

2015 Media Kit

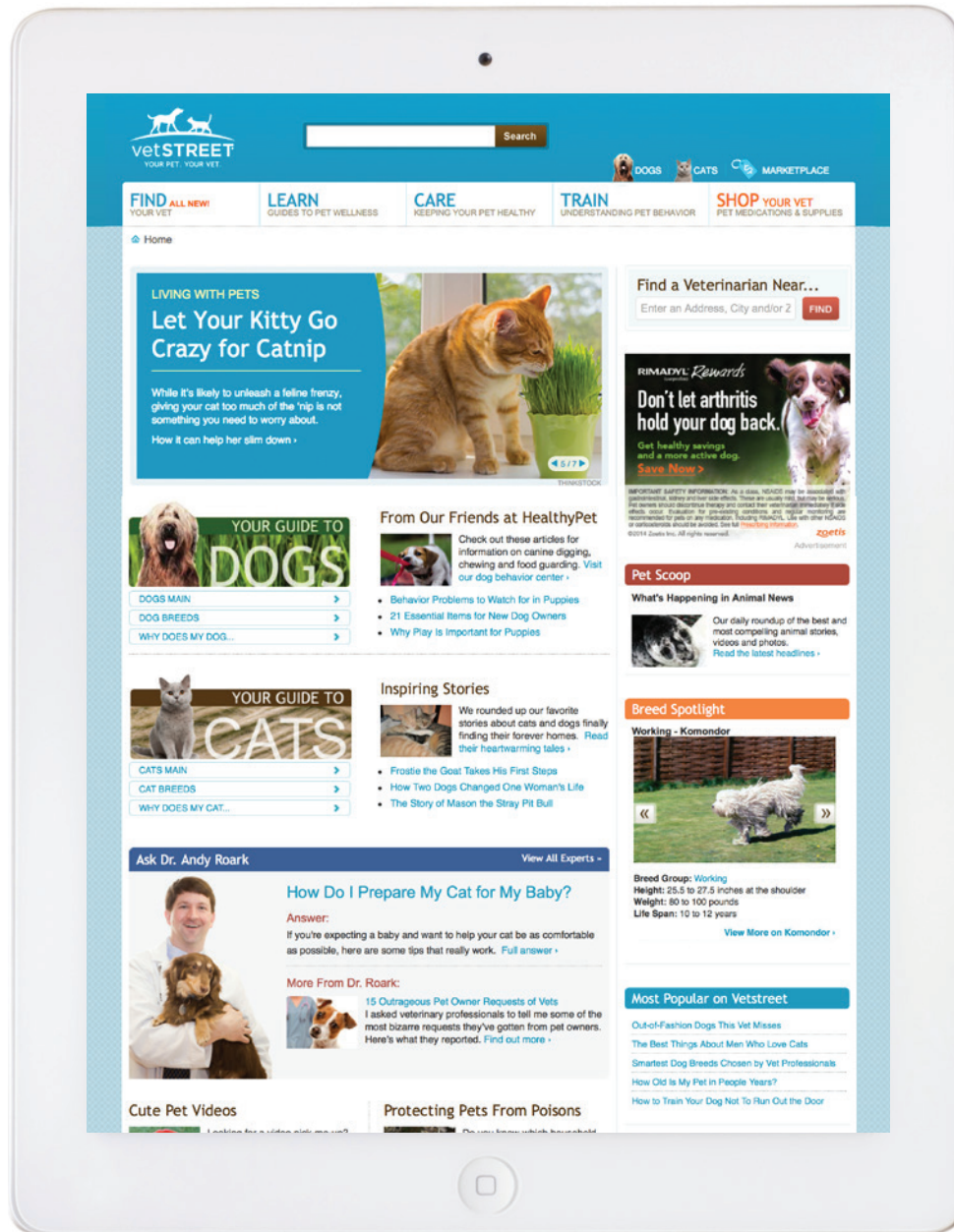
VETSTREET.COM



## About Us

# GO WHERE PET LOVERS GO

Vetstreet.com ranks in the **TOP 5% of all pet websites** in the U.S.



Source: comScore, January 2015

## About Us

# TRUSTED PET INFORMATION

*that pet owners can really use*

### Dedicated to Pet Health

We know that the key to a happy, healthy, long-living pet is a well-informed owner and an expert veterinary care team. We provide the tools to foster that partnership.

