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

For more information, contact Christy Hudson, Sr. Art and Advertising Coordinator. (336) 983-9222, ext. 322 advertising@petsit.com
Pet Sitters International (PSI), the world’s leading educational association and largest membership organization for professional pet sitters, was founded in 1994 by Patti J. Moran. Her book, “Pet Sitting for Profit,” is considered the leading written authority on pet sitting.

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

- Publishing the first bimonthly magazine specifically for the industry, *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 educational conference 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, the District of Columbia, most of the Canadian provinces and 24 other countries.

5 REASONS ADVERTISING WITH PSI’s PUBLICATIONS WILL WORK FOR YOU:

- PSI members service nearly 750,000 pet-owning households.
- PSI clients depend on their pet sitters for advice on health, nutrition, pet products and more!
- PSI’s publications reach pet sitters with the authority and reputation of the world’s most recognized and respected organization for professional pet sitters – Pet Sitters International.
- PSI’s publications 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.
- 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®*. 
**WHO CAN YOU REACH?**

**Typical Pet-Sitting Business***

- **INDEPENDENTLY OWNED** 98%
- **AVERAGE PET-SITTING ASSIGNMENTS PER YEAR** 2,201
- **AVERAGE PET-SITTING VISIT** 38 minutes (1-2 pets in the home, with extra charges for additional pets)
- **IN BUSINESS** 6-20 years (51%)
- **CLIENTELE** Average 107 human clients

**Typical Pet Sitter***

- **FEMALE** 90%
- **AGES 41-60** (63%)
- **HOME OWNER** 74%
- **MARRIED** (57%)
- **SOME COLLEGE COMPLETED** 90%
- **OWNS 2 DOGS AND 3 CATS**

*According to PSI’s 2014 State of the Industry Survey Results.

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**Who’s Hiring Professional Pet Sitters?**

- On average the typical pet sitter client is a married couple between the ages of 36-50 (44%).
- Members state there are more married couples without children (44%), than couples with children (32%) who utilize their services.
- Single females (33%) tend to use pet sitters at more than double the rate of single males (11%).
- Clients under the age of 25 were the smallest group, making up only 5 percent of all clients.

**PSI’s pet-sitter members are trusted advisors for their pet-owning clients—in-person and online:**

- 59% use at least one social media platform to promote their pet-sitting services.
- 82% have a personal Facebook page and 54% have a business page on Facebook.
- 36% share pet-product recommendations with clients on their social media platforms.
- 46% feel comfortable recommending products to their clients via their social media pages.

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**The Market.** According to the American Pet Product Association (APPA), there are now 82.5 million pet owners in the United States and $55.7 billion was spent on pets in 2013.

As U.S. pet ownership continues to increase, so does the need for pet-related services. The United States Department of Labor anticipates that employment in the animal care and service industries will grow 21 percent over the 2008-18 decade.
PSI PUBLICATIONS

Pet Sitter’s WORLD is an award-winning, bimonthly, minimum of 56-page publication. It is 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 24 other countries. Advertisers 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 print circulation is more than 7,000 and readership is nearly 10,000.

JANUARY/FEBRUARY
BUSINESS: Safety
Dealing with Aggressive Dogs, Pet Sitter Safety Tips
Closing Date 11/15/15

MARCH/APRIL
BUSINESS: Websites
Pros and Cons of Hiring a Web designer vs. Building Your Own, Tips on Selecting a Designer, Finding the Best Template
PETS: Focus on Cats. Aggressive Cats, Administering Meds, Pet First Aid/First Aid for All Seasons
Closing Date 1/15/16

MAY/JUNE
Pet Sitter World Educational Conference & Expo Special Issue
BUSINESS: Using Your Credentials to Stand Out from the Crowd, Added Services to Stand out from the Crowd
PETS: Focus on Birds and Fish, Birds: Foraging for Food & Fun, Fish: Nano Tanks
Closing Date 3/15/16

JULY/AUGUST
BUSINESS: How to Recruit for Good Employees, Employee Training
PETS: Focus on All Creatures Great and Small. Spiders and Snakes, Horses
Closing Date 5/15/16

