



VETSTREET.COM  
Media Kit



Vetstreet.com is ranked in the top 5% of all pet websites in the United States.

The screenshot shows the Vetstreet.com homepage with a blue header. The logo 'vetSTREET YOUR PET. YOUR VET.' is on the left, and a search bar is in the center. Navigation links for 'DOGS', 'CATS', and 'DR. MARTY BECKER' are on the right. Below the header is a menu with categories: '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 main content area features a large banner for 'PET WELLNESS Finding the Right Food for Your Dog' with a photo of a dog. Below this are sections for 'YOUR GUIDE TO DOGS' and 'YOUR GUIDE TO CATS', each with a list of links. A 'Working Dogs' section includes a video thumbnail and a list of articles. A 'Training Your New Pet' section also includes a video thumbnail and a list of articles. On the right side, there is a 'Find a Veterinarian Near...' search box with a location input and a 'FIND' button, followed by a list of nearby clinics. Below that is an advertisement for 'IS YOUR CAT AT RISK FROM DANGEROUS PARASITES?'. At the bottom, there are sections for 'Pet Scoop', 'What's Happening in Animal News', and 'Breed Spotlight'.

Vetstreet.com provides trusted pet health information that pet owners can really use.

## Dedicated to Pet Health

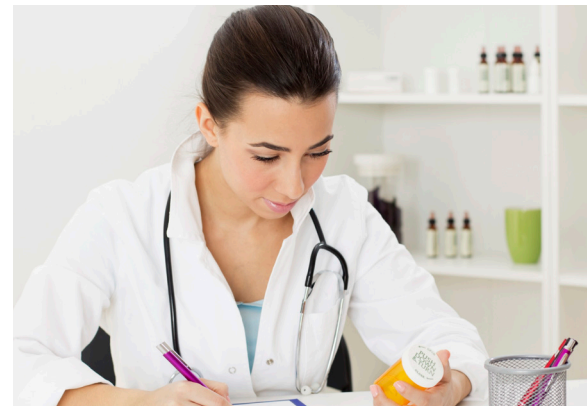
We know that the key to a happy, healthy, long-living pet is a well-informed owner and an expert veterinary care team. We provide the tools to foster that partnership.

## 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 veterinarian, and help pet owners find a veterinarian if they don't already have one.

