



JAN-MAR 2024 | THE #1 MAGAZINE FOR PRO PET SITTERS & DOG WALKERS

Pet Sitter's World

petsit.com

Pet First Aid skills
every pet pro should know

Preparing your business
for the changing needs of pet parents

Setting your company goals
for 2024

es 30 YE

2024 Advertising Guide





Pet Sitters International (PSI), the world's leading educational association and largest membership organization for professional pet sitters, has been educating pet sitters and dog walkers and elevating the pet-sitting industry for nearly three decades.

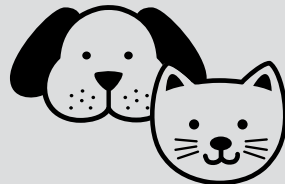
PSI Quick Facts:



PSI has 4,000+ member pet-sitting and dog-walking businesses in the U.S., Canada and more than a dozen other countries.



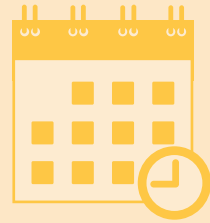
PSI members performed more than 14 million pet-sitting visits in 2022.*



PSI members offer services for cats (96%), dogs (94%) and many other pet types.



91% of PSI members surveyed indicated they are women.



69% of PSI members have been in business for six or more years.

PSI was founded in 1994 by Patti J. Moran, author of the industry's premier reference book, *Pet Sitting for Profit*.

Some of Patti Moran and PSI's contributions to the industry include:

- Partnering to provide the first-ever business insurance for professional pet sitters
- Publishing the first magazine for professional pet sitters, now called *Pet Sitter's World*
- Establishing Professional Pet Sitters Week™, an annual observance
- Hosting the industry's first international conference, now called Pet Sitter World Educational Conference
- Recognizing a Pet Sitter of the Year™, the industry's highest honor
- Offering the first—and only—knowledge-assessed certification exam specifically for professional pet sitters (PSI members can earn the CPPS-Certified Professional Pet Sitter® designation)
- Creating Take Your Dog To Work Day®, and later, Take Your Pet To Work Week® and Take Your Cat To Work Day®, to promote pet adoptions



PSI provides its members with education and business resources, networking opportunities, access to group rates on business insurance and bonding, and more.

*Source: PSI's 2023 Post-Pandemic State of the Industry Survey

Why should you advertise with PSI?



5 reasons to advertise with PSI

1

PSI members service more than 1 million pet-owning households a year.*

2

PSI clients depend on their pet sitters for advice on health, nutrition, pet products and more! In a 2022 survey of PSI members, 95% of pet sitters said clients occasionally or frequently ask for their advice about pet-related matters/products.

3

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.

4

PSI's publications are customized exclusively for pet-care professionals, who have the buying power to support pet-product companies and love to spread the word to their clients.

5

PSI extends your reach to your target markets with print and digital media, as well as sponsorship opportunities in high-profile public events such as Take Your Dog To Work Day® and Take Your Pet To Work Week®.

“Advertising with Pet Sitters International allows us to reach our target market, and we are pleased with the positive response our ads and sponsorships have garnered. Promoting our services to PSI's members has helped us grow our business.”



-David Pearsall, vice president,
Business Insurers of the Carolinas

*Source: PSI's 2023 Post-Pandemic State of the Industry Survey

Who can you reach?

Typical PSI Member Pet-Sitting Business

- 99% of all businesses are independently owned.
- 91% of PSI members indicated they are women.
- 69% of PSI members have been in business for six or more years.

The majority of PSI members offer services for multiple pet types:

- Cats (96%)
- Dogs (94%)
- Small Animals (73%)
- Birds (70%)
- Freshwater Fish (66%)
- Reptiles & Amphibians (56%)
- Saltwater Fish (44%)
- Livestock (37%)
- Horses (23%)
- Exotic Pets (4%)

Typical Pet Sitter

- Female (91%)
- Average age: 54
- Married (53%)
- Has no human children living at home (85%)
- Has completed at least some college (91%)
- Owns dogs (72%) and cats (65%)

Typical Client

- Couple without children (41%)
- 36-50 years old (37%)
- Middle-to-high income (66%)



Pet Sitter's World magazine

Pet Sitter's World is an award-winning, bimonthly, print publication, printed on glossy stock in magazine format—and a digital version is also made available. It is directed to the members of Pet Sitters International (PSI), 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 more than 20 other countries.