### Credible

All articles on vetstreet.com are written by veterinarians or professional journalists, with medical content reviewed by leading veterinarians and other animal health experts. We promote pet health, encourage our audience to seek advice from their veterinarians, and help pet owners find veterinarians if they don't already have them.

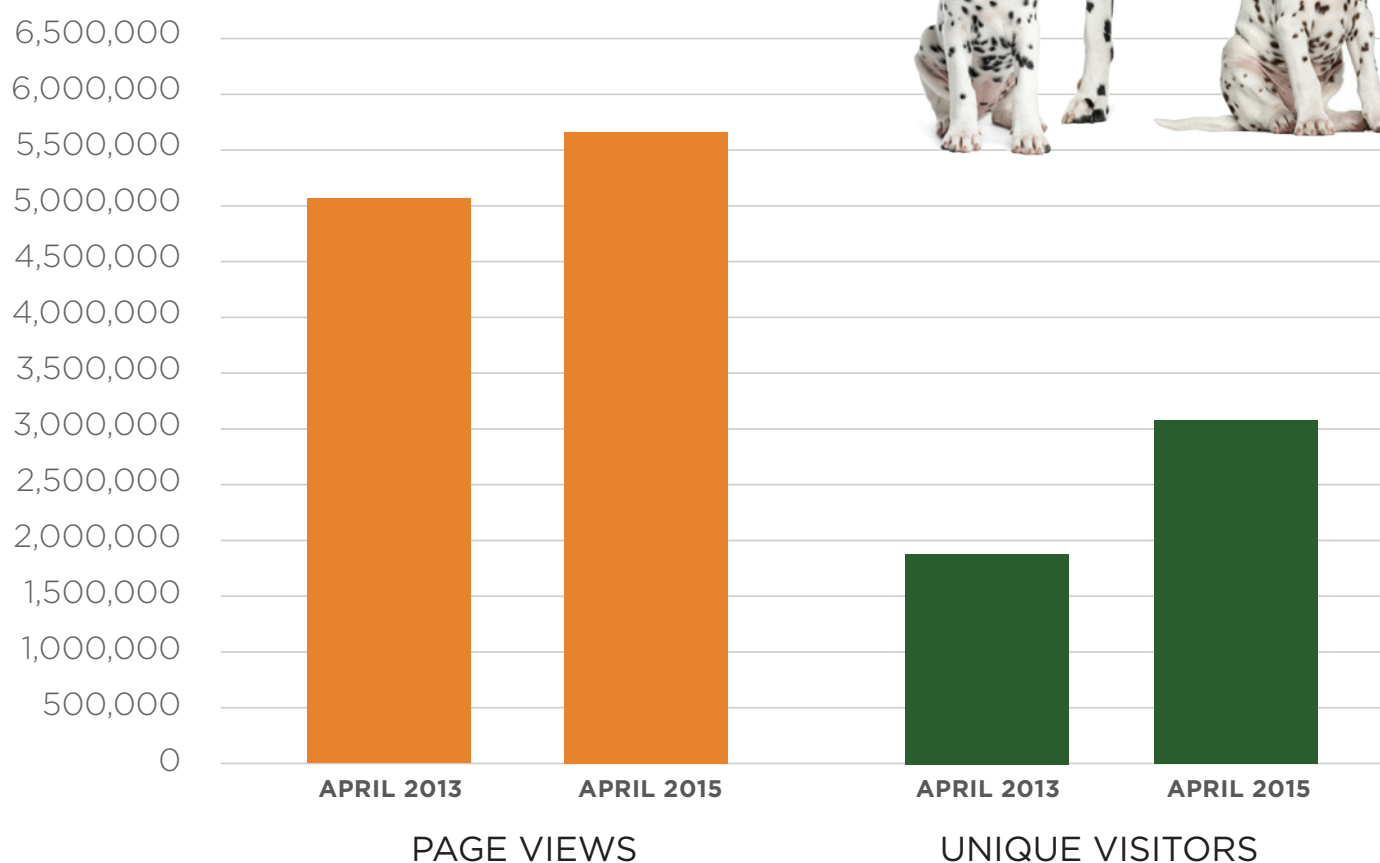
### Relevant

Vetstreet.com offers pet owners the most current advice and thinking on everything from dealing with a barking dog to caring for a senior pet.