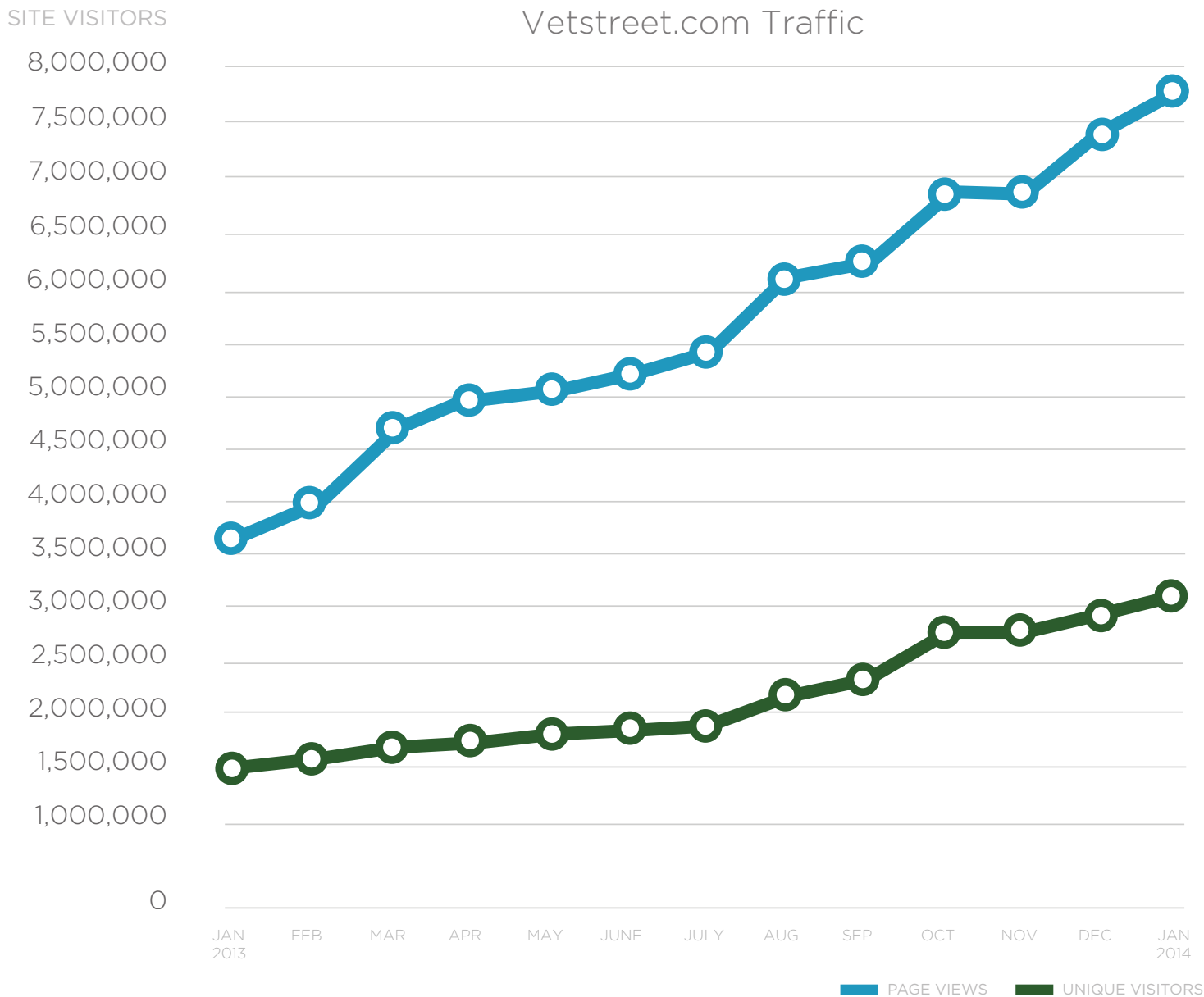
## Relevant

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.



# Vetstreet.com Traffic

Since January 2013, vetstreet.com traffic has grown 105%!



In January 2014, vetstreet.com had:

- + **3,112,048** Unique Visitors
- + **7,836,571** Page Views
- + **2.23** Page Views per Visit

Source:  
• webtrends, January 2014

**Vetstreet.com Media Kit 2014**

For more information, please contact Vetstreet at [media@vetstreet.com](mailto:media@vetstreet.com)

# Vetstreet.com Traffic

Vetstreet.com is a leader among other pet-centric websites.

## Vetstreet.com vs. Pet Category

WEBSITE	UNIQUE VISITORS	RANKING
pet360.com	3,848,000	1
petsmart.com	2,551,000	2
petco.com	2,316,000	3
petfinder.com	1,833,000	4
vetstreet.com	1,772,000	5
purina.com	1,279,000	12
akc.org	842,000	13
dailypuppy.com	455,000	26

NOTE: comScore does not measure traffic from outside the US or mobile devices, which accounts for 36% of vetstreet.com traffic.

And **vetstreet.com** has more unique monthly visitors than such popular consumer sites as shape.com, brookstone.com, shop.com, soap.com, zagat.com, egreetings.com, and style.com.

#### Sources:

- comScore, December 2013
- compete.com, December 2012

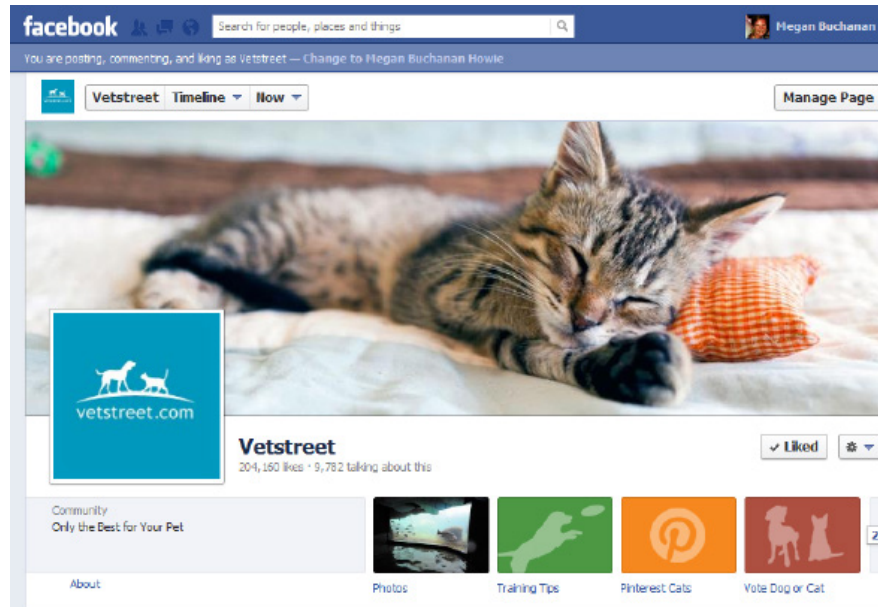
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# Vetstreet on Facebook

