

South Sound

2019-2020
MEDIA KIT



pet connection
MAGAZINE

About us...







- THEN:** Pet Connection Magazine, originally located in Olympia, was established in 2007. The magazine started out as a 4 page paper focusing on the pets and people of South Puget Sound. Circulation started at 5,000 copies.
- NOW:** Today our South Sound Edition is at 28 pages per issue and our circulation is at **30,000** and growing. After countless inquiries and requests, we launched the North Sound Edition in 2012. It is a “sister” paper to the South Sound Edition, and is packed with locally based content, news, and resources for the North Sound Area. Circulation of the North Sound Edition is at **30,000** copies and grows every issue! Combined readership, including online views, is over **100,000 impressions per issue**.
- WHERE:** **Pet Connection Magazine - South Edition** - is found throughout Thurston, Pierce, Kitsap, Mason, Lewis, Grays Harbor, Clark, and Multnomah counties at veterinarian offices, groomers, pet supply stores, and dog boarding facilities, plus restaurants, coffee shops, and anywhere people are likely to sit and read.



Pick up PCM at over 750 locations throughout:

Olympia, Lacey, Tumwater, Dupont, Lakewood, Tacoma, Fife, Bonny Lake, Enumclaw, Spanaway, Sumner, Graham, Roy, Rainier, Tenino, Yelm, Rochester, Centralia, Chehalis, Vancouver, Portland, Gig Harbor, Purdy, Port Orchard, Shelton, and SO many more!

About our readers...

-  **ALL of our readers are pet owners!** Every click & every view is by someone LOCAL who has at least one pet, many have several.
-  South Sound area pet owners are part of a very active and loyal community. They want the very best for their pets, and they want to **support local businesses** while they shop.
-  Our readers want to patronize **pet friendly** businesses and events.
-  Local pet owners are **avid readers**, seeking out content which can help them enrich the lives of their pets!



“I love Pet Connection Magazine, they don’t just represent the local pet community, they are part of it!”



PCM is free! Our readers LOVE that.

We print **every two months**. Long enough to give your ad time to saturate, and still keep it fresh.

PCM is **affordable**. We want advertising to be accessible to all businesses, big or small.

Deadlines for Ad Submission & Payment

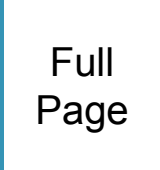

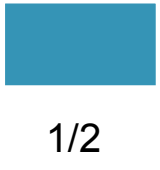
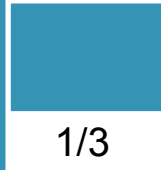
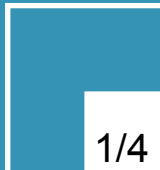
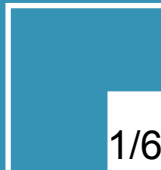

January/February Issue :: December 5
 March/April Issue :: February 5
 May/June Issue :: April 5

July/August Issue :: June 5
 September/October Issue :: August 5
 November/December Issue :: October 5

Pricing...

PCM is published every two months. Rates are per issue.

Dimensions

 Full Page 10w x 10.5h	 2/3 6w x 10.5h
 1/2 10.5w x 5h	 1/3 10.5w x 3h
 1/4 4w x 5h	 1/6 3w x 5h
 Business Card 1/8 3.6w x 2.25h	Web Banner on Events Page 1024 x 512 px

Ad Sizes	1x	3x	6x	12x
Full Page	\$950	\$875	\$800	n/a
2/3 Page	\$875	\$760	\$700	n/a
1/2 Page	\$650	\$600	\$550	\$495
1/3 Page	\$550	\$500	\$450	\$400
1/4 Page	\$400	\$375	\$325	\$275
1/6 Page	\$225	\$227	\$205	\$150
1/8 Page	\$175	\$157	\$140	\$88
Premium Position - Full Page - Back Cover				
	\$1000	\$900	\$850	
Web Banner	\$140/month			



Want to be featured on the COVER? Call for details!
 Ask about our "Monthly AutoPay Plans"
 10% Discount for 501(c)3 Non-Profits



Specifications:

COLOR:
 CMYK
RESOLUTION:
 300 dpi or higher
FORMAT:
 PDF or TIFF

NEED AN AD? We can design for you!
 No extra charges or set up fees.

