



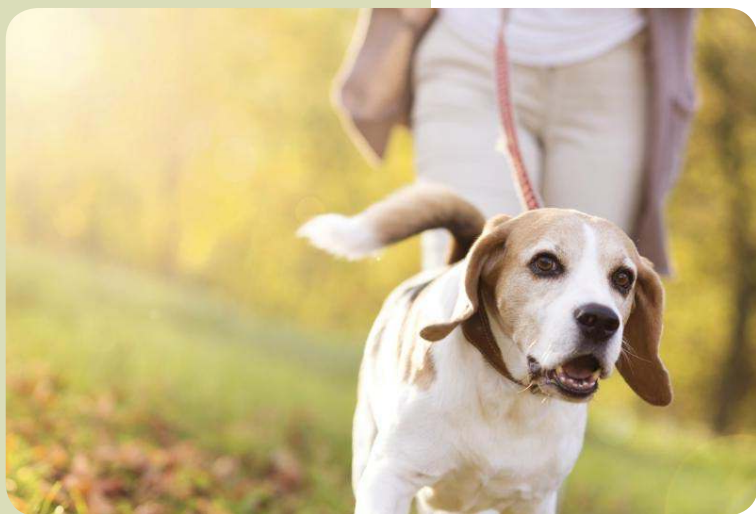
PET LOVERS COMPANION

THE PERFECT COMPANION!

Pet Lovers Companion is a full color, glossy, magazine-quality, reference publication - ***and the definitive local guide for pet-owners!***

Pet lovers anxiously await the newest addition of Pet Lovers Companion and keep it year round for 365 days of page turning and reference!

With a completely revamped and modern look for 2018, Pet Lovers Companion is sure to become the ultimate “coffee table” book for local residents and businesses!



100,000⁺

COPIES DISTRIBUTED AT 1,000 HIGH TRAFFIC LOCATIONS THROUGHOUT THE DC, MD, AND NORTHERN VIRGINIA AREAS

2,000⁺

WEEKLY READERS ON OUR ONLINE COMPANION SITE:
PETLOVERSCOMPANION.COM

100%

TARGETED TO YOUR POTENTIAL CLIENTS -
PET LOVERS AND OWNERS!

For Advertising Information Contact:

Sabrina Sheth, Sales Director | sabrina@novadogmagazine.com | 703-780-4400 (ph) | 856-753-0064 (fax)

AD PACKAGES & RATES

PRINT RATES

Maximize your visibility by **bundling with a NOVADog Magazine ad package**. NOVADog Magazine is the area's premier pet-centric lifestyle publication, reaching **25,000+ readers each quarter!**

AD SIZE	SPECS	RATE	NOVADOG BUNDLED RATE
Full Page*	4 11/16" w x 7.5" h	\$2,995	\$1,999
Half Page*	4 11/16" w x 3 11/16" h	\$2,195	\$1,499
Quarter Page, horizontal*	4 11/16" w x 1 13/16" h	\$1,345	\$939
Quarter Page, vertical*	2 1/4" w x 3 11/16" h	\$1,345	\$939
Eighth Page	2 1/4" w x 1 13/16" h	\$740	\$499
Inside Covers		\$3,195	\$2,250
Back Cover		\$3,895	\$2,700
Directory Listing		\$235	\$149
Directory Listing, extra line		\$59	\$59

Save 30%!



**Advertisers have the opportunity to provide content for "Featured" articles in both print and online. Packages starting at \$950. Ask us for more details!*

WEB & SOCIAL MEDIA RATES

2,000+ dedicated, enthusiastic, and affluent pet lovers access the listings and article pages on **petloverscompanion.com** monthly when looking to purchase products and services for their pets. Reach even more readers and followers with a social media ad package, sponsored email campaign, or "advertorial."

BANNER ADS

Premium visibility on our "listings" or "articles" page.

500 pixels (w) x 100 pixels (t)

\$150/month

BUTTON ADS

Premium visibility on homepage sidebar

160 pixels (w) x 160 pixels (t)

\$99/month

SOCIAL MEDIA PACKAGE

Ignite conversation and sales through branded content on Pet Lovers Companion's Facebook and Twitter pages.

Packages starting at \$250

SPONSORED EMAIL OR ADVERTIORAL

Content-rich emails and advertorials go beyond "selling" by providing a high perception of credibility and trustworthiness.

\$450 /post or email