Most advertisers are product manufacturers for pet, household and/or pet-sitting related products—or service providers catering to pet sitters. Recognized by PSI members as one of the most important member benefits, *Pet Sitter's World* is designed to educate pet sitters on pet-care, pet-industry and business best practices/ideas. The publication also shares information on products, field-tested consumer tips and trends.

[Click here to view a recent issue of *Pet Sitter's World*.](#)



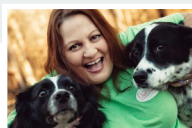
By the numbers

Issues: 4 a year (print + digital)

Circulation: More than 4,000

For ad rates and closing dates, see page 8 of this guide.

“When I receive my bimonthly magazine of *Pet Sitter's World* in my mailbox, I sit in my car and read it cover to cover, RIGHT THEN! I can't put it down. I love reading the helpful tips about animal and self care, learning the latest trends in the pet industry, and absorbing what my colleagues share about their own pet sitting adventures. And I NEVER throw a *Pet Sitter's World* magazine away! It's an ongoing valuable resource to me in my profession.”



-Liz Hyde, Pet Charmers, LLC,
Gastonia, NC

Magazine ad specifications

Ad Size	Non-Bleed Size (Inches)			*Ad with Bleed (Inches)		
	Width	x	Height	Width	x	Height
Full Page	7.735	x	9.375	8.625	x	11.125
2 Page Spread	15.75	x	9.3675	17	x	11.125
1/2 Page (horiz.)	7.375	x	4.55	8.625	x	5.562
Inside Cover	7.735	x	9.375	8.625	x	11.125
Back Cover	N/A			8.625	x	7.375

*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.

Magazine Trim Size - 8.375" x 10.875". For bleed ads, please keep live copy .375" from bleed edges.

Please note: If using Canva software for your ad creation, please be sure to download the ad as a PDF Print file so that the image size/quality is not reduced.

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 advertising@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 space reservation date. Members of Pet Sitters International receive a five percent discount on published rates. Please note: Advertising packages are non-refundable.

Weekly member emails

PSI's weekly member e-newsletter is one of the many valuable benefits of PSI membership and is distributed to members each Monday. It highlights featured member resources for the month and also includes important reminders about upcoming events, opportunities and special offers.

Each email includes banner ad spaces. These banner ads are clickable and can direct pet sitters to the webpage of your choice.

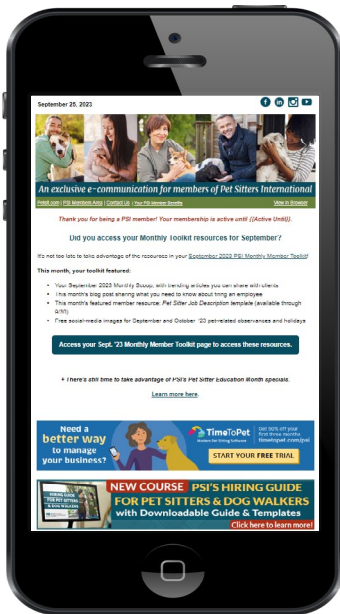
Banner ad specifications are 630 w x up to 113 pixels h

By the numbers


E-newsletter issues: **1 a week**

Subscribers: **More than 3,500**

Open rate: **Averages above 40%**



November 20, 2023 f in i y



An exclusive e-communication for members of Pet Sitters International

[Petsit.com](#) | [PSI Members Area](#) | [Contact Us](#) | [Your PSI Member Benefits](#) [View in Browser](#)

Thank you for being a PSI member! Your membership is active until {{Active Until}}.


Take advantage of this month's featured resource:

Online Training: What Pet Sitters Should Know about Feline Diabetes


November marks Pet Diabetes Month and as a professional pet-care provider it's important to educate yourself on this important topic. Earlier this year during PSI's FOCUS One-Day Online Summit for Pet Sitters & Dog Walkers, Dr. Lynn Bahr shared the must-know information professional pet sitters should have to better understand feline diabetes. This session explored risk factors and possible signs of feline diabetes to be on the lookout for. She also shared details on how an official diagnosis is made and treatment options for cats with diabetes.