A la Carte Add Ons:

ONE TIME EVENT AD
COVER MENTION
HOMEPAGE WEB AD
BUSINESS HIGHLIGHT ARTICLE
WEB ARTICLE + SOCIAL MEDIA

Contact us for a personalized package quote!

Questions? Give us a call! 360-507-4251
 Melissa@petconnectionmagazine.com

Interested in advertising in both North & South editions? Give us a call for a custom quote!

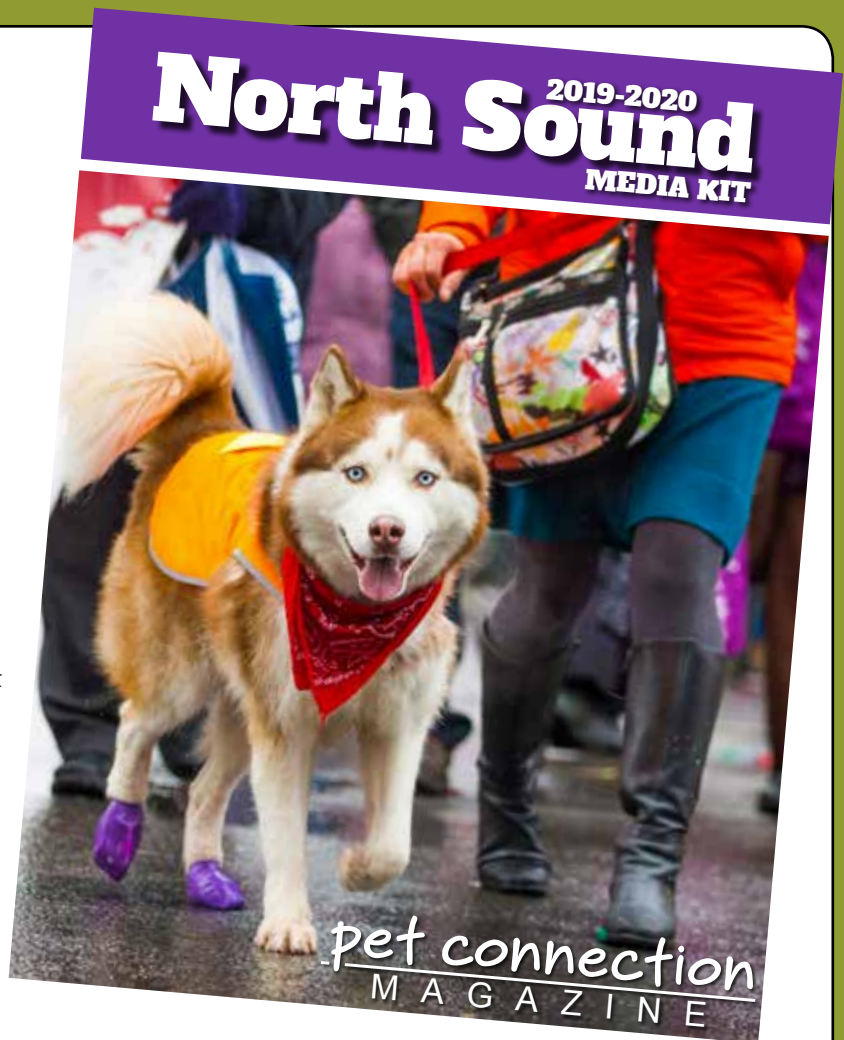


360-507-4251



Thousands of readers love our style! What you can expect from PCM:

- Fresh/Clean Style & Layout
- Original Photography using Local Pets
- Full Color Publication
- Uncluttered Ads that Pop!
- Interesting Local Content



pet connectionTM

MAGAZINE



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