Over 320,000 fans and growing fast!

- + **Exceptional viral reach:** 2 million Facebook users see our content
- + **Over 53.5 million unique users** are friends of fans
- + **Grew likes by 159% in 2012**
- + **Grew likes by 39% in 2013**



## Vetstreet vs. Pet Category on Facebook

FACEBOOK PAGE (www.Facebook.com/)	LIKES	TALKING ABOUT THIS
Vetstreet	320,711	10,135
PetHealthNetwork	375,316	36,978
PetMD	299,577	100,685
Pet360	153,133	17,722
The DailyPuppy	114,384	14,253
VetSource	743	1
ePetHealth	194	2

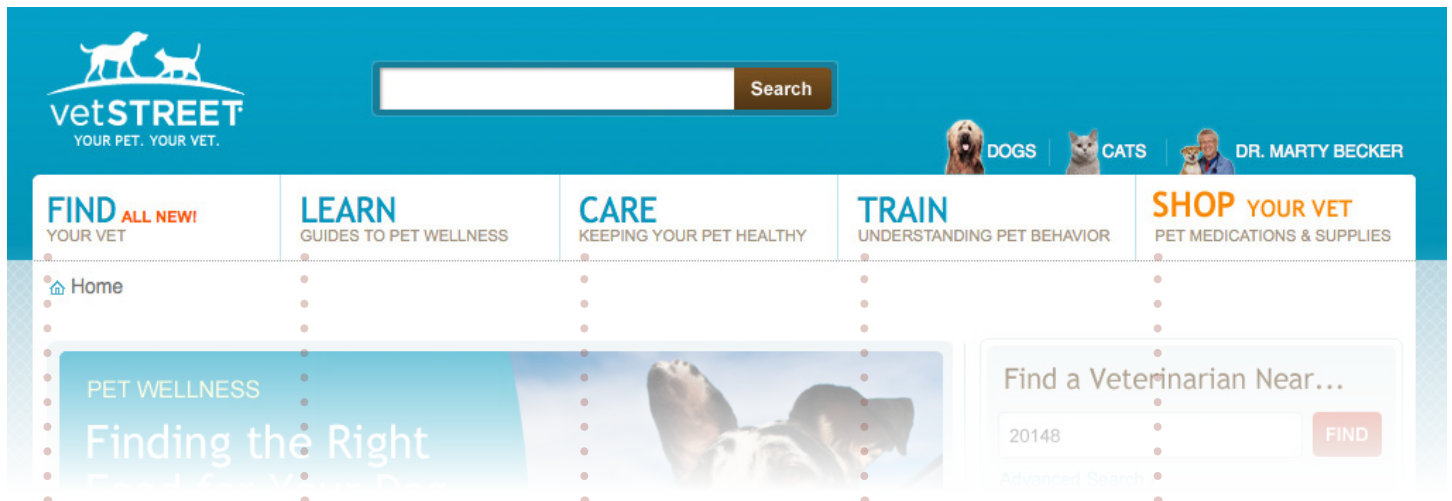
Source: Facebook Insights, January 2014

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# Trusted Educational Content

Vetstreet.com content covers every aspect of pet health.



## FIND

We connect pet owners with local veterinary hospitals.

## LEARN

From learning to live with a new puppy to grieving for the family cat, we cover every topic related to pet ownership.

All vetstreet.com articles are current and comprehensive. New content is published daily.

## CARE

Pet health terms can be complicated. We offer friendly and comprehensive advice that is easy for any pet owner to understand.

