



# Pet Sitters International 2012 Media Kit



## Publications • Sponsorships

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Reach more new customers by targeting the most pet-savvy care givers in the industry – the nearly 7,000 members of Pet Sitters International!



## 5 Reasons advertising with PSI Publications will work for you:

- 1 PSI members service more than 700,000 pet-owning households.
- 2 PSI clients depend on their pet sitters for advice on health, nutrition, pet products and more!
- 3 PSI Publications reach pet sitters **and** their pet-owning clients with the authority and reputation of the world's most recognized and respected organization for professional pet sitters – Pet Sitters International.
- 4 PSI magazines are customized **exclusively** for pet-care professionals and loving “pet parents” with the desire and the buying power to care for their companion animals in first-class comfort.
- 5 PSI extends your reach to your target markets with electronic media and sponsorship opportunities in high-profile public events such as *Take Your Dog To Work Day*®.

\*PSI 2011 State of the Industry Survey

### Reach New Customers with PSI Publications...



...in Print.



...on the Web.



...and through event sponsorships.

Pet Sitters International, 201 East King Street, King, NC 27021 • (336) 983-9222 • Fax: (336) 983-5266 • [www.petsit.com](http://www.petsit.com)

## Why PSI?

Pet Sitters International (PSI), a membership organization for professional pet sitters, was founded in 1994 by Patti Moran. Her book, "Pet Sitting for Profit," is considered to be the leading written authority on pet sitting.

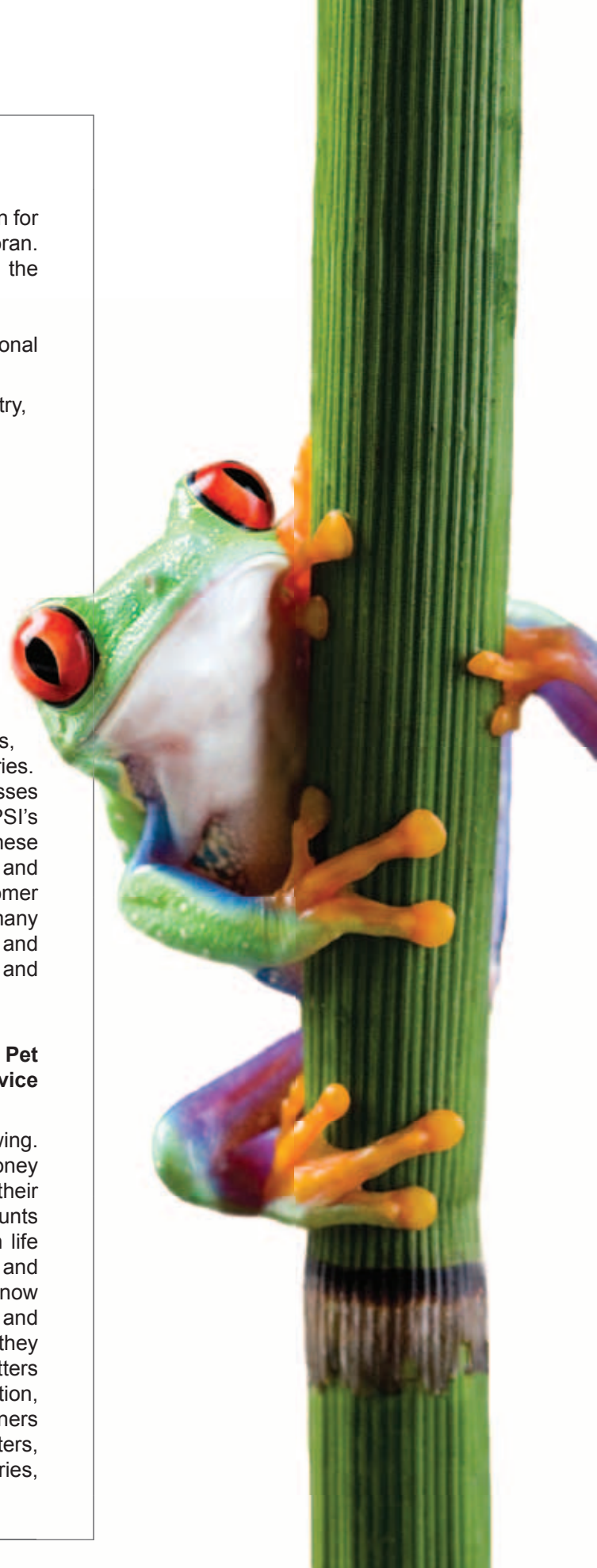
PSI has led the way in creation of an industry of professional pet sitters. Some of PSI's innovations include:

- The first bimonthly magazine specifically for the industry, ***The Pet Sitter's WORLD***
- Honoring a Pet Sitter of the Year™.
- Celebrating Professional Pet Sitters Week annually.
- Offering a Certification Program for pet sitters.
- Hosting the first *Quest for Excellence* convention for professional pet sitters.
- Creating *Take Your Dog To Work Day*®.

Today pet sitting is one of the fastest-growing home-based businesses in the world. Currently, Pet Sitters International has nearly 7,000 members in all 50 states, most of the Canadian provinces and 16 other countries. Members of PSI are expected to conduct their businesses in a professional manner and pledge to follow PSI's "Recommended Quality Standards of Excellence." These guidelines provide professional pet sitters with goals and standards to improve their business practices, customer service and pet-care skills. PSI membership provides many benefits, including group rates on liability insurance and dishonesty bonds, client referrals, Web page design and hosting and discounts on other business services.

### **State of the Pet-Sitting Industry: Why Professional Pet Sitting is One of America's Fastest-Growing Service Industries**

The number of two-income families in America is growing. Typically, these families have less time, but more money to buy services. Pet owners are taking better care of their pets than ever and are willing to spend significant amounts of money on that care. Trends toward marrying later in life can lead to stronger-than-ever bonds between singles and their pets. In today's transient society, people don't know their neighbors well enough to ask them to care for pets and they don't have family members living nearby. Because they meet the concerns outlined above, professional pet sitters fill a need for millions of pet-owning families. In addition, because of concerns about the crime rate, many pet owners appreciate the extra security services offered by pet sitters, such as bringing in mail, opening and closing draperies, switching lights off and on, checking on the house, etc.



# Who Do We Reach?

## **Typical Pet-Sitting Business\***

- Independently Owned (98%)
- Businesses average 2,602 jobs per year
- Average 38 minutes per pet-sitting visit (1-2 pets in the home with extra charges for additional pets)
- Average \$18.51 per visit
- In business between 6 and 20 years (51%)
- Average 105 human clients

## **Typical Pet Sitter\***

- Female (91%)
- Between the ages of 41-60 (63%)
- Home Owner (80%)
- Married (59%)
- Completed at least some college (90%)
- Owns 2 dogs and 3 cats
- Belongs to her local Chamber of Commerce (52%)

## **Typical Pet-Sitting Client\***

- Married without children
- They live in cities or the suburbs
- 36-50 years old (45.5%)
- Clients pay pet sitters by check or cash 88 percent of the time
- Vacations, midday walks, overtime at work and business trips are the main reasons clients use pet sitters
- Equally distributed across all U.S. regions

