

ROCHESTER WOMAN MAGAZINE'S PETPALOOZA EXTRA

www.RochesterAnimalMag.com

Women can find all of the great information they love 24/7 online at www.RochesterAnimalMag.com. Search through our interactive advertisements and features, sign up for our complimentary electronic magazine subscription. RWM's Petpalooza EXTRA is a guide to a better relationship with our pets. Each issue is written with the pet lover in mind. Our mission is to serve as a central source of information, services and education for Rochester area pet and animal lovers. RWM's Petpalooza EXTRA combines eye-catching design with professionally written local editorial content in a format that is fun and easy to navigate.

We offer the best resources for keeping your animal companions healthy and happy, while highlighting local pet-related companies in our Purrfect Picks, EXTRA exclusives, behavior and training, pet news and more. We are dedicated to providing a quality publication with a strong focus on community and rescue. Each issue brings you heartwarming stories, interesting articles, and advice from local industry professionals.



CONTACT INFO

Rochester Woman Magazine
10 E. Main Street, Ste. 301
Victor, New York 14564

info@rochesteranimalmag.com



www.rochesteranimalmag.com

585.924.4426



ROCHESTER WOMAN MAGAZINE'S
PETPAL **COZA**
EXTRA



10 E. Main Street
Suite 301
Victor, New York
585.924.4426

www.rochesteranimalmag.com

2011-2012

inside

- RWM's EXTRA EXTRA
- Purrrrrfect Picks
- A Day In The Life
- RWM's Green Pets
- Rochester Healthy Pets
- Rochester Animals Inspire
- Behavior & Training
- An RWM Exclusive
- EXTRA's Featured Pet

& so much more!

The Magazine Rochester Pet Owners Are Begging For!

Our game plan is simple. Listen to what Rochester pet owners want to read about, then deliver.



Our Readers...Your Customers!

*Want to reach one of the fastest growing demographics in the Greater Rochester Area? A whopping \$45 billion is spent annually on our pets, with that figure expected to rise to \$52 billion in the next two years. The pet industry is an enormous and rapidly-growing market. Pet owners are willing to spend money on their pets despite a downturn in the economy. For one thing, our pets now have us outnumbered. And who do you think is the decision maker for purchasing anything to do with our furry friends...yes, it is the woman in the house!

We will distribute RWM's Petpalooza EXTRA within the pages of the very successful Rochester Woman Magazine on a bi-monthly basis. It will be delivered in areas that are frequented by women throughout the Greater Rochester Area. Among other stores, our magazines can be found at select Wegmans locations, Tops Markets, local YMCA's, libraries, hospitals, and universities. We are also in the waiting areas of many professional offices. We are a combination subscription and controlled circulation product ensuring convenience and consistency to our readers and advertisers. The magazines are distributed via print medium to over 15,000 local readers and over 55,000 professionals in an interactive electronic format.

Our Top 4 Facts

- ◆ Give their pet a Christmas or Hanukkah present (100%)
- ◆ Would be likely to risk their own life for their pet (93%)
- ◆ Take their pet with them on vacations (67%)
- ◆ Celebrate a pet's birthday (63%)



advertising rates



The **best** pet articles.
 The **hottest** pet trends.
 The **coolest** pet magazine.

	1x	3x	6x
Back Cover	\$1495	\$1095	\$895
Inside Cover	\$1195	\$995	\$795
Full Page	\$995	\$849	\$695
1/2 Page (8.5 x 5.5)	\$849	\$695	\$499
1/4 Page (8.5 x 2.85) or (4.25 x 5.5)	\$499	\$399	\$249
1/8 Page (4.25 x 2.75)	\$249	\$199	\$149

Guaranteed page placement.....15% Surcharge

Rochester Animal Magazine is a full color, glossy publication with a professional look and feel that we know our readers will want to pick-up every month. We are setting the standards high, and hope that you will do the same when submitting your advertisement. One-hour of Graphic Design service is available to any paid advertiser. Design work over one-hour will be charged on an hourly basis. All rates are net (non-commissionable).

Format: All print ad submissions should be sent as pdf, high resolution jpg, tiff, or psd files at a 300 dpi (hi-resolution).

Advertising Deadline: Ads are due by the 15th of the month prior to publication. If you choose to CANCEL your ad reservation less than 10 days prior to print, you will be charged half of the contract amount.