Our medical articles are always reviewed by a veterinarian before publication, so readers can trust they are getting the most accurate and expert information available.

## TRAIN

At vetstreet.com, we speak dog (and cat). From articles to videos, all vetstreet.com content is presented in a straightforward, conversational tone. The key to understanding pet behavior starts with pet owners.

We break down the toughest problems and provide simple steps that improve the owners' relationships with their pets.

## SHOP

Vetstreet.com gives pet owners a convenient and trustworthy alternative to Internet pharmacies with customized online stores hosted by their own veterinarian.

# Our Audience: Overview

The vetstreet.com audience consists of dedicated pet lovers who are willing and able to do whatever it takes to keep their pets healthy.

- + Our audience considers their pet(s) to be family and, in many cases, children.
- + 57% of our readers travel with their pet(s).
- + A significant portion of our audience are high-income earners.
  - Vetstreet.com has the highest percentage of households within our competitive set with a \$60,000–74,999 income (28% of the total audience).
  - Vetstreet.com has the highest percentage of households within our competitive set with a \$100,000+ income (43% of the total audience).
- + Vetstreet.com has the highest percentage of three-person households within our competitive set (28% of the total audience).
- + Our audience cares deeply about their pets and is willing to spend money on their pets' health and well-being.
- + Our audience believes in seeking veterinary care for their pets.



Sources:

- comScore, December 2012
- vetstreet.com Readership Survey, April 2013

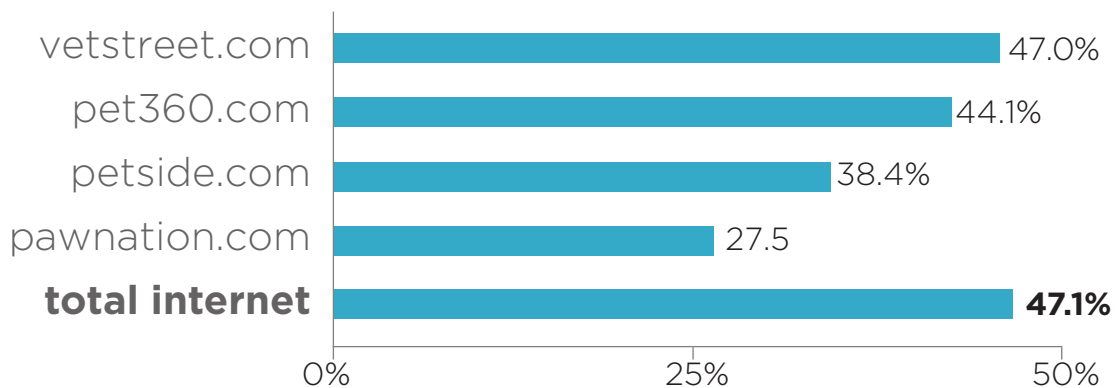
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# Our Audience: User Data

