

The **EASIEST**, most direct and **PROFITABLE** method to market a pet related product is through
DOG GROOMERS.

WHY MARKET TO A GROOMER?



Groomers are the only individuals that can:

- 1 USE YOUR PRODUCT** in a professional manner.
- 2 BE AN ENDORSER** of your product for their own pets.
- 3 RETAIL YOUR PRODUCT** directly to the pet owner.
- 4 BE AN INFLUENCER** of your product.

Pet owners treat groomers as they treat their own hairdressers. They socialize and become friends. The groomer's opinion is the single most important one to a pet owner.

FOR EVERY GROOMER THAT USES OR SELLS YOUR PRODUCT, YOU ARE GETTING AN AMBASSADOR THAT WILL SPREAD THE WORD ABOUT YOUR PRODUCT.

For every groomer that uses or sells your product, you are getting an ambassador that will spread the word about your product. Groomers are ALWAYS asked about recommendations for anything you can imagine.

The best possible proof? Pick up an issue of **Groomer to Groomer**. You will notice that it has continued to grow over the years. NO other resource can come close to generating the buzz and leads like **Groomer to Groomer** magazine.

Todd Shelly

President, Barkleigh Productions

CIRCULATION

25,000

COPIES OF EACH ISSUE
mailed to subscribers

+

BONUS DISTRIBUTION

=

27,000

TO

30,000

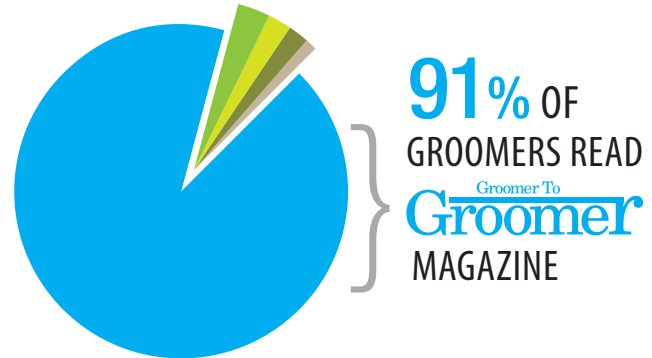
COPIES EVERY MONTH!

*Our advertising in Groomer to
Groomer magazine accounts
for an astounding 80% of our
groomer leads!*

DERRICK KASSEBAUM
— TROPICLEAN

DEMOGRAPHICS

**WHAT MAGAZINES ARE
GROOMERS READING? ***



3% Pet Age 2% Grooming Business
2% Pet Business 1% Pet Product News

WHO ARE OUR READERS?



**63% HAVE 2 OR MORE
EMPLOYEES ON STAFF.**

* Results based upon survey conducted 7/2013 Via SurveyMonkey.

AD RATES

	1X	3X	6X	9X	12X
FULL PAGE	\$3370	\$3215	\$3070	\$2940	\$2735
2/3 PAGE	\$2690	\$2565	\$2450	\$2340	\$2180
1/2 PAGE	\$2045	\$1950	\$1850	\$1770	\$1650
1/3 PAGE	\$1455	\$1390	\$1315	\$1255	\$1170
1/4 PAGE	\$1170	\$1110	\$1060	\$1010	\$940
1/6 PAGE	\$840	\$810	\$765	\$730	\$680
1/8 PAGE	\$670	\$636	\$595	\$575	\$535
1/12 PAGE	\$510	\$475	\$450	\$430	\$400

PRIME POSITIONS

COVER SPACES

2ND COVER	\$3500
3RD COVER	\$3300
4TH COVER	\$3850
PAGE 3	\$3520

INSERTS

1 OR 2 PAGE	\$2130
<i>1 sheet, printed one side or both</i>	
4 PAGE INSERT	\$3050
<i>2 page spread, printed both sides</i>	
3 PAGE INSERT	\$5020
<i>3 page spread, printed 2 sides, stitched</i>	
8 PAGE INSERT	\$7015
<i>Two 4 page inserts, printed 2 sides, stitched</i>	