This month only, PSI is making this online training available for free to all members. Be sure to access the training by 11/30.

Watch this free training by 11/30/23.



Fast, Accurate & Reliable Background Checks



Pet Sitter Apparel available on amazon

Join PSI's private, members-only Facebook group, Professional Pet Sitters Chat ➔

Advertising tip: For the most effective outreach to PSI's pet-sitting members and their clients, PSI recommends taking advantage of various advertising options to ensure multiple touchpoints with our members. While advertisers can purchase just magazine or e-news banner ad space, PSI is happy to customize advertising packages that include both.

Advertising rates & closing dates

Magazine ad rates	Mag. Ad Size	1X	2X	3X	4X
	Full Page	\$1,529	\$1,491	\$1,453	\$1,413
	Half Page	\$1,146	\$1,117	\$1,089	\$1,060

+FREE BONUS: Companies who have an ad in a magazine issue also get a free mention (with link) in a special email to members highlighting that magazine issue and its advertisers! You can submit up to 50 words of copy, including information about your business and a special offer with link.

Magazine closing dates	Mag. Issue	Reservation Deadline	Ad Due	To Subscribers
	Jan-Mar '24	Oct. 1, 2023	Oct. 31, 2023	December 2023
	Apr-Jun '24	Jan. 2, 2024	Jan. 30, 2024	March 2024
	Jul-Sep '24	April 1, 2024	April 30, 2024	June 2024
	Oct-Dec '24	July 1, 2024	July 30, 2024	September 2024

E-news ad rates	Weekly E-newsletter	1X	4X	8X	12X
	Banner Ad	\$175	\$162	\$144	\$127

Contact advertising@petsit.com to inquire about any current advertising specials. Advertising opportunities with PSI are limited and available on a first-come, first-served basis.

The PSI team is happy to customize advertising campaign packages to best meet your company's goals.

Please note: PSI reserves the right to refuse advertising space to any company that is not in line with PSI's commitment to excellence in professional pet sitting.

Sponsorship opportunities

Looking for more options for getting your product or service in front of PSI member pet sitters and dog walkers? A limited number of event and campaign sponsorships are available on a first-come, first-served basis.

Extend your reach to PSI members by partnering with PSI for one of our established, popular campaigns detailed below, or we can work with your company to develop a multi-touchpoint campaign to promote your product, service or initiative to our membership.

The following campaign descriptions indicate the key timeframe of each campaign; however, for each, promotional opportunities to reach PSI members extend beyond those core dates.

Take Your Dog To Work Day®

Occurs annually the Friday following Father's Day; promotion extends from April through June.

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 event celebrates the great companions dogs make and encourages their adoptions from shelters. Thousands of dog-loving business professionals participate annually. Since its inception in 1999, Take Your Dog To Work Day has received increased participation and media coverage both domestically and abroad.



Take Your Pet To Work Week®

Occurs annually the Monday through Friday following Father's Day; promotion extends from April through June.

Take Your Pet To Work Week® was created to accommodate businesses who are not open on Friday or who want to accommodate other types of pets in the office. Take Your Pet To Work Week® is celebrated the entire week leading up to Take Your Dog To Work Day® and presents a unique opportunity to increase your brand awareness with a wide range of pet owners—from cat owners to lizard lovers.