## About Us

# OVER 56% GROWTH *since April 2013*



*In April 2015, vetstreet.com had*

**3,011,957**

UNIQUE VISITORS

**5,548,448**

PAGE VIEWS

**1.6**

PAGE VIEWS PER VISIT

Source: WebTrends, April 2015

## About Us

# A LEADER

among pet-centric websites



### Vetstreet.com vs. The Pet Competitive Set

WEBSITE	UNIQUE VISITORS	RANK
pet360.com	12,708,000	1
theanimalrescuesite.com	7,191,000	2
petfinder.com	6,898,000	3
pawnation.com	5,652,000	6
<b>vetstreet.com</b>	<b>2,674,000</b>	<b>9</b>
akc.org	2,461,000	11
today.com/pets	1,664,000	15
peoplepets.com	940,000	27



**Vetstreet.com has more unique monthly visitors**  
*than many popular consumer sites, including  
 shape.com, brookstone.com, hop.com, soap.com,  
 zagat.com, egreetings.com, and style.com.*

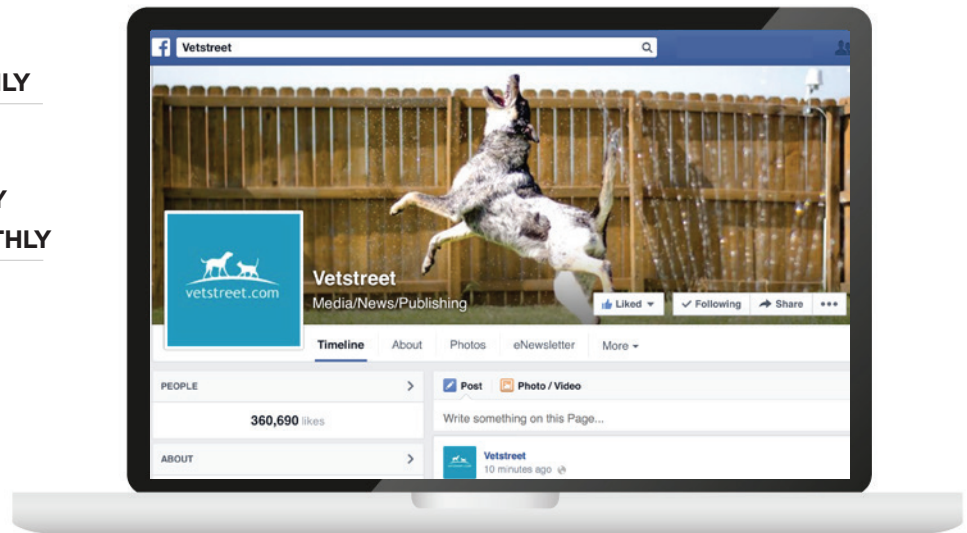
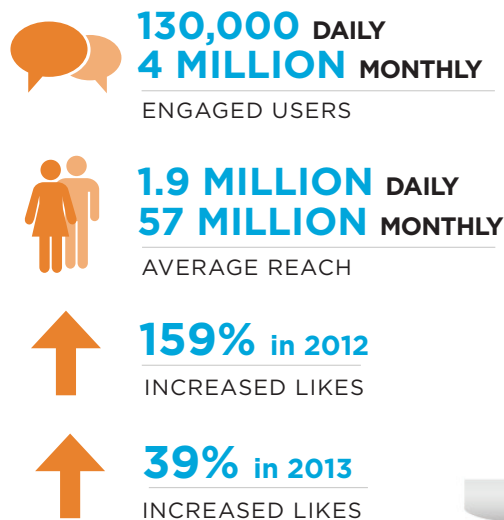
Sources: comScore MediaMetrix Multiplatform, February 2015; compete.com, December 2012

NOTE: comScore does not measure traffic from outside the U.S. International traffic accounts for 15% of vetstreet.com traffic.

