

# Healthcare For **Pets**

**Empowering** pet parents to  
raise happy and healthy pets

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## **MEDIA KIT**

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# Why Advertise with us?

## “Reach a Dedicated Market of Pet Lovers”



### 1. Growing Market

Over 8.5 million cat owners and 7.9 million dog owners in Canada.

### 2. Increased Spending

Pet community invests significantly in pet care, with annual spending averaging over \$1,149 per cat and \$2,450 per dog.

### 3. Trusted Platform

Leverage our credibility as a trusted resource for pet health information.

## Superior Advertising Impact Compared to Other Channels



#### Direct Market Access

Our platform provides unparalleled access to the pet care market with content tailored for pet health enthusiasts.



#### High Visibility and Engagement

Benefit from our active, health-conscious pet owner community who trust our content



#### Focused Reach

Unlike general advertising platforms, every ad placement on Healthcare for Pets directly reaches pet owners looking for health-related products and services.



#### Community Trust

Our community relies on us for the latest and best in pet health, giving your ads and sponsored content a context of authority and trustworthiness.





Healthcare for Pets is dedicated to providing pet parents pet access to the latest health and wellness information, technologies, resources, and tools. Our social media and newsletter presents a carefully curated collection of articles, videos, resources and tools fostering engagement with a vibrant community of over 19,000 followers.

## OUR AUDIENCE



**The Informed  
Pet Parent**



**The Pet  
Curious**





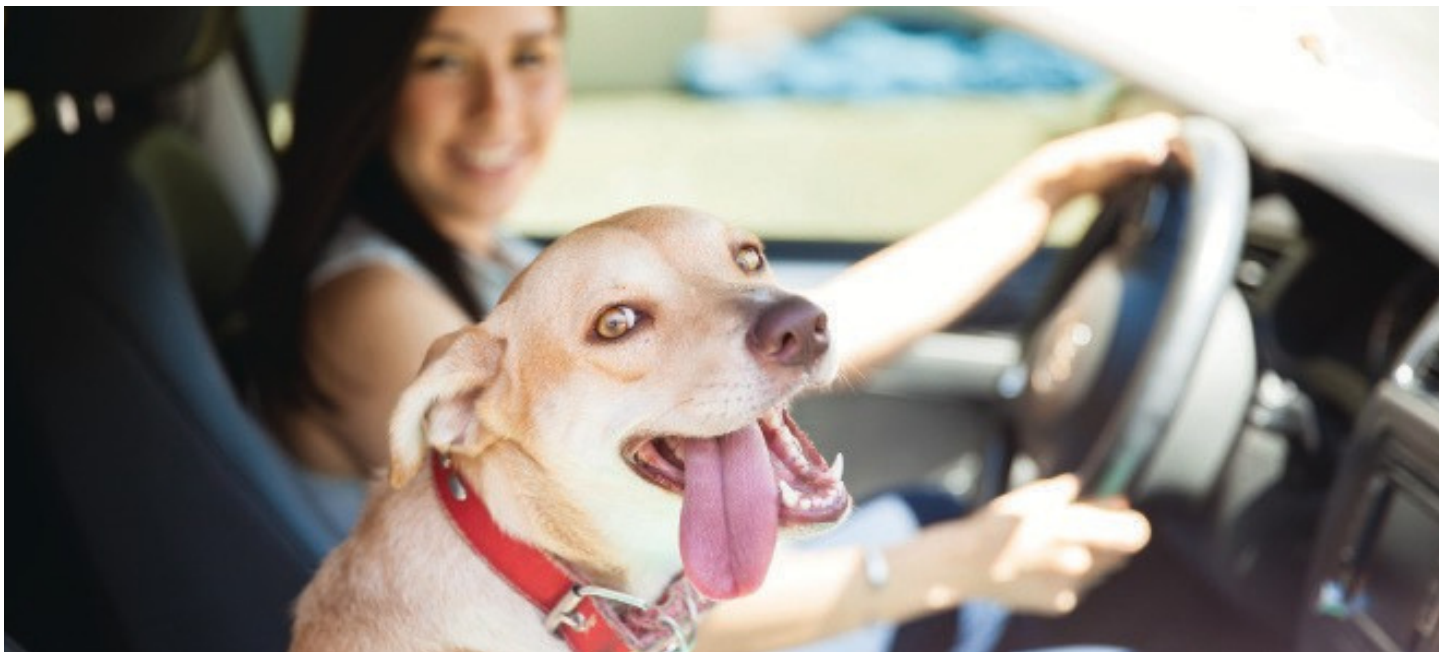
# ADVERTISING OPPORTUNITIES

## Digital Advertising Opportunities

Healthcare for Pets , with its thousands of unique monthly visitors and regular updates on topics like wellness, behavior is rapidly becoming a go-to online resource for pet lovers. The site features engaging editorial content and videos with a strong focus on increasing targeted visitor traffic and optimizing for search engines, now is the perfect time to have your advertisement featured on our website

## Affiliated Links

Engage with our vibrant online community by sponsoring a web article. This unique opportunity allows you to place links to your business at the top of the article and throughout its content. If you have an article idea that aligns with your business model, email us your pitch and get involved.

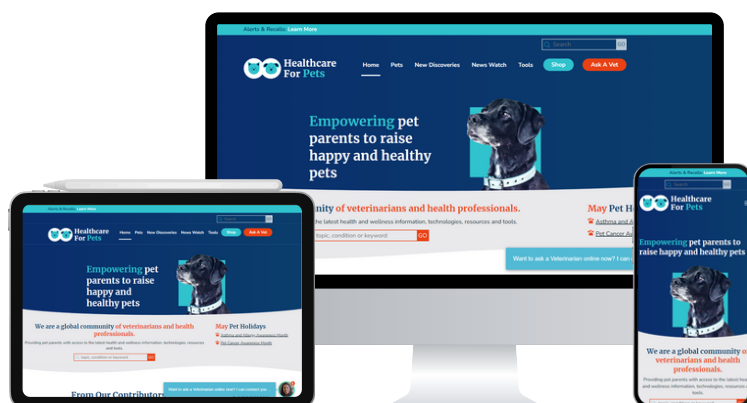


## ADVERTISING PRICING

AD OPTIONS	Price Range
Newsletter	\$50-\$75
Sponsored Content	\$75-\$100
Affiliated Links	\$50-\$75
Web Banner Ads	Consult for Rates



**BEST ONLINE PET CARE  
SUPPORT PLATFORM  
2020 & 2023**







## **WITH US YOU GET**

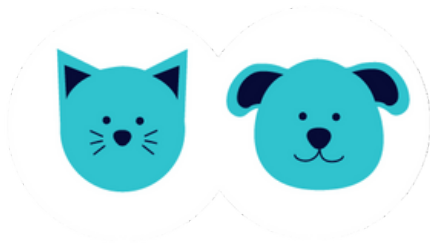
# **CUSTOM DIGITAL DESIGN**

Our expertise extends beyond just ads; we can assist in developing your entire marketing suite—from logos to websites and all the visual branding elements in between.

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### **Exclusive Advertiser Discounts:**

As an advertiser with Healthcare for Pets, enjoy an exclusive discount of up to 10% on all our branding, web, and graphic design services.



# Healthcare For Pets

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