



URBAN ANIMAL

Media Kit 2012/2013

The Magazine for the
committed pet lover.



Contemporary pet lovers see their pets as...cherished family members, fur kids and best friends.

Urban Animal celebrates the modern pet lifestyle.

We work closely with Pet Care Professionals to produce stories and articles that are current, informative and enlightening.

Some simple and compelling reasons to advertise in Urban Animal to reach one of the fastest growing demographics in Australia

The average Urban Animal Reader:

- considers their pet(s) a family member
- often buys their pet(s) gifts for birthdays & holidays
- predominately female (69% female, 31% male)
- shops at both bricks & mortar and online stores
- frequents doggy daycare, groomers, pet boutiques and dog parks
- aged 23 - 58
- educated
- if married, dual income
- often travels with their dog(s) on holidays
- has contributed to a pet charity in the past year

Urban Animal works with advertisers to ensure maximum exposure — with Facebook promotions and other marketing concepts. We focus on long-term strategies for advertising.

About Urban Animal

Free, quarterly, glossy quarto sized publication distributed to pet stores, groomers, vets and pet friendly locations. 40,000 copies are printed each edition and delivered free to 450+ locations throughout Sydney, Melbourne and Brisbane.



Why we work

- 8 + years of credible content
- focus on caring for pets
- a balanced mix of general & seasonal topics

Our New Format has been a success in its popularity.

- heart-warming stories on the human/animal bond
- great images and layout that grabs readers' attention and retains interest
- a steady growth in our national subscription base
- commitment to our advertisers, ensuring they get the best marketing mix and position within the magazine
- commitment to our outlets, ensuring they get timely and efficient delivery for the satisfaction of their customers
- commitment to our readers with interaction through subscription and Facebook Promotions



“Once again I have been left laughing at the antics of Scooter and crying at the beautiful story of "Lessons from Tyson". We love using your articles to plan literacy lessons for our TAFE students.” Patricia Smith, Wyong TAFE

“Just thought I would let you know we got our first call from a vet clinic that saw our ad in the Melbourne edition of Urban Animal. Whoo hoo!” James Rae, Talking Stones



Informative articles, stunning photography, insightful and amusing editorial, *Urban Animal* is the perfect mix for your marketing message.

Our focus is on making life with our furred, finned and feathered friends the best it can be with a focus on health, nutrition and the best in pet care products.

Urban Animal only uses the best.

We use the best photographers and the best columnists.

Our specialist veterinary writers continue to deliver informative and accurate articles.

Our behaviour column is written by a Delta accredited, professional dog behavioural trainer.

Urban Animal has always had a social conscience—highlighting rescue and re-homing organisations through caring and edifying stories and features.

Because we're cross-pet, we appeal to a broad range of pet lovers — the people who want to know about new product and services.

All *Urban Animal's* subscribers receive three copies of each edition. That means they will inevitably pass at least one onto a friend. This viral form of subscription service means that our base keeps growing.





Urban Animal is a quarterly with a long shelf life. It is not a weekly that is read and tossed out in a few days. *Urban Animal* lingers on the coffee table and is read and re-read, then possibly passed onto another pet lover.

There are no other publications of this type in Australia that specifically target Pet lovers in the fashion and volume that we do.

Urban Animal is Australia's premier pet magazine. Advertisers find that *Urban Animal* has legs and we think that's something to bark about!



Ad Rates start from a low \$300
Plus we have great marketing plans with our Subscription Promotions & Pawsome Deals

For advertising enquiries & bookings please contact Lisa
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