Celebrate and indulge in the love, passion and lifestyle of the modern and discerning pet lover. **pets** speaks to the heart and mind of pet owners. It encourages and helps them to understand their pets better and fosters the bond between man and animal. Through informative articles that inspire, enlighten, educate and entertain, **pets** creates and fulfils the interest and love of today’s pet owners, striving to cultivate a more pet-centric community.

Beyond print, **pets** also communicates through online media such as its website, Facebook page and YouTube videos to keep readers up to date with the latest in pet news.

**pets** is also available for purchase on the Apple App Store and Google Playstore.

**READERSHIP PROFILE**

**pets** has a strong readership consisting of PMEBs, household decision makers, and trend-savvy individuals.

**AGE**
- Below 21: 5%
- 21 to 40 (key age group): 75%
- 41 and above: 18%

**GENDER**
- Female: 85%
- Male: 15%

**INCOME LEVEL**
- $2500 and below: 27%
- $2501 to $4000: 33%
- $4001 and above: 40%

**OTHER INTERESTS**
- Beauty, cooking and travel

**CIRCULATION**

**pets** has a circulation of 8,000 copies. Copies are distributed via newsstands and controlled circulation to major book stores, pet stores, petrol kiosks, newsstands, convenience stores, and supermarkets.
EDITORIAL
All about Animals
• Dog, cat and small animal breed profiles
• The latest pet-related news and products
• Questions & Answers by a selected panel of experts
• Opinion and commentary on topical pet-related issues
• How-to topics on pet care, training, health and grooming
Lifestyle Features
• Enticing product spreads and shopping ideas
• Fun and nutritious pet recipes
• Features on pet-friendly places
• Profile and interview of celebrities with their furkids
• Profile of professionals within the industry and in-depth look into their trade
• Photo feature of interesting personalities together with their pets
• Heartwarming stories of the ways pets affect peoples’ lives
• Reviews of pet-related products and media recommendations
• Pet event highlights
advertising rates and specifications

ADVERTISING RATES
• Prime position Advertisements
  - Outside Back Cover
  - Inside Front Cover + page one
  - Inside Front Cover
  - Page One
  - Inside Back Cover
  - Facing Editor’s Note
  - Facing Contents Page
  - Per Insertion
    - Prime position Advertisements
      - Outside Back Cover: S$4500
      - Inside Front Cover + page one: S$6500
      - Inside Front Cover: S$3500
      - Page One: S$3400
      - Inside Back Cover: S$3200
      - Facing Editor’s Note: S$3000
      - Facing Contents Page: S$2900

• Run-on-page Advertisements
  - Double Page Spread
  - Full Page
  - 1/2 Page (Vertical / Horizontal)
  - 1/3 Page
  - Classified (Single)
  - Classified (Double)
  - Per Insertion
    - Run-on-page Advertisements
      - Double Page Spread: S$5400
      - Full Page: S$2800
      - 1/2 Page (Vertical / Horizontal): S$1800
      - 1/3 Page: S$1200
      - Classified (Single): S$600
      - Classified (Double): S$1000

• Run-on-page Advertorials
  - Double page spread
  - Full Page
  - Per Insertion
    - Run-on-page Advertorials
      - Double page spread: S$6500
      - Full Page: S$3700

• Website
  - Top Banner
  - Side Banner
  - Video Banner
  - Per Month
    - Website
      - Top Banner: S$600
      - Side Banner: S$480
      - Video Banner: S$2200
      - Additional S$500 on top of base rate

• Email Newsletter
  - Top Banner
  - Side Banner
  - Middle Banner
  - Content Spot
  - Exclusive EDM
  - Per Blast
    - Email Newsletter
      - Top Banner: S$960
      - Side Banner: S$760
      - Middle Banner: S$640
      - Content Spot: S$960
      - Exclusive EDM: S$1200

• Social Media
  - Facebook/Instagram
  - Youtube
    - BTS video sponsorship
  - Per Blast
    - Social Media
      - Facebook/Instagram: S$1000
      - Youtube: S$1000

• Volume Discounts
  - 3 Insertions
    - Per Insertion
      - 3% Discount: S$4230
  - 6 Insertions
    - Per Insertion
      - 10% Discount: S$3900
  - 9 Insertions
    - Per Insertion
      - 15% Discount: S$3660
  - 12 Insertions
    - Per Insertion
      - 20% Discount: S$3410

TECHNICAL INFORMATION
Magazine Size
• Specs: 175mm x 255mm
• Cover: Gloss finishing

Bleed
• Please add 3mm to all 4 sides.
• Due to mechanical tolerances, type matter on double page spreads must be kept 10mm away from the centrefold on each page.
• The publisher reserves the right to trim 3mm off each edge of the trimmed page dimension. Type matter or illustrated material not intended to bleed must be kept to this tolerance.
• There is no extra charge for full page bleed advertisements.

