

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**

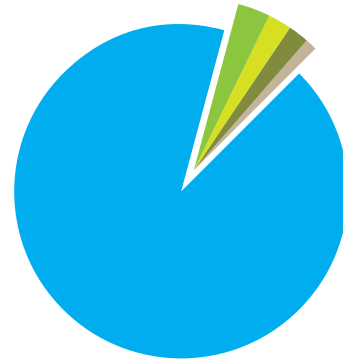
**COPIES EVERY MONTH!**

*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? \***



**91% OF GROOMERS READ**  
Groomer To  
**Groomer**  
MAGAZINE

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

## PRIME POSITIONS

### COVER SPACES

<b>2ND COVER</b>	\$3500
<b>3RD COVER</b>	\$3300
<b>4TH COVER</b>	\$3850
<b>PAGE 3</b>	\$3520

### INSERTS

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

## CONTACT

**James Severs**  
*Director of Marketing &  
 Client Relationship*

(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 Groomer to Groomer, 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.

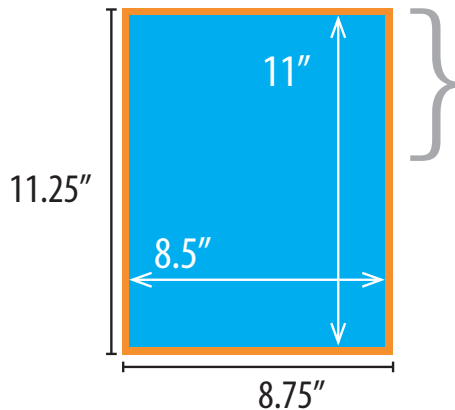
### COMMISSION

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 an attention-grabbing ad for you. No charge for ads in Barkleigh Publications.

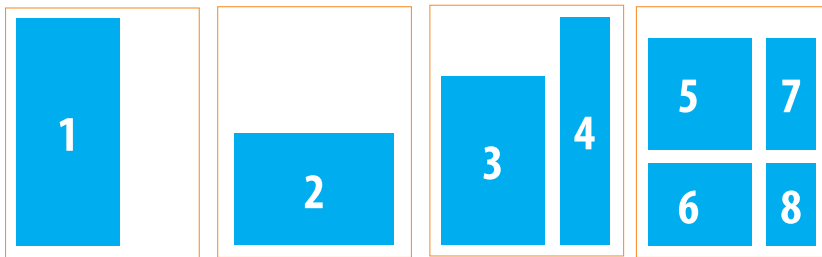
## AD SPECIFICATIONS



**.125" BLEED ON ALL SIDES**  
(full page ads & spreads only)

**Page Size:**  
8.5" x 11"

**Live Area:**  
8.25" x 10.75"



	WIDTH	HEIGHT
FULL PAGE	8.5"	11"
1) 2/3 PAGE	4.5625"	10"
2) 1/2 PAGE	7"	4.875"
3) 1/2 PAGE	4.5625"	7.375"
4) 1/3 PAGE	2.1875"	10"
5) 1/3 PAGE	4.5625"	4.875"
6) 1/4 PAGE	4.5625"	3.625"
7) 1/6 PAGE	2.1875"	4.875"
8) 1/8 PAGE	2.1875"	3.625"
1/12 PAGE	2.1875"	2.375"

### ACCEPTED FORMATS: PDF, TIFF, OR EPS

All other file formats including Microsoft Word and Publisher files are NOT accepted.

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

### SEND ALL AD ARTWORK TO

**Karin@Barkleigh.com**

Files too large for e-mail may be  
uploaded to our Dropbox at:

**bit.ly/1fbU5Dr**

#### ART DEPARTMENT CONTACT

Laura Pennington  
*Art Director*

[laura@barkleigh.com](mailto:laura@barkleigh.com)