## User Age:

Percentage of users 21-49 years of age on pet websites



## User Gender:

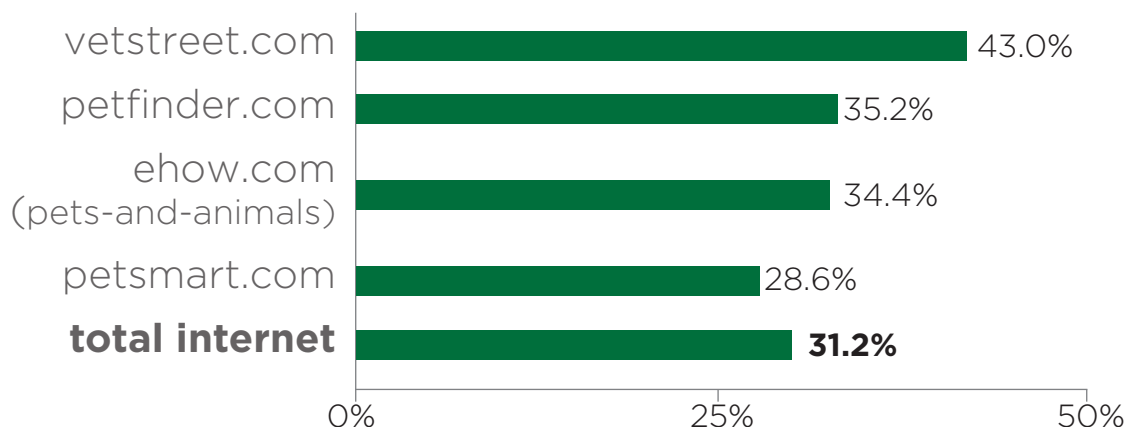
60% Female



40% Male

## User Income:

Percentage of audience with a household income of \$100,000 or more



Source: comScore, December 2012

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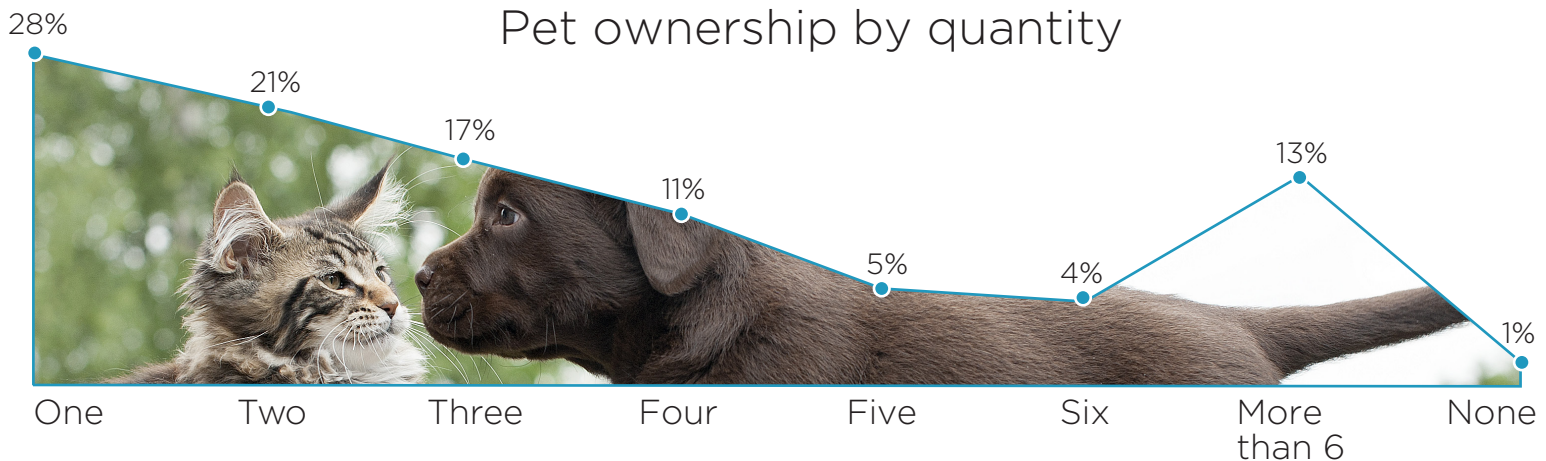
# Our Audience: Pet Data

## Pet Owner Profile:

### Percentage pet ownership by type



### Pet ownership by quantity



Source: vetstreet.com Readership Survey, April 2013

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# Marketing Muscle

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

Let us know your goals and we can create a unique custom experience across Vetstreet and vetstreet.com that efficiently delivers your message to our pet owner audience.