*\*The 2011 PSI State of the Industry Survey*

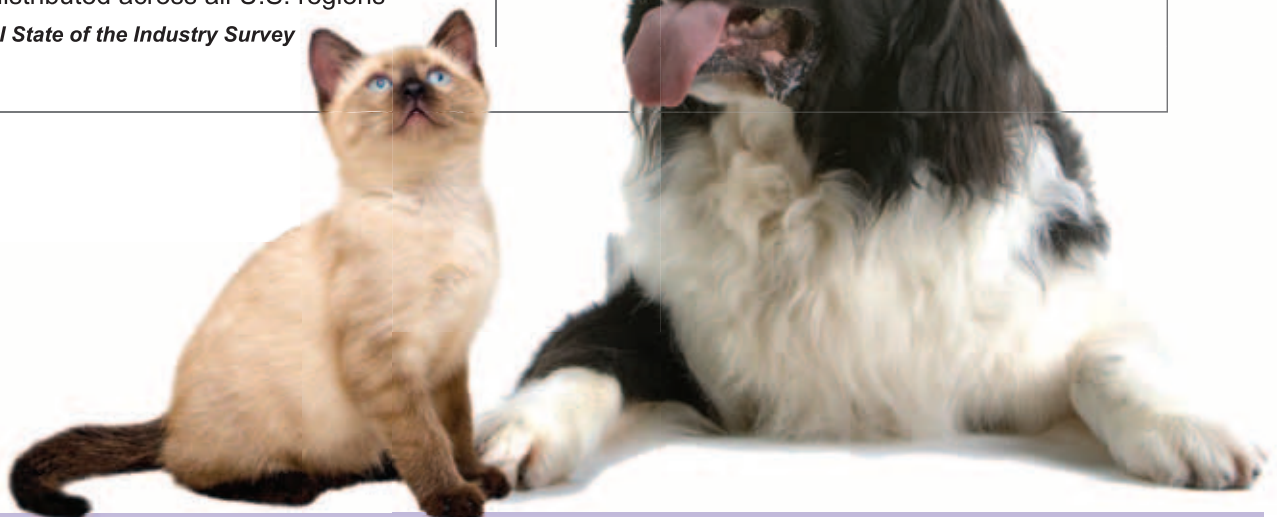
**The Market.** More than 62 percent of all U.S. households (approximately 71.4 million homes) have pets. It is estimated that Americans spent nearly \$50 billion on their pets in 2010. Dogs and cats are found in at least one out of three U.S. households.

Survey data shows the number of pets owned in the United States:

- 86.4 million cats
- 78.2 million dogs
- 16.2 million birds
- 16.0 million small animals
- 13.0 million reptiles
- 8.6 million saltwater fish
- 151 million freshwater fish
- 7.9 million pet horses

*(The American Pet Product Association 2011/2012 National Pet Owners Survey)*

Pet sitting was one area that has experienced greater-than anticipated growth during the recent economic downturn. Pet owner responses in The APPA National Pet Owners Survey highlighted an increased need for pet-sitting and other general pet services to the tune of more than 6 percent annually, with the need for these services supporting continued growth in the near future.



# PSI Publications



*Pet Sitter's WORLD* is a bimonthly, minimum of 56-page publication, printed on glossy stock in magazine format. It is directed to the members of Pet Sitters International, along with various sponsors, pet-related associations and organizations. Members of PSI consist of independent pet-sitting businesses, primarily throughout the United States and Canada, but also currently located in 16 other countries. Sponsors are product manufacturers and service providers for pet sitters and pet-related concerns. Recognized by PSI members as one of the most important benefits of membership, *Pet Sitter's WORLD* is designed to educate pet sitters and affiliated firms on pet care, pet-industry and business practices, ideas, products, field-tested consumer tips and trends. Current circulation is 8,000.

## ***The Pet Sitter's WORLD*** **2012 Editorial Features Calendar**

### January/February

**Business:** Staff Expansion: Where to Look  
Legalities, use of ICs, etc..

**Pets:** Large Breeds, Behavior  
Dealing with Fearful or Aggressive Pets

### March/April

**Business:** Marketing Mix: Online & Face to Face  
How to Set Your Service Rates

**Pets:** Birds; Wild Birds, Wildlife

### May/June

**Business:** Added Services: Pet Massage, Pooper  
Scooping, etc..

**Marketing Success Stories:** Partnering with  
Other Businesses

**Pets:** Horses, "Exotic," Cage Pets; e.g., Ferrets, Sugar  
Gliders, etc.

### July/August

**Business:** Pet Loss: Avoiding Burnout and Compassion  
Fatigue

**Pet Hospice**

**Pets:** Cats & Kittens: Behavior and "Training"

### September/October

**Business:** Pet Sitter Safety

**Pets:** Horse, Caring for Rescue Horses, Off-the Track TBs, etc.

### November/December

**Business:** Measuring Success, Setting Business Goals

**Pets:** Cats & Dogs – Interspecies Interactions

*\*Note: Pet-care features may include articles on nutrition,  
holistic care, behavior, training, etc.*