## About Us

# 366,000+ FANS

and **growing fast!**



### ***Vetstreet.com vs. Pet Competitive Set on Facebook***

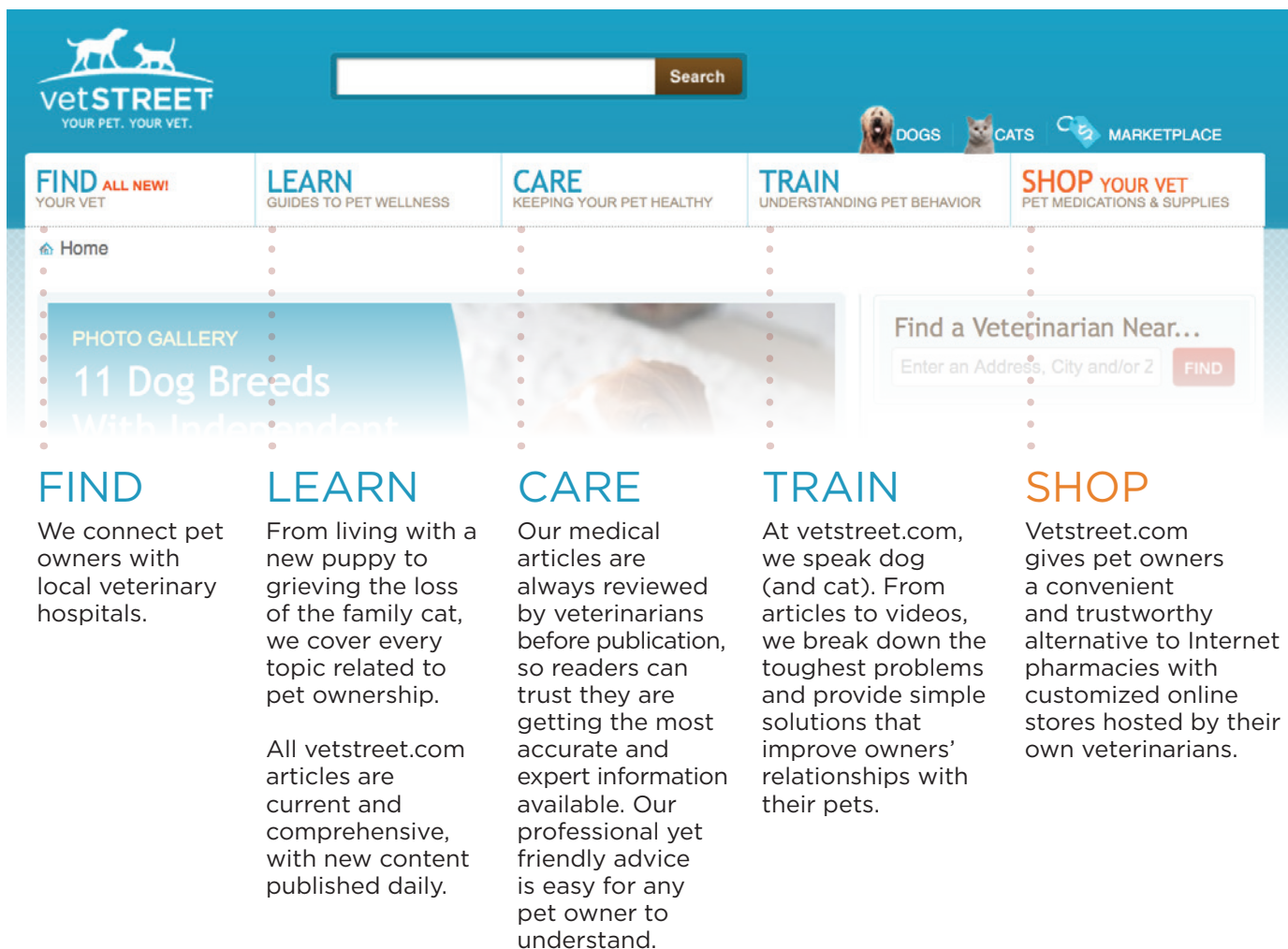
FACEBOOK PAGE	LIKES
PetHealthNetwork	402,300
<b>Vetstreet</b>	<b>366,200</b>
PetMD	353,260
Pet360	215,000
TheDailyPuppy	158,200
ePetHealth	1,070
VetSource	960

Source: Facebook Insights, May 2015

## About Us

# UNBEATABLE EDUCATIONAL CONTENT

*Vetstreet.com covers every aspect of pet ownership*



The screenshot shows the vetstreet.com website interface. At the top is a blue header with the vetstreet logo, a search bar, and navigation links for DOGS, CATS, and MARKETPLACE. Below the header are five main content tabs: FIND ALL NEW! YOUR VET, LEARN GUIDES TO PET WELLNESS, CARE KEEPING YOUR PET HEALTHY, TRAIN UNDERSTANDING PET BEHAVIOR, and SHOP YOUR VET PET MEDICATIONS & SUPPLIES. The FIND tab is active, showing a 'Home' link and a 'PHOTO GALLERY' section with '11 Dog Breeds'. The other tabs have corresponding descriptions below them.