Printing
• Web Printing + Perfect Bound
• Screenlines: 175 lines screen

PLEASE PROVIDE CREATIVE IN SOFT COPY.
DIGITAL SPECIFICATIONS AS FOLLOWS:
• TIFF or JPEG files
• 300 dpi resolution for all images and files
• All images and files must be converted to CMYK
• All fonts for Illustrator, InDesign and Photoshop files to be converted to path
• Final colour proof for printer’s reference

PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>Months</th>
<th>Booking</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb-Mar</td>
<td>2 Jan</td>
<td>10 Jan</td>
</tr>
<tr>
<td>Apr-May</td>
<td>3 Mar</td>
<td>10 Mar</td>
</tr>
<tr>
<td>Jun-Jul</td>
<td>1 May</td>
<td>9 May</td>
</tr>
<tr>
<td>Aug-Sep</td>
<td>1 Jul</td>
<td>9 Jul</td>
</tr>
<tr>
<td>Oct-Nov</td>
<td>1 Sep</td>
<td>9 Sep</td>
</tr>
<tr>
<td>Dec-Jan</td>
<td>3 Nov</td>
<td>10 Nov</td>
</tr>
</tbody>
</table>

• For all partial size advertisements, keep all type matters and illustrative material at least 5mm away from trimmed dimension.
• There is a 10% surcharge for all partial size bleed advertisements.
GENERAL TERMS AND CONDITIONS
1. The publisher reserves the right to reject any advertisement.
2. The publisher will not be liable for any loss or damage owing to the failure of publications of any advertisement from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
3. The publisher is not responsible for any error in key numbers.
4. The agency and/or advertiser is responsible for the entire contents and subject matter of the advertisements published. The publisher accepts no responsibility whatever for the contents and subject matter of the advertisements. In view of the publisher’s acceptance of such advertisements for publications, the agency and/or advertiser will indemnify the publisher without limitation against any claim or suit arising from the contents and subject matter of the advertisement. The publisher reserves the right to insert the word “advertisement” in all advertising that simulates editorial format and style.
5. To qualify for series discounts, all advertisements must appear within one year from the date of first insertion.
6. If fresh copy instructions are not received by the copy deadline, the publisher reserves the right to repeat a previous advertisement or other disreputable copy of the same size, and the advertiser or agency will be liable for the space cost at the original contracted rates.
7. For cancellations after booking deadlines, i.e. 6 weeks before publication date, the advertiser or advertising agency will be levied a 50% penalty on the nett value of advertisement booked.
8. Cancellation by the advertiser or agent of any part of a contract nullifies all originally contracted series discount rates or agreements and the advertiser or agency will be surcharged for the difference in series discounted rates.
9. The publisher reserves the right to destroy all transparencies or other reproduction materials after a period of six months from date of issue. Such materials will not be returned to the agency or advertiser unless advised in writing before the expiry of the six months.
10. While all reasonable care will be taken, neither the publisher nor his printer can be held responsible for loss or damage to transparencies and other reproduction materials supplied by agencies or advertisers.
11. Advertising schedules composed of mixed space units of different shapes and sizes are entitled to normal series discount except that smaller space units cannot claim for the large space frequency discounts by linking with the large units.
12. Any new advertisement rates and circulation figures will be announced at least three months before the publication date for the first issue to be affected by the new rates. However, contracts placed before such announcements will be honored at the original rate for the duration of the contract, up to a maximum of 12 months from the date of first insertion.
13. Advertising contracts are only valid if accepted and confirmed by publisher either in writing or by returning to the advertiser or agent, a signed copy of the space contract or insertion order. The publisher is not bound by verbal booking unless these are followed up and confirmed in writing within two weeks, from date of bookings.
14. By placing an order to advertise with Magazines Integrated Pte Ltd and our overseas representatives, the advertiser or his agent agrees to accept the above conditions of business. Stipulations on advertising orders which differ from the above are not considered binding unless expressly acknowledged in writing by the publisher.
15. All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication.
16. Advertising contracts should be made out to:

MAGAZINES INTEGRATED PTE LTD
85 Playfair Road
#04-02 Tong Yuan Industrial Building Singapore 368000
Tel: (65) 6848 0884 Fax: (65) 6748 3453

[ADVERTISING AGENCY COMMISSION
Accredited Advertising Agencies will be entitled to a 15% commission after series discount.]

[B] ARTWORK CHARGES
Design of one basic artwork and up to two pictures will be charged at S$100 or US$250 per set.

[支付]
Cheques should be crossed and made payable to MAGAZINES INTEGRATED PTE LTD.
A 2% discount on nett amount applies for payment within 30 days from date of invoice. Two voucher copies will be supplied with invoice.

[D] LATE PAYMENT
A 2% late payment interest will be charged on all payment exceeding 30 days from date of invoice.

SPECIFICATION ADVERTISEMENT SIZES
• Double page spread
  Trimmed: 350mm (w) x 255mm (ht)
  Bleed: 356mm (w) x 261 mm (ht)
  Text area: 330mm (w) x 235mm (ht)

• Full Page
  Trimmed: 175mm (w) x 255mm (ht)
  Bleed: 181mm (w) x 261 mm (ht)
  Text area: 155mm (w) x 235mm (ht)

• 1/2 Vertical
  Trimmed: 85mm (w) x 255mm (ht)
  Bleed: 91mm (w) x 261 mm (ht)
  Text area: 75mm (w) x 235mm (ht)

• 1/2 Horizontal
  Trimmed: 175mm (w) x 125mm (ht)
  Bleed: 181mm (w) x 131 mm (ht)
  Text area: 165mm (w) x 115mm (ht)

• 1/3 Vertical
  Trimmed: 60mm (w) x 255mm (ht)
  Bleed: 66mm (w) x 261mm (ht)
  Text area: 50mm (w) x 245mm (ht)

• Classified (Single)
  74mm (w) x 56mm (ht)

• Classified (Double)
  151mm (w) x 56mm (ht)

• Website
  Top Banner – 728px (w) x 90px (ht)
  Side Banner – 300px (w) x 250px (ht)

• Newsletter
  Top Banner – 800px (w) x 90px (ht)
  Side Banner- 300px (w) x 250px (ht)
  Middle Banner – 427px (w) x 50px (ht)
  Exclusive EDM – 650px to 800px (w)
  (No height restriction)