## Vetstreet.com Opportunities

### Online

- 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 Blast

- Petwire* Newsletter
- Custom Newsletter

### Social Media

- Caption This Contest
- Sweepstakes
- Contests
- Coupons
- Live Q&A

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## Vetstreet Opportunities

### *HealthyPet* Magazine

- Advertising Placement
- Advertorials
- Coverwrap

### Vet Clinic Programs

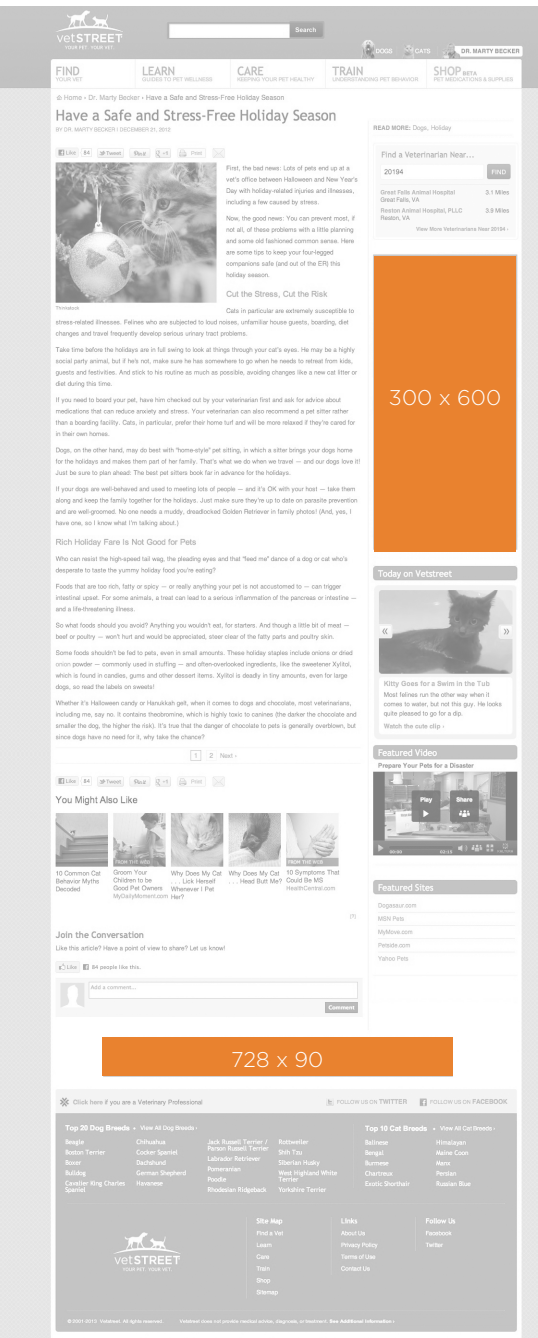
- Emails
- Newsletters
- Direct mail
- Coupons
- Sampling kits

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# Ad Placement: vetstreet.com

Align your brand with great content.



**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 within 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 individual selects\*:

- + Dogs
- + Cats
- + Breed Profiles
- + Life Stages
- + Nutrition
- + Training
- + Wellness
- + Geography
- + Cleaning
- + Allergies
- + Vet Clinic Profiles

\*additional categories available

Specs:

- + 300x600
- + 300x250 (homepage and slideshows only)
- + 728x90

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

Source: comScore, December 2012

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# Ad Placement: *Petwire*

vetstreet.com

Petwire 3.20.2013

Share with a Friend

Having trouble viewing this email? [Click Here >](#)

Top 10 Trendiest Dog Names of the Year  
By Kristin Seymour [Learn More](#)

Why Does My Dog ... Shred Paper?  
Whether it's toilet paper or homework, some canines tear things up as an outlet for their energy or stress. And some breeds are more likely than others to be shredders.  
[How you should respond to this behavior >](#)

Why Exercise Is Important for Cats  
Your kitty loves to snooze, but napping 24/7 isn't ideal for his health. Toys like food puzzles and feather wands will help him get the daily physical activity he needs.  
[How to train him to walk on a cat harness >](#)

Antifreeze Makers Try to Protect Pets  
The United States is now a safer place for our animals. Antifreeze manufacturers have agreed to add a bitter flavoring agent to the normally sweet product, making it less attractive to pets.  
[Why owners still need to be vigilant >](#)

Breed Spotlight  
**Birman**  
The white-gloved Birman may look elegant, but his appearance belies a powerful, muscular body and a strong love of play.

Popular Blog Posts

Seven Deadly Drugs Vets Find in Pets  
By Dr. Patty Khuly

Help! My Dog Lunges at My Face When We Play  
By Mikkel Becker

Pet Poisons From A to Z — 26 Dangerous Items  
By Dr. Mary Fuller

Amazing Animal Facts: Gregarious Guinea Pigs  
By Samantha Bartram

Pin of the Week  
When your dog's kissing habit gets out of control  
[Pin it](#)

Tip of the Week  
Teaching your dog to shake is not only a cute trick that impresses the neighbors, it also helps him get used to having his paws handled.  
[Start with a treat in a closed palm >](#)

600 x 300

ADVERTISE WITH US

You have subscribed to receive communication from vetstreet.com. This newsletter is published by vetstreet.com, 780 Township Line Road, Yardley, PA 19067.

vetstreet.com

Not a pet lover? [Unsubscribe](#) | [Contact Us](#)

[Twitter](#) [Facebook](#) [Pinterest](#)

Reach actively subscribed consumers.