FIND ALL NEW! YOUR VET	LEARN GUIDES TO PET WELLNESS	CARE KEEPING YOUR PET HEALTHY	TRAIN UNDERSTANDING PET BEHAVIOR	SHOP YOUR VET PET MEDICATIONS & SUPPLIES
<p><b>FIND</b></p> <p>We connect pet owners with local veterinary hospitals.</p>	<p><b>LEARN</b></p> <p>From living with a new puppy to grieving the loss of the family cat, we cover every topic related to pet ownership.</p> <p>All vetstreet.com articles are current and comprehensive, with new content published daily.</p>	<p><b>CARE</b></p> <p>Our medical articles are always reviewed by veterinarians before publication, so readers can trust they are getting the most accurate and expert information available. Our professional yet friendly advice is easy for any pet owner to understand.</p>	<p><b>TRAIN</b></p> <p>At vetstreet.com, we speak dog (and cat). From articles to videos, we break down the toughest problems and provide simple solutions that improve owners' relationships with their pets.</p>	<p><b>SHOP</b></p> <p>Vetstreet.com gives pet owners a convenient and trustworthy alternative to Internet pharmacies with customized online stores hosted by their own veterinarians.</p>

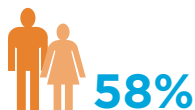
## Audience

# DEDICATED PET LOVERS

*willing to do whatever it takes to keep their pets healthy*



HAVE CHILDREN AT HOME



ARE MARRIED OR LIVING  
WITH DOMESTIC PARTNER



TRAVEL WITH THEIR PETS



ARE EMPLOYED



ATTENDED GRADUATE SCHOOL

{ Our audience **believes in**  
**seeking veterinary care**  
for their pets. }



Sources: comScore, February 2015;  
vetstreet.com Readership Survey, April 2013

## Audience

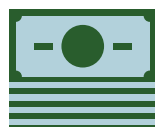
# MORE AFFLUENT

than the average Internet user



**58%**

EARN **\$75K+** A YEAR



**36%**

EARN **\$100K-\$150K** A YEAR



**71%**

HAVE CREDIT CARDS



**87%**

**BUY ONLINE**



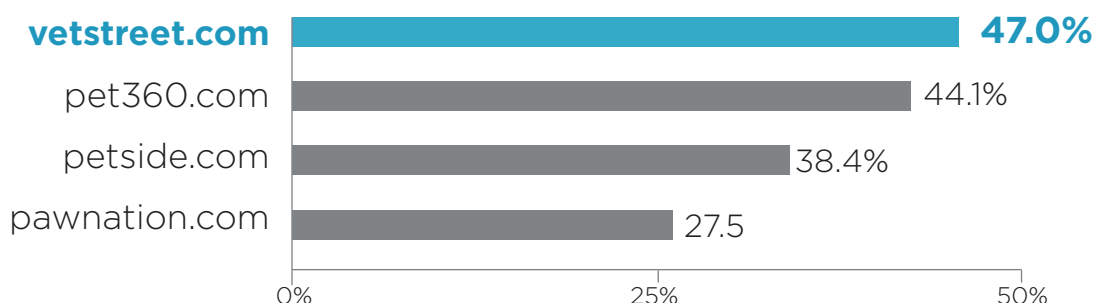
## Domestic Travel

**36%** TAKE 1-2 TRIPS A YEAR, **12%** TAKE 3-4 TRIPS A YEAR, **7%** TAKE 5-6 TRIPS A YEAR

{ Our audience members care deeply about their pets and are **willing to spend money on their pets' health and well-being.** }