# Advertising Rates\* for *Pet Sitter's WORLD*

<i>Pet Sitter's WORLD</i>	Gross Rates		
<b>Black-and-White</b>			
<b>Ad Size</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page	760	725	705
1/2 P	610	580	565
1/3 P	540	520	505
1/4 P	470	450	435
Business Card Ad	85	75	70
<b>4-Color Process</b>			
<b>Ad Size</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page	1035	985	960
1/2 P	885	840	820
1/3 P	815	795	760
1/4 P	745	710	690
Business Card Ad	415	395	375
Inside Cover	1380	1310	1245
Back Cover (2/3 P)	1380	1310	1245

\* Gross Rates

## Closing Dates for *Pet Sitter's WORLD*

	Space	Materials	Publication Date
Jan/Feb Issue	Nov. 15	Dec. 1	January 1
Mar/April Issue	Jan. 15	Feb. 1	March 1
May/June Issue	Mar. 15	Apr. 1	May 1
July/August Issue	May 15	Jun. 1	July 1
Sept/Oct Issue	Jul. 15	Aug. 1	September 1
Nov/Dec Issue	Sep. 15	Oct. 1	November 1



# Electronic Media Opportunities

## The Scoop

PSI's e-newsletter, *The Scoop*, is one of the many valuable benefits of PSI membership. It contains business-building tips, member benefit information and tried-and-true pet-sitting suggestions submitted by members. Almost 98 percent of PSI's 7,000 members have valid e-mail addresses and receive *The Scoop* on the second Monday of each month. This e-News has become an anticipated and important communication tool.

### According to recent research brief from the Center for Media Research:

- Permission e-mails account for approximately one quarter of time spent reviewing e-mail, second only to its primary function of communicating with friends and family.
- 27 percent of all respondents spend an hour or more with permission e-mail weekly.

**Sponsorship of *The Scoop* puts your marketing message in front of the PSI membership every month!**

### Sponsorship Rates\* for *The Scoop*

1X	3X	6X	12X
\$500	\$460	\$415	\$375

\* Gross Rates

Sponsorship Banner: 455 pixels w x 113 pixels h

# Electronic Media Opportunities - continued

[www.petsit.com](http://www.petsit.com)

Only a handful of businesses in the world stand at the forefront of their industries. Pet Sitters International is one of those businesses...setting standards of service and performance and giving direction and substance to emerging trends.

For select businesses and marketers, PSI delivers a unique opportunity to reach an entire industry of influencers and discriminating pet owners through our popular Web site, [www.petsit.com](http://www.petsit.com). The Web site averages nearly 40,000 page views per month – a number that is growing weekly.



By far, the most popular feature of the Web site is the PSI Locator, which provides pet owners a means to find qualified PSI pet sitters in their local areas. Every month 26,000 page views are logged on the Locator page. Your company now has the opportunity to post a live-linking banner ad in a prominent location on this trusted pet-owner resource.

There are only two of these banner ads scheduled on the Locator Page. Each banner ad measures 130 X 300 pixels and will be posted on the site for one month. See the Rate Chart below for pricing information.

### www.petsit.com Advertising Rates\*

1X	3X	6X	12X
\$500	\$460	\$415	\$375

\* Gross Rates

**Banner Size: 172 w x up to 300 pixels h**  
**26,000+ page views per month**



# More Advertising Options!

Reach PSI's 7,500+ pet-sitting business owners with your own direct mail campaign. There are two great ways to go:

## 1. Mail it with the *WORLD*.

Blow it or tip it into the pages of the magazine, stick it on a Reminder Note or insert it in a polybag for mailing with the magazine.