CONTACT

James Severs
*Director of Marketing
and Client Relations*

Cell Phone (717) 350-9398
or IN-OFFICE (717) 691-3388 Ext. 224
james@barkleigh.com

Groomer to Groomer magazine is

**LIKE THE VOGUE
MAGAZINE OF DOG
GROOMING!**

*– Natalie Morales
Co-Host of NBC's Today Show*

GENERAL INFORMATION

Advertisers and agencies assume liability for all content of their advertisements printed in Pet Boarding and Daycare, and any claim arising against the publisher. The publisher reserves the right to reject any advertising that is deemed unsuitable. Publisher is not responsible for time dated material.

COMMISSION

15% of gross billing allowed to recognized advertising agencies on space, color and position. Account must be paid within 30 days of invoice. No Discounts on Inserts.

AD DESIGN

Let us design your first attention-grabbing ad for you at no additional charge.

AD SPECIFICATIONS

FULLPAGE AD

Print Size:

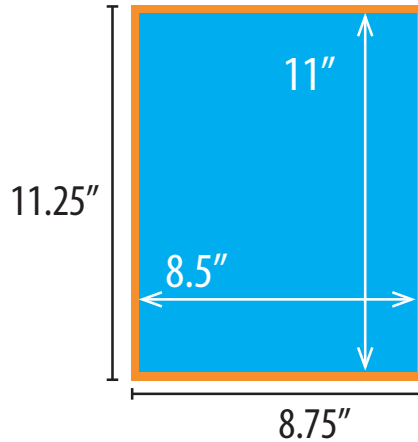
8.5" x 11"

.125" Bleed:

8.625" x 11.125"

Live Area:

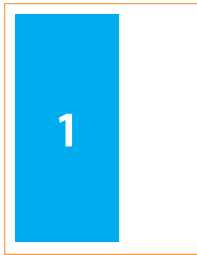
8.25" x 10.75"



Full page ads & spreads are trimmed in print process.

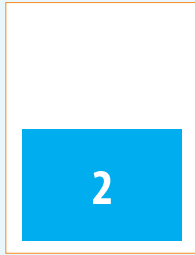
Keep important information and text within live area. All full page ads must have

.125" BLEED ON ALL SIDES



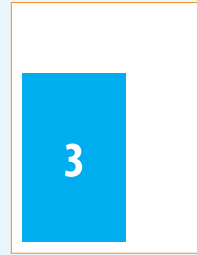
1) 2/3 PAGE

WIDTH
4.5625"
HEIGHT
10"



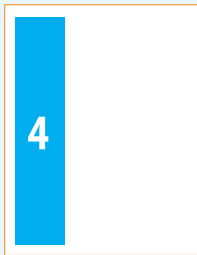
2) HALF PAGE (STANDARD)

WIDTH
7"
HEIGHT
4.875"



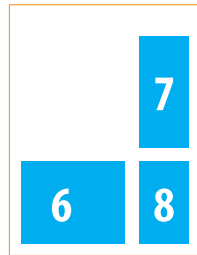
3) HALF PAGE (TALL)

WIDTH
4.5625"
HEIGHT
7.375"



4) 1/3 PAGE (TALL)

WIDTH
2.1875"
HEIGHT
10"



5) 1/3 PAGE (STANDARD)

WIDTH
4.5625"
HEIGHT
4.875"

6) 1/4 PAGE W 4.5625" H 3.625"

7) 1/6 PAGE W 2.1875" H 4.875"

8) 1/8 PAGE W 2.1875" H 3.625"

ACCEPTED FORMATS: PDF, TIFF, OR EPS

All other file formats NOT accepted.

**All ads and images must be high resolution
300 DPI and CMYK Color.**

SEND AD ARTWORK TO Alex@Barkleigh.com

Files too large for e-mail may be uploaded to our Dropbox bit.ly/1fbU5Dr