## Active Internet Users

### Percentage of users 21-49 years old on pet websites



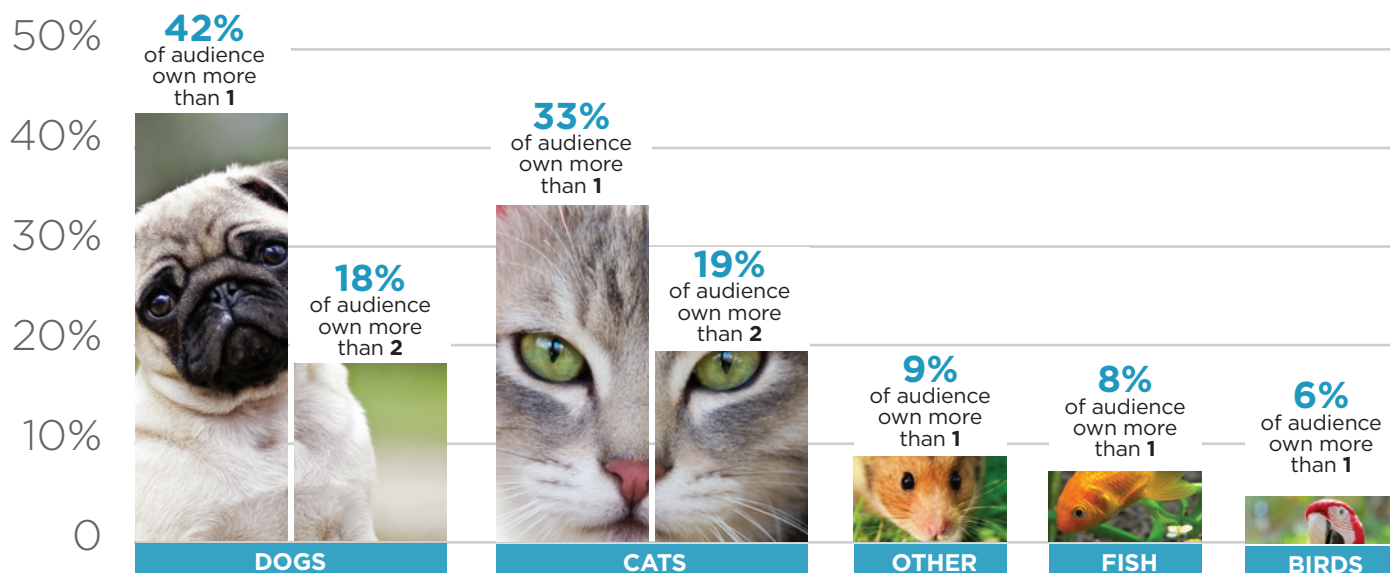
Source: comScore, February 2015

## Audience

# PET OWNER PROFILE

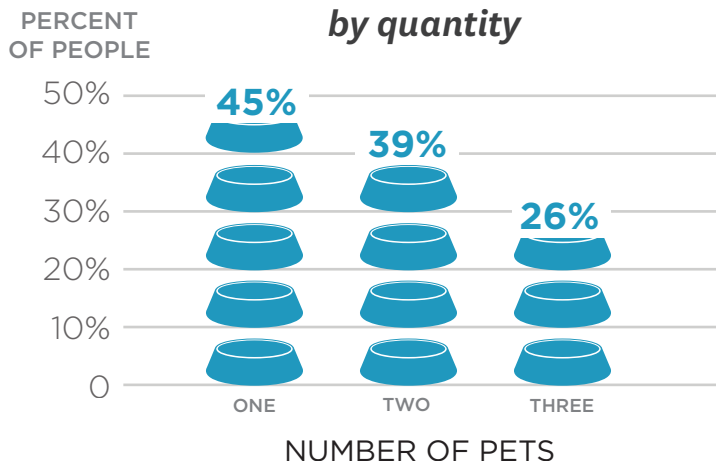
62% of our audience members own pets

### Percentage of pet ownerships by type



Our audience **considers their pet to be family** and, in many cases, children.