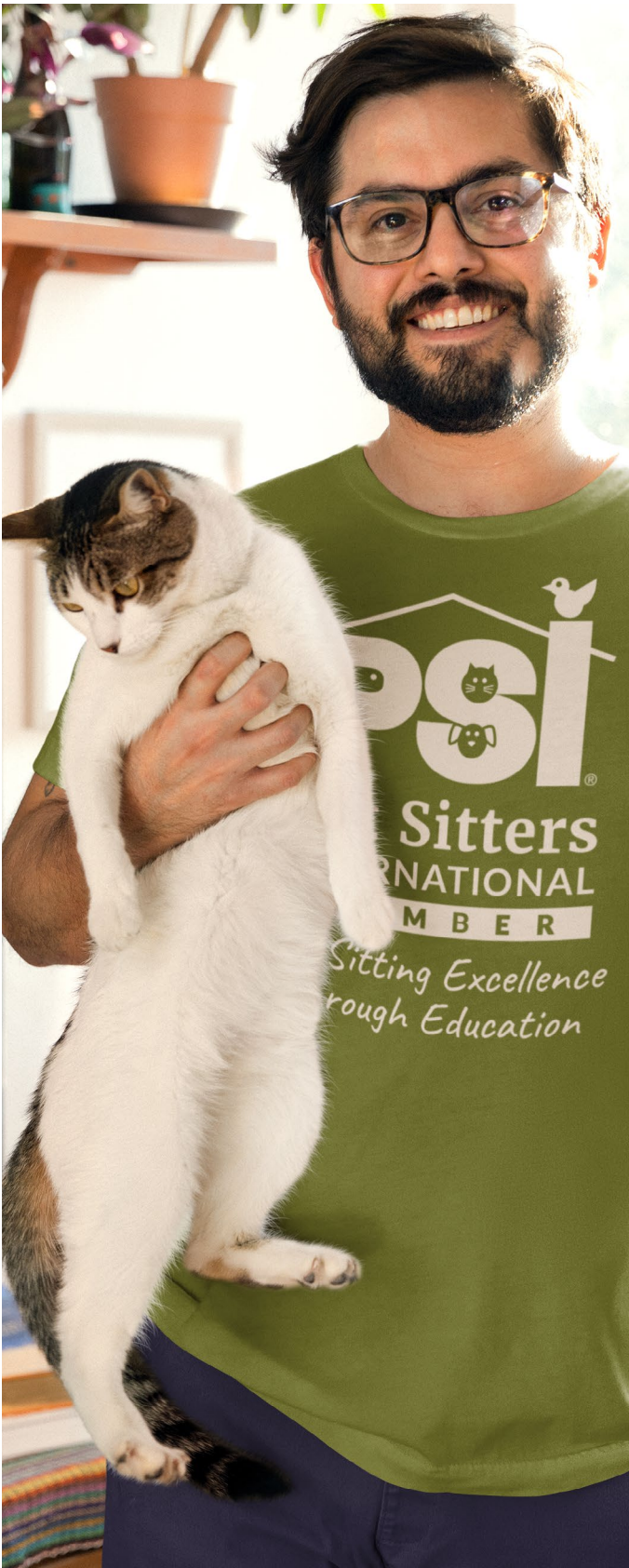


Take Your Cat To Work Day®

Occurs annually the Monday following Father's Day; promotion extends from April through June.

In the more than two decades since Take Your Dog To Work Day® was created, the idea of bringing dogs to work has become more commonplace. So, it's no wonder that more and more cat owners are wanting in on the fun! This fun #MeowMonday is the perfect kickoff to Take Your Pet To Work Week® and gives you the opportunity to reach dedicated cat lovers, who can celebrate the day whether they are taking their cats into the office or working from home!





FOCUS, PSI's One-Day Online Summit for Pet Sitters & Dog Walkers

Occurs annually in March; promotion is January through March.

PSI's FOCUS one-day online summit offers pet sitters and dog walkers an affordable, convenient opportunity to learn from industry experts and network with fellow pet-care professionals—all from their computer, phone or tablet! Choose from various sponsorship options to promote your product or service during this popular daylong, online event.

Pet Sitter World Educational Conference

Occurs annually; promotion is year-round.

PSI's Pet Sitter World Educational Conference 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 options to promote your product or service during the most popular pet-sitter conference in the world.

Professional Pet Sitters Week™

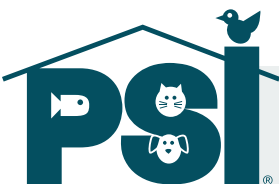
Occurs annually the first full week of March; promotion extends from January through March

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 offer.

Pet Sitter Safety Month™

Occurs annually in May

PSI created this annual observance in 2017 to highlight the importance of promoting safe practices for today's professional pet sitters and dog walkers. Through the campaign, pet professionals are able to learn about the latest safety best practices. From a dedicated webpage to outreach to media outlets and PSI members, this campaign provides a variety of touchpoints for increasing visibility of your product or service and promoting it to pet sitters and dog walkers.



The PSI team is happy to customize sponsorship and campaign packages to best meet your company's goals. To learn more, email advertising@petsit.com or call (336) 983-9222, option 1.