### Sample Rates\*

Blow-In Cards	Dimension	Color	Printing and Processing	Processing Only
75 lb. #3 Hi-Bulk RF Offset	4 1/4 X 6	4 / 4	\$2,393.30	\$350.00
105 lb. #3 Satin Return Card	4 1/4 X 6	4 / 4	\$2,588.30	\$350.00
Bind-In Cards	Dimension	Color		
Large: 75 lb. #3 Hi-Bulk RF Offset	8 3/8 X 10 7/8 with a 4" binders lap	4 / 4	\$2,662.92	\$275.00
Large: 105 lb. #3 Satin Return Card	8 3/8 X 10 7/8 with a 4" binders lap	4 / 4	\$2,994.42	\$275.00
Small: 75 lb. #3 Hi-Bulk RF Offset	4 1/4 X 6 with a 4" binders lap	4 / 4	\$2,532.92	\$275.00
Small: 105 lb. #3 Satin Return Card	4 1/4 X 6 with a 4" binders lap	4 / 4	\$2,766.92	\$275.00
Outsert Cards (Polybag w/ Magazine)	Dimension	Color		
Large: 80 lb. #3 Gloss Enamel	8 3/8 X 10 7/8	4 / 4	\$2,878.72	\$775.00
Large: 105 lb. #3 Satin Return Card	8 3/8 X 10 7/8	4 / 4	\$3,138.72	\$775.00
Small: 80 lb. #3 Gloss Enamel	5 x 7	4 / 4	\$2,976.22	\$775.00
Small: 105 lb. #3 Satin Return Card	5 x 7	4 / 4	\$3,203.72	\$775.00
Cover Tip-On	Dimension	Color		
Large: 80 lb. #3 Gloss Enamel	8 3/8 X 10 7/8	4 / 4	\$3,405.24	\$1,150.00
Large: 105 lb. #3 Satin Return Card	8 3/8 X 10 7/8	4 / 4	\$3,665.24	\$1,150.00
Cover Wrap	Dimension	Color		
Large: 80 lb. #3 Gloss Enamel	8 3/8 X 10 7/8 4 pages	4 / 4	\$3,957.92	\$1,750.00
Large: 105 lb. #3 Satin Return Card	8 3/8 X 10 7/8 4 pages	4 / 4	\$4,308.92	\$1,750.00
Important Notices:				
<b>Outsert and Blow-In Cards:</b> If advertiser furnishes materials, they must be produced within Publisher's specifications as to size and weight.				
<b>Bind-In and Blow-In Cards:</b> If designed to serve as business reply cards, the 105 lb., #3 Satin Return stock must be used.				
<b>Outserts &amp; Polybagging:</b> There will be additional postage charges, according to weight of final mail piece.				

\*Rates are valid for printing specs indicated only. Contact PSI for rates on other sizes and/or materials.



These innovative advertising ideas are also available.



**Reminder Notes**

Put a "friendly reminder" where readers can't miss it for only \$1,100.25.



**Posters**

A 10" X 13" 4-Color Poster will highlight your products or services in a big way for \$2,560.60



**Bellybands**

Your advertising message will be the first one seen by anyone looking at the *Pet Sitter's WORLD*. Price - \$3,086.60

**Sampling and couponing opportunities for products**

Please contact the PSI Marketing Department at (336) 983-9222 for details and pricing.

**2. Send Your Direct Mail Piece to PSI Members**

For one low price, you will gain a one-time access to every pet-sitting business in the PSI Membership Database with your customized advertising message. Turnkey mailing services provided by third-party vendor; advertiser is responsible for printing cost and postage. Contact [directmail@petsit.com](mailto:directmail@petsit.com).