*Petwire*, our weekly email newsletter, is sent to more than 25,000 active and engaged pet owners each week. This group of health-conscious pet lovers enjoys select featured stories and special promotions within each newsletter.

## Stats

- + Distributed weekly
- + 25,000+ recipients
- + 17% average open rate
- + 600x300 ad space

## Content and Average Click-Thru Rates

- + Featured story  
38% CTR
- + Weekly editorial content  
8% CTR
- + Breed profile  
3% CTR
- + Popular 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.

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# Facebook Promotion

Go Viral!

and reach Vetstreet's  
320,000+ Facebook fans.

- + **Exceptional viral reach** of 2 million Facebook users who see our content
- + **Over 53.5 million unique users** are friends of fans

Vetstreet's far-reaching fan network is fully engaged with our pet health content. Our 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.

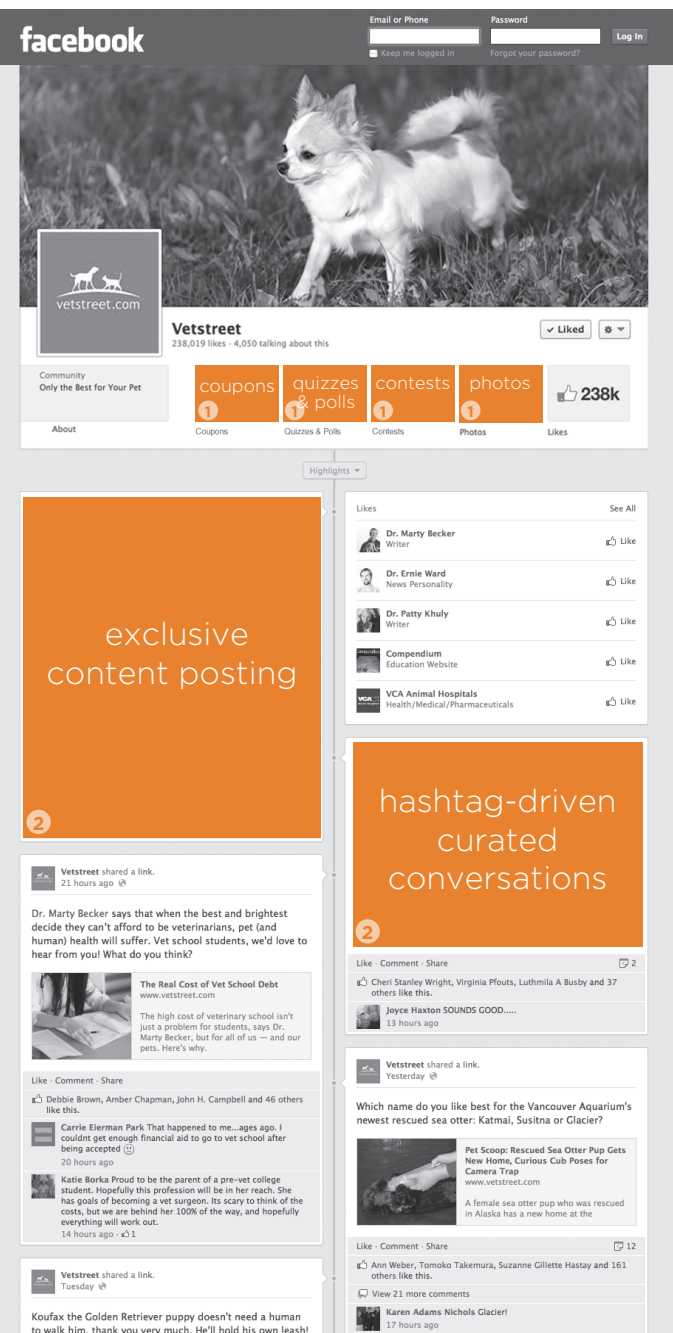
The Facebook App could feature:

- + Caption This Facebook Contest
- + Contests/Sweepstakes
- + Photo Gallery
- + Q&A's
- + Quizzes and Polls
- + Coupons

## Option 2

Partner with vetstreet.com on a social offering with exclusive content experiences on Facebook:

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



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