SEPTEMBER/OCTOBER
BUSINESS: Educate Yourself on (TBD)
PSI’s Certificate Program
PETS: Dogs. Breed Traits, DNA Testing
Closing Date 7/15/16

NOVEMBER/DECEMBER
BUSINESS: Personal Stories and Remembrances, Salute to Our PSI Military Veterans
PETS: Client Pet Stories
Cats. Environmental Enrichment, Litter Box Issues
Closing Date 9/15/16

For more information, contact Christy Hudson, Sr. Art and Advertising Coordinator. ☎️ (336) 983-9222, ext. 322 📧 advertising@petsit.com
# RATES & CLOSING

**Pet Sitter’s WORLD**

<table>
<thead>
<tr>
<th>Gross Rates</th>
<th>Black-and-White</th>
<th>4-Color Process</th>
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<tbody>
<tr>
<td><strong>Ad Size</strong></td>
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<td><strong>3X</strong></td>
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<tr>
<td>Full Page</td>
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<td>725</td>
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<tr>
<td>1/2 P</td>
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<td>1/3 P</td>
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<td>520</td>
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<tr>
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<td>450</td>
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<td>Business Card Ad</td>
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**Inside Cover**

- **1380**

**Back Cover (2/3 P)**

- **1380**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>MATERIALS</th>
<th>PUBLICATION DATE</th>
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<tr>
<td>JANUARY/FEBRUARY</td>
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<td>DECEMBER 1</td>
<td>JANUARY 1</td>
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<td>SEPTEMBER 15</td>
<td>OCTOBER 1</td>
<td>NOVEMBER 1</td>
</tr>
</tbody>
</table>

For more information, contact Christy Hudson, Sr. Art and Advertising Coordinator. (336) 983-9222, ext. 322 advertising@petsit.com
AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>*Ad with Bleed (Inches)</th>
<th>Non-Bleed Size (Inches)</th>
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<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625 x 11.125</td>
<td>6.875 x 9.125</td>
</tr>
<tr>
<td>1/2 Page (horiz.)</td>
<td>8.625 x 5.65</td>
<td>6.875 x 4.4</td>
</tr>
<tr>
<td>1/2 Page (vert.)</td>
<td>4.25 x 11.125</td>
<td>3.3 x 9.125</td>
</tr>
<tr>
<td>1/3 Page (vert.)</td>
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<tr>
<td>1/3 Page (square)</td>
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<tr>
<td>1/4 Page (horiz.)</td>
<td>N/A</td>
<td>6.875 x 2.2</td>
</tr>
<tr>
<td>1/4 Page (vert.)</td>
<td>N/A</td>
<td>3.3 x 4.4</td>
</tr>
<tr>
<td>Business Card</td>
<td>N/A</td>
<td>3.3 x 2</td>
</tr>
</tbody>
</table>

*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 christyhudson@petsit.com.

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.

For more information, contact Christy Hudson, Sr. Art and Advertising Coordinator. (336) 983-9222, ext. 322 advertising@petsit.com
ADDITIONAL OPTIONS

- **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.
  Contact advertising@petsit.com for alternative advertising options.

- **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. Please note: advertiser is responsible for printing cost and postage. Contact advertising@petsit.com.

- **Sampling and Couponing Opportunities for Products**
  Please contact: advertising@petsit.com.

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**REMINDER NOTES**
Put a “friendly reminder” where readers can’t miss it.

**BELLYBANDS**
Your advertising message will be the first one seen by anyone looking at the Pet Sitter’s WORLD.

**POSTERS**
A 10” X 13” 4-Color Poster will highlight your products or services in a big way.

Contact us to learn more about these opportunities.
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. Nearly 90 percent of PSI’s members businesses subscribe to The Scoop monthly e-communication. This e-News has become an anticipated and important communication tool and is distributed to members each month.

“Our first ad promoted a free trial of our professional dog-walking and pet-sitting software. We were thrilled with the positive response we received not only from the free trial but from additional phone calls, online inquiries and increased site traffic! Having advertised for several months now, we feel confident that our product is reaching new clients, and we look forward to working together successfully in the future.”