# PSI Sponsorship Programs

Sponsorship of PSI events and awards programs can be integrated into your print advertising campaign. The result will extend your marketing reach beyond the PSI membership to the entire pet-owning public. Complement your strategic marketing and branding objectives with a variety of events and activities available to choose from. PSI can provide a customized sponsorship package with any of the items listed below.

As a leader in the pet-care industry, Pet Sitters International participates in many special events each year. These events are carefully selected, planned and developed to highlight the role of professional pet sitters to the pet-owning public. Select sponsors have the opportunity to join PSI's efforts. These event sponsorships afford unprecedented access not only to the PSI membership and the 1 million+ pet-owning households they service, but also to the popular news media outlets and their national and international audiences.



**Take Your Dog To Work Day®.** Beginning in 1999, the Friday following Father's Day has been celebrated as PSI's *Take Your Dog To Work Day*. This multi-national, multi-media event celebrates the great companions dogs make and encourages their adoption from humane facilities everywhere. It has been growing and gaining momentum each year and now boasts thousands of businesses whose employees participate.



**Quest for Excellence Conventions.** Each year, *Quest* presents the most extensive educational and networking opportunities available to professional pet sitters. There are various sponsorship levels open that include promotional, advertising and on-site access to the potent influencer market that pet sitters represent.



**PSI Pet Sitter of the Year™.** This annual award represents the pinnacle of success in professional pet sitting. One pet sitter, nominated by clients, colleagues and other pet-care professionals, is crowned Pet Sitter of the Year at PSI's annual convention. In addition to the promotional recognition and advertising privileges outlined above, the exclusive sponsor of this award receives face-to-face access to pet sitters attending the annual *Quest for Excellence* Convention.



# PSI Sponsorship Programs - Continued



**PSI Early Education Program.** As a beneficiary of PSI's annual Charity Auction, the Early Education Program provides educational materials to elementary and middle schools in order to teach the next generation of pet owners about loving, responsible pet care. This program brings a sponsorship opportunity to partner with PSI in placing these educational books in school libraries throughout the United States.



**Professional Pet Sitters Week.** The first full week in March is Professional Pet Sitters Week, celebrating the hard-working pet-care professionals who take care of the world's companion animals when their owners are away. The exclusive sponsor of this event receives top billing as PSI promotes the event to the popular media as well as pet-industry media outlets.



**The Platinum PAW Award.** Pet Sitters International's PAW Award is part of its Prepared Pet Professional outreach to members. The award is intended to recognize outstanding work associated with promoting professionalism in the pet-sitting industry and the member businesses of PSI. There are two award categories – one for individual pet sitters and one for pet-sitting network groups. Winners are honored each year at PSI's annual *Quest for Excellence* Convention.



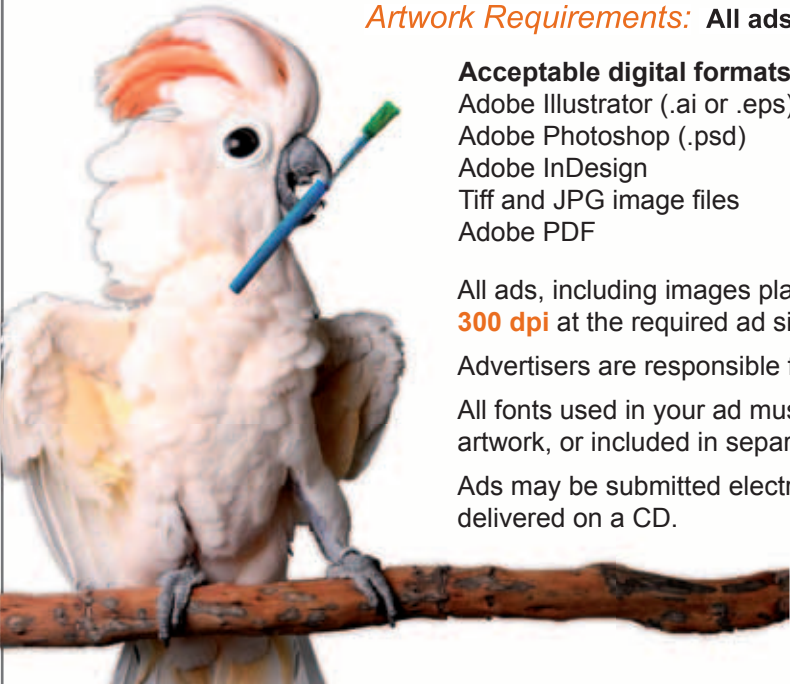
**For additional information, contact:  
J.L. Farmakis Inc.  
Advertising Sales Representative for PSI  
48 Topfield Road, Wilton, CT 06897  
Tel: (203) 834-8832**

