

# EXTEND YOUR COMPANY'S REACH

*to some of the most dedicated pet owners in the world*

Dedicated pet owners embrace their pets as members of their families—sparing no expense to ensure their comfort and care.

For thousands of pet owners, this commitment to excellent care involves using the services of a Pet Sitters International professional pet-sitting business.

A trusted and professional organization that set the standards in the field, Pet Sitters International executes campaigns, communications and events that reach pet sitters and the pet-owning public in highly effective ways.

Align with the pet-sitting industry's leading association to reach:

- PSI's more than 7,100 independent pet-care businesses,
- The more than 740,000 pet-owning households they service, and
- Popular news media and online outlets.



## Who Can You Reach?

### Typical PSI Pet-Sitting Business

- Independently Owned (99%)
- Averages 2,606 pet-sitting visits per year
- Averages 103 pet-owning clients
- Carries liability insurance (96%)

### Typical PSI Pet Sitter

- Female (91%)
- Between the ages of 41-60 (63%)
- Home Owner (80%)
- Married (59%)
- Owns 2 dogs and 3 cats, on average

### Typical PSI Pet-Sitting Client

- Married without children
- Between the ages of 36-50 (45%)
- Equally distributed across all U.S. regions
- Vacations, midday walks, overtime at work and business trips are main reasons for using a pet sitter.

Source: PSI 2011 State of the Industry Survey

## An Opportunity to Influence the Influencers

Clients depend on Pet Sitters International members to come into their homes, care for their beloved pets and provide counsel on pet health, nutrition and training. As trusted advisers in an ongoing relationship, PSI members use their knowledge and experience to help pet families learn about the latest topics in pet care, new products and resources.

“The impressive third party endorsement of Pet Sitters International’s members provides a perfect niche marketing opportunity. The entire team is great to work with—very professional and effective. In our sponsorship experience, Pet Sitters International delivered what they promised and more.”

—Kym Nelson

Former Director of Partnership Programs  
Fetchdog.com, *Take Your Dog To Work Day*™ sponsor

The 2011/2012 *National Pet Owners Survey* conducted by the American Pet Products Association (APPA) estimates \$80.84 billion will be spent on pets in the U.S. this year. Nearly \$4 billion will be spent on pet services, such as professional pet sitting.

## Unleash the Possibilities

Throughout each year, PSI offers powerful programs with sponsorship opportunities that can be customized to meet your company’s strategic goals and business needs. Your brand will be associated with a groundbreaking organization that is unmatched in professional care in pet sitting and is a top-notch promotional partner.