### Percentage of pet ownerships by quantity



Sources: comScore, February 2015;  
vetstreet.com Readership Survey, April 2013

## Marketing

# MARKETING MUSCLE

*By offering a wide variety of platforms to engage pet owners, Vetstreet gives you the power to flex your marketing muscle.*

## **vetstreet.com**

### OPPORTUNITIES

#### Website

- Advertising Placement
- Sponsored Search
- CrossLinker
- Advertorials
- Custom Interactive Modules
- Branded Condition Centers
- Category Sponsorship
- Section Sponsorship
- Custom Microsite
- Sponsored Articles
- Slide Show Sponsorship
- Branded Roadblocks

#### Email

- Petwire* Newsletter
- Training Tips and Tricks* Newsletter
- The Scratching Post  
(cat-focused newsletter)

#### Social Media

- "Caption This" Contest
- Sweepstakes
- Contests
- Couponing
- Live Q&A

## **Vetstreet**

### OPPORTUNITIES

#### *HealthyPet* Magazine

- Advertorials
- Advertising Placement
- Coverwrap



#### Vet Clinic Programs

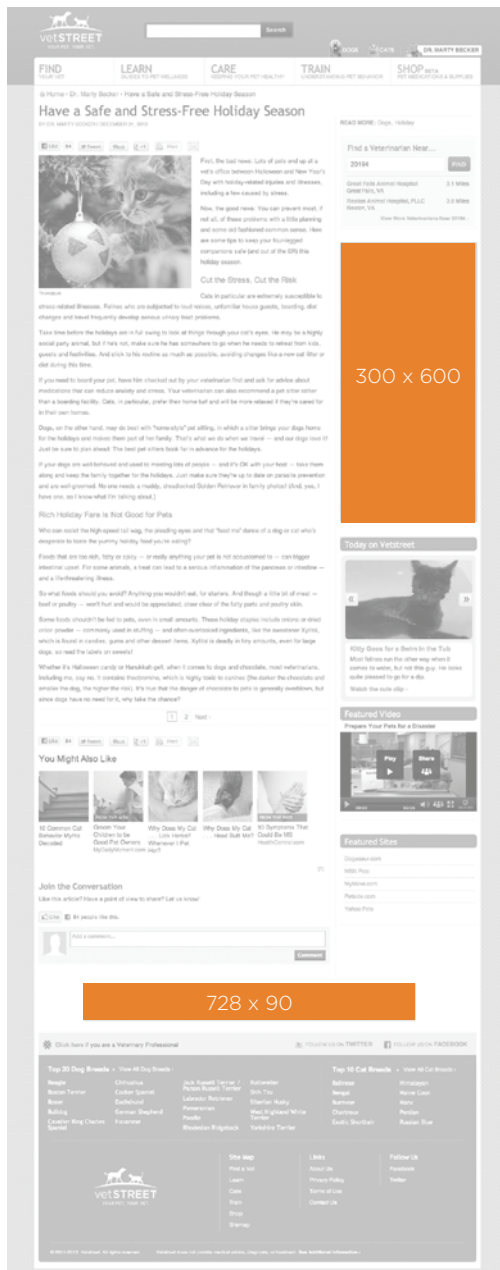
- Emails
- Newsletters
- Direct Mail
- Coupons
- Sampling Kits

*Let us know your goals, and we will design a unique custom experience across Vetstreet and vetstreet.com that efficiently and effectively delivers your message to our pet owner audience.*

## Marketing

# ALIGN YOUR BRAND

## with great content



## AD PLACEMENT

**Vetstreet.com captivates a passionate audience** of smart pet owners with educational articles, videos, and advice. These pet owners spend an average of more than 5 minutes engaged with the site. *And they come back time and time again.*

**Take advantage of this unique opportunity to reach an intelligent, pet-loving audience.**

Specifically target pet owners via the following categories\*:

- Dogs
- Cats
- Breed Profiles
- Life Stages
- Nutrition
- Training
- Wellness
- Geography
- Dental Health
- Allergies
- Parasite

\*additional categories available

## SPECS and Average Click-Through Rates

- 300 x 600 (0.72% CTR) or 300 x 250
- 728 x 90



Source: comScore, February 2015

All requests for space are first-come, first-served and at the sole discretion of vetstreet.com.

## Marketing

# REACH

actively subscribed consumers



### AD PLACEMENT: *Petwire*

*Petwire*, our weekly email newsletter, is sent to more than 50,000 active and engaged pet owners every week. These health-conscious pet lovers enjoy feature stories and special promotions within each newsletter.