# Ad Specifications: *Pet Sitter's WORLD*

All measurements are Width x Height

Ad Size	*Ad with Bleed (Inches)			Non-Bleed Size (Inches)		
	Width	x	Height	Width	x	Height
Full Page	8.625	X	11.125	6.875	X	9.125
1/2 Page (horiz.)	8.625	X	5.65	6.875	X	4.4
1/2 Page (vert.)	4.25	X	11.125	3.3	X	9.125
1/3 Page (vert.)	N/A			2.125	X	9.125
1/3 Page (square)	N/A			4.5	X	4.75
1/4 Page (horiz.)	N/A			6.875	X	2.2
1/4 Page (vert.)	N/A			3.3	X	4.4
Business Card	N/A			3.3	X	2

\*Use "Ad with Bleed" dimensions if your advertisement touches the edge of the page leaving no margin. "Ad with Bleed" dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy .375" from bleed edges. **Magazine Trim Size - 8.375" x 10.875"**



**Artwork Requirements:** All ads must be submitted camera ready

**Acceptable digital formats for PC:**  
 Adobe Illustrator (.ai or .eps)  
 Adobe Photoshop (.psd)  
 Adobe InDesign  
 Tiff and JPG image files  
 Adobe PDF

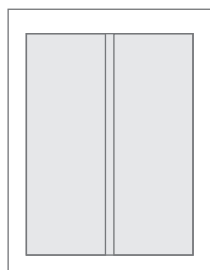
All ads, including images placed within ads must be saved at **300 dpi** at the required ad size.

Advertisers are responsible for photo retouching and color correction.

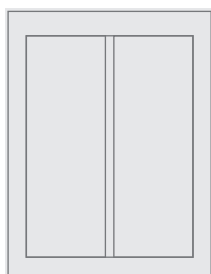
All fonts used in your ad must be embedded or flattened in your artwork, or included in separate files.

Ads may be submitted electronically to [michelleboles@petsit.com](mailto:michelleboles@petsit.com) or delivered on a CD.

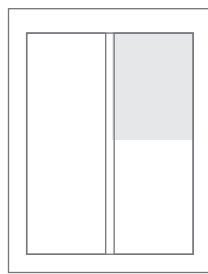
# Ad Sizes - Quick Reference: *Pet Sitter's WORLD*



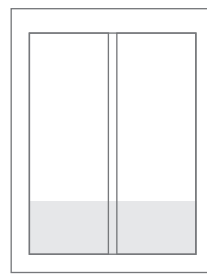
Full Page  
6.875 w X 9.125 h



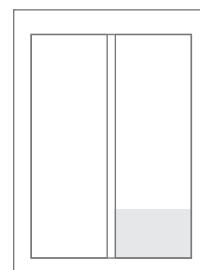
Full Page with Bleed  
8.625 w X 11.125 h



