

PAWSCHICAGO

magazine



PAWS Chicago Magazine, Chicago's premier pet magazine, reaches **hundreds of thousands of pet lovers in the third-largest market in the United States.**

about the magazine >



where we are

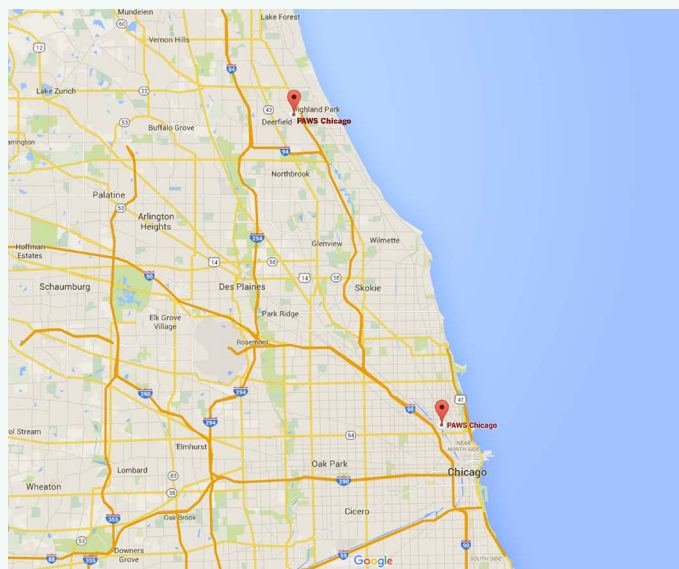


- Direct access to the exclusive PAWS Chicago mailing list, comprised of **more than 147,000 pet-loving households.**
- Prominently displayed throughout the Lincoln Park Adoption Center and the Glenn L. Felner North Shore Adoption Center, which welcome **hundreds of visitors each week.**
- Pawschicago.org features news and articles.
- Exclusive pet magazine distributed in PETCO locations across the Chicagoland area.
- Each issue remains in circulation for **six months.**
- **Readership:** 550,000
- **Circulation:** 200,000
- **Street News Boxes:** 16,500
- **Adoption Packets:** 6,000

distribution & demographics

Access to a highly desirable audience throughout the Chicagoland area:

- The Phippen Fasseas Adoption Center sits in the heart of Lincoln Park, and attracts families from across the city, with a particular focus on the Gold Coast, Lincoln Park, Bucktown, Lakeview, Wrigleyville and Old Town.
- The Glenn L. Felner North Shore Adoption Center in Highland Park has increased our reach into the Northern Suburbs.



AVERAGE HOUSEHOLD
SPENDING



\$500
ON PETS*



\$41.4 BILLION
WILL BE SPENT ON
PET PRODUCTS AND
SERVICES IN 2016*

PAWS Chicago Magazine is a lifestyle and entertainment resource for pet owners, adopters and the greater Chicagoland animal-loving community. Featuring the latest tips on caring for cats and dogs, new program offerings by PAWS Chicago and ways to improve our relationships with pets, the *PAWS Chicago Magazine* connects readers with experts in the fields of veterinary medicine, animal behavior and No Kill animal advocacy.

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SPECIAL REPORT IN WITH THE OLDS

TIPS FOR KEEPING OLDER PETS HEALTHY

SENSES



As humans, we have five senses, but dogs and cats may not be able to see, smell or hear as well. Royal has a number of suggestions for helping them deal with these changes.

EXERCISE



Exercise plays a role in decreasing a pet's health and longevity. Royal offers the following suggestions for keeping older pets active.

DIET



The kind of diet that works best for seniors includes high proteins and moderately high fat and low carbohydrates foods, Royal says.

INCONTINENCE



Royal says that "the incidence of urinary incontinence increases with age. But there are some solutions, which can be found after underlying medical problems have been ruled out."

SMELL



If your pet seems uninterested in food or other medical issues have been ruled out, it could be because they have lost their sense of their sense of smell, which is an important appetite stimulant. To enhance the smell of food, you can warm it up or mix in hot water or chicken broth.

SOUND



Try using hand clapping or high-pitch tones to get the attention of your dog or cat. You also can gently massage small cricks around the base of the ear to improve circulation. Finally, acupuncture can be considered for hearing loss in some cases.

SIGHT



Many older animals have poor vision that can obscure danger perception. If your animal is suffering from vision problems, you can tell light fixtures to stay areas like stairwells. Another tip Royal offers is to avoid rearranging furniture, litter boxes, and food and water bowls. If your pet has vision problems,

WALKS



Take your dog beyond the sidewalk onto more challenging terrain. Vary the surfaces your dog gets to walk on and include stepping up and down curbs or going on inclines. Dog walks should include a variety of experiences, allowing stimuli and sights to keep your dog's mind active.

MASSAGE



Cats and dogs can benefit from paw massages on a daily basis. If they're not sensitive about having these areas of their bodies touched, The massage can include gently rubbing the paw and putting slight down on the foot, which will improve mobility and placement.

GAMES



Toys and play time are just as good for kittens and puppies. Older animals can be engaged in play and may even shed some unwanted weight in the process. You can make your dog's life a bit less fun by taking his toys or treats, instead of placing them right in front of him, challenge your animal to do some exercises, like climbing some stairs, or to that special item.

SLIPPERY SURFACES

Help your animal navigate slippery surface floors by using mats more around with good traction. Place carpets, non-slip tape mats or mats in areas that may cause problems for elderly pets.

FOOD



Fresh commercially prepared raw meat food doesn't have to be cooked, and it's typically impure. It's important to be complete and balanced. It's also not as expensive anymore. Look at ingredients lists. Royal advises, "If you look at the list on your pet food and it looks like a chemist's store, it's going to be harder for a senior pet to digest."

SUPPLEMENTS

A number of herbal supplements can be particularly beneficial for geriatric pets as part of a treatment program. These include Omega-3 fatty acids for joint lubrication, milk thistle as a liver protector or tonic, ginseng for cognitive support, arnica as a blood mover, turmeric for inflammation and glucosamine for joint support.

TREATS



Bec picky about treats and chews for older pets. Choose treats that are natural, with no chemicals or sugar. Avoid treats with significant carbohydrates or unnatural substances. Many of Royal's clients use raw bones and chews to help with dental care and for enjoyment. Cooked bones may be more likely to splinter