### STATS

- Distributed weekly
- 50,000+ recipients
- 17% average open rate
- 600 x 300 ad space

### CONTENT and Average Click-Through Rates

- Feature article  
38% CTR
- Weekly editorial content  
8% CTR
- Breed profile  
3% CTR
- Blog posts  
3% CTR
- Pin of the week  
5% CTR
- Training tip of the week  
5% CTR

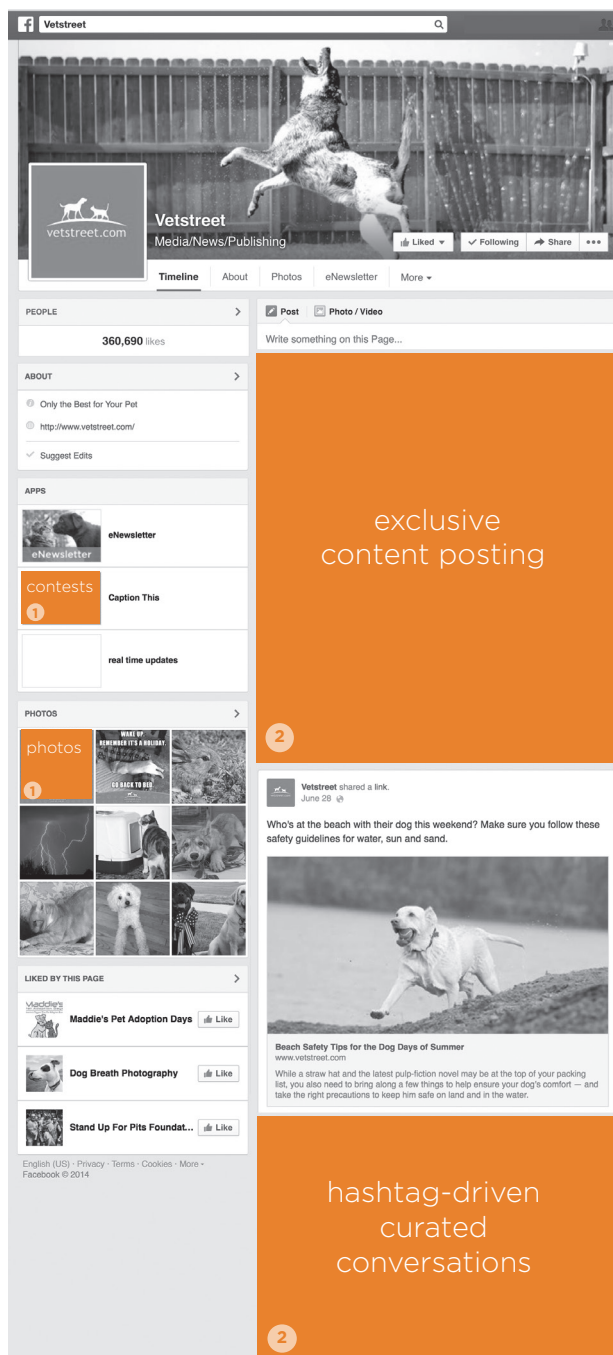


Available on a weekly basis. Reserve through your representative.  
Copy and image subject to approval.

## Marketing

# GO VIRAL

to reach vetstreet.com's **366,000+**  **Fans**



Vetstreet's far-reaching fan network is fully engaged with our Facebook content. Our popular social media page promotes the friendly exchange of information and focuses on keeping pets happy and healthy.

### OPTION 1

**Custom Facebook App.** Take engagement one step further with a robust social destination that will engage our fans and promote your brand.

#### YOUR FACEBOOK APP COULD FEATURE:

- "Caption This" Facebook contest
- Other contests/sweepstakes
- Photo gallery
- Q&As
- Quizzes and polls
- Coupons

### OPTION 2

**Facebook Social Offering.** Partner with vetstreet.com on a social offering with exclusive content experiences on Facebook.

#### THE OFFERING COULD FEATURE:

- Exclusive content posting on Facebook
- Hashtag-driven curated conversations across Facebook
- Guaranteed minimum impressions: 100,000



**130,000**

DAILY ENGAGED USERS



**57 MILLION**

MONTHLY AVERAGE REACH

Source: Facebook Insights, May 2015