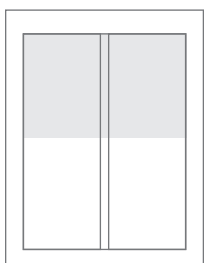
Quarter Page (vert.)  
3.3 w X 4.4 h



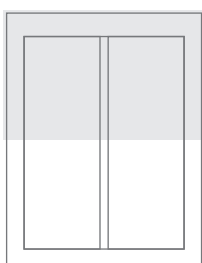
Quarter Page (horiz.)  
6.875 w X 2.2 h



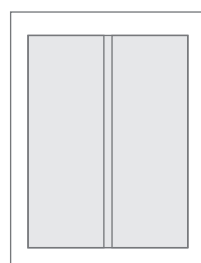
Business Card  
3.3 w X 2 h



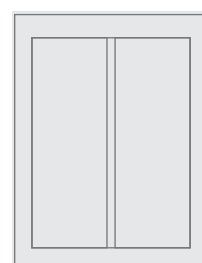
Half Page (horiz.)  
6.875 w X 4.4 h



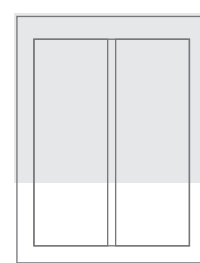
Half Page (horiz.)  
with Bleed  
8.625 w X 5.65 h



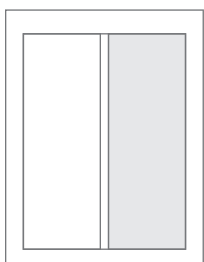
Inside Cover  
6.875 w X 9.125 h



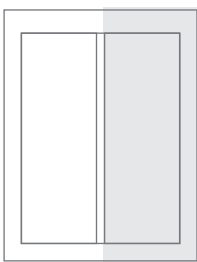
Inside Cover  
with Bleed  
8.625 w X 11.125 h



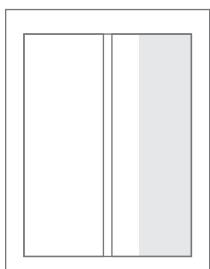
Back Cover  
with Bleed  
8.625 w X 7.375 h



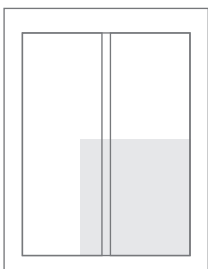
Half Page (vert.)  
3.3 w X 9.125 h



Half Page (vert.)  
with Bleed  
4.25 w X 11.125 h



Third Page (vert.)  
2.125 w X 9.125 h



Third Page (square)  
4.5 w X 4.75 h



## ***PUBLISHER'S STATEMENT***

**Liability.** Advertisers assume full liability for the content of their advertising and full responsibility for all claims made against the publisher arising therefrom. The publisher reserves the right to change or cancel any ad. Should space not be available for any particular issue, advertisers will be notified immediately. Fees will be refunded or applied toward placement in the next issue, at direction of the advertiser.

The publisher is not responsible for typographical or other errors in advertisements. Notice of corrections or changes must be requested at a reasonable time before deadlines, and composition charges will be added when the advertiser requests corrections or changes.

The liability of the publisher for failure to publish an advertisement in the issue requested shall be limited to publishing the advertisement in a subsequent issue. Failure in good faith by the publisher to insert or publish shall not constitute a breach of this contract.

Positioning requests are not guaranteed. Publisher accepts no liability for failure to meet such requests and such failure shall not constitute a breach of this contract.

Without limiting the foregoing, the advertiser agrees to defend, hold harmless, and indemnify the publisher against any and all liability, loss or expense arising from any claim for unfair competition; deceptive trade practices; infringement of trade marks, service marks, trade names or patent; violations of rights of privacy; and infringement of copyrights and proprietary rights resulting from the publication of any advertisement at the advertiser's direction.

**Payment.** All ads must be paid for in advance of issue closing date. Members of Pet Sitters International receive a five percent discount on published rates.



# **PET SITTER'S** WORLD

**For additional information or to schedule advertising, contact:**

**J.L. Farmakis Inc.  
Advertising Sales Representative for PSI  
48 Topfield Road, Wilton, CT 06897**

**Tel: (203) 834-8832**

**Fax: (203) 834-8825**