	1x	3x	6x
Back Cover	\$2,900	\$2,645	\$2,240
Page 2 & 3	2,200	1,800	1,450
Full Page	1,120	895	720
2/3 Page	889	725	560
1/2 Page	595	470	385
1/3 Page	445	350	265
1/6 Page	370	295	245

- All rates include four-color process.
- Rates effective January 2009.
- Rate discounts available for non-for-profit organizations.

Ask your Advertising Consultant for copy deadlines.
20% increase for glossy pages & guaranteed placement.

BUSINESS DIRECTORY & MARKETPLACE RATES

BUSINESS DIRECTORY DISPLAY AD	1x	3x	6x
Business Directory Ad	\$200	\$175	\$150
MARKETPLACE	1x	3x	6x
Marketplace Ad <small>Only (1/12 size)</small>	\$150	\$100	\$89
TEXT LISTINGS	1x	3x	6x
Business Directory Listings- (text only) <small>**Listings must be 50% pre-paid. (3 issues x \$55 = \$165)</small>	---	---	\$55
Animal Adoption Org. & Dog Clubs (text Only) <small>\$35 per year (6 Issues) PLUS, get one year FREE subscription to San Diego Pets Magazine!</small>	---	---	\$35

1/8

Directory Ad
3.625" x 2.25"

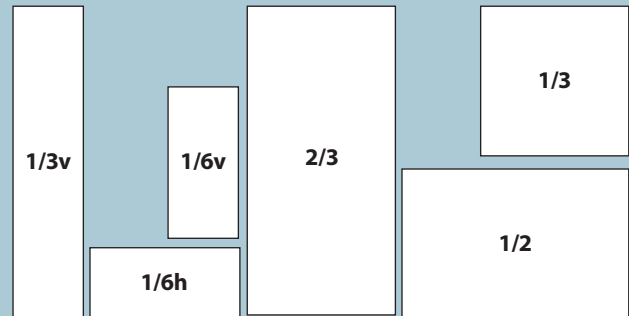
1/12

1/12
2.25" x 2.125"

Non-Profit 20% off all display ad rates
(Does not include Animal Adoption Listings)

DISPLAY AD SIZES

1 Column	2 Column	3 Column
1/6 v. (2.25" x 4.625")	1/6 h. (4.75" x 2.125")	1/2 (7.25" x 4.625")
1/3 v. (2.25" x 9.5")	1/3 h. (4.75" x 4.625")	Full pg. (7.25" x 9.5")
	2/3 (4.75" x 9.5")	



- ▶ **BLEEDS:** Ads requiring bleeds must have allowances for trim. Trim size is 8.25" by 10.5". Bleed size is 8.75" by 11". Text area 7.25" x 9.5".
- ▶ **PRINTING / ARTWORK:** Files created in the following programs are acceptable: QuarkXPress 8.0 or earlier and Adobe CS4 or earlier, with fonts and artwork embedded properly; PhotoShop ads are accepted with a resolution of 300 dpi or greater. Acrobat PDFs are also acceptable.
- ▶ **BONUS:** All display ads now appear on our website in pdf and page-flip formats of the entire magazine. Visit our site at www.sandiegopetsmagazine.com.

Editorial Submission Requirements

- ▶ **PETS CALENDAR (SUBMISSION REQUIREMENTS):** For each event you want listed, we will need to know the following: Date, Time, Location, Cost and Brief Description. Please also include: Contact Person, Phone Number, E-mail and /or your Website Address. Animal events will be published for free as space allows.
- ▶ **ARTICLE/COPY (SUBMISSION REQUIREMENTS):** If you would like to submit an article for consideration of being published, you will need to adhere to the following requirements: **a)** Must be typed written and e-mailed (750 words or less). **b)** Includes all contact information for author. ie: Full Name, Mailing Address, Phone, Fax, E-mail, Web Address, and Business/Organization name. **c)** Digital Photos must be 300dpi Or, include a hard copy of the image. Articles and photos are published on a subject, timeliness and space available basis. Submission does not guarantee publication.

▶ san diego pets magazine is distributed to prime locations countywide! Visit our website for a full distribution list.

“San Diego Ranks in the Top 10 Pet Friendly Cities!”

— 2006-2007 Scarborough Report

▶ **SUBSCRIPTIONS:** are available for only \$20 for 8 issues Send your name, address and phone number with payment!

MAIL WITH PAYMENT TO:

san diego pets magazine

P.O. Box 601081, San Diego, CA 92160-1081

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