Scott Moore
PetSitClick

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

Advertising Rates* for The Scoop

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>$500</td>
<td>$460</td>
<td>$415</td>
<td>$375</td>
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</table>

* Gross Rates

Banner specifications: 593 w x up to 113 pixels h
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. The Web site averages more than 190,000 page views and nearly 60,000 unique visitors per month – numbers that are growing weekly.

By far, the most popular feature of the Website is PSI’s Official Pet Sitter Locator™, which provides pet owners a means to find qualified PSI pet sitters in their local areas. Your company now has the opportunity to post a live-linking banner ad in a prominent location on this trusted pet-owner resource.

Advertising space on the PSI Locator page is limited.

Contact advertising@petsit.com to inquire about availability.

See the Rate Chart below for pricing information.

<table>
<thead>
<tr>
<th><a href="http://www.petsit.com">www.petsit.com</a> Advertising Rates*</th>
<th>1X</th>
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<th>6X</th>
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<tbody>
<tr>
<td></td>
<td>$500</td>
<td>$460</td>
<td>$415</td>
<td>$375</td>
</tr>
</tbody>
</table>

* Gross Rates

Banner Ad Size: 266 w x up to 400 pixels h
Expand Your Reach…

Become a PSI Preferred Provider:
Preferred Providers are deeply integrated into PSI members’ services and benefits. This opportunity is only offered to very select businesses that offer products or resources essential to professional pet sitters. They enjoy the prominence of year-round promotion with a presence in both Web and print member materials. Take a look at this impressive list of Preferred Providers who help PSI’s members by providing education, discounts and exclusive services.

Sponsor a PSI event or campaign:
Event and campaign sponsorships are limited and are available on a first come-first served basis. The campaign descriptions below indicate the key timeframe of each campaign. However, for each, promotional opportunities to reach PSI members extend beyond those core dates.

Professional Pet Sitters Week™
Occurs annually the first full week of March
Professional Pet Sitters Week (PPSW) celebrates 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 and pet-industry media outlets. This sponsorship provides a unique opportunity to thank professional pet sitters for their service by providing a special product offer, direct mailing or rebate.
**Take Your Dog To Work Day®**

Occurred annually the Friday following Father’s Day; promotion extends from January through July. *Take Your Dog To Work Day* is PSI’s #1 public campaign. Take advantage of this unique cause marketing campaign to reach key media outlets and increase your brand awareness with the pet-owning public. This multi-media event celebrates the great companions dogs make and encourages their adoptions from humane facilities everywhere. Thousands of dog-loving business professionals participate annually and more than 100,000 visitors explore the event site each year. Since its inception in 1999, *Take Your Dog To Work Day* has received increased participation and media coverage both domestically and abroad.

**Pet Sitter World Educational Conference & Expo**

*Occurs annually each September; promotion is year-round*

PSI’s Pet Sitter World Educational Conference & Expo is the top conference in the pet-sitting industry. This annual conference presents the most extensive face-to-face opportunity for pet-sitting business owners to learn and network. As a sponsor, your company name and brand message will be promoted to this influential and captive audience. Choose from various sponsorship levels to promote your product or service during the most popular pet-sitter conference in the world.

**Pet Sitter of the Year™**

*Nominations are accepted annually June-October; winner is crowned at the annual conference.*

You can have your brand associated with the highest honor in professional pet sitting. Nominations are made by clients, colleagues and other pet-care professionals and one pet sitter is crowned Pet Sitter of the Year at PSI’s annual conference. In addition to sponsor promotion during the call for nominations process, this campaign also allows sponsors face-to-face access to pet sitters attending the annual *Pet Sitter World Educational Conference & Expo.*

**Pet Sitting for Smarties© free member webinar series**

*Webinars are presented bimonthly*

Your company name, brand message and product or service offerings can be shared in both live and recorded webinars. If appropriate, your subject matter expert can even present a webinar. PSI’s member audience tunes in to these educational sessions with full attention and ready to learn new information provided by industry professionals. Archived webinar recordings are posted in the Members’ area of the PSI website, extending your promotion to PSI’s members.

The PSI team is also happy to customize sponsorship and campaign packages to best meet your company’s goals. To learn more contact Beth Stultz, Director of Marketing, Communications & Education at bethstultz@petsit.com or (336) 983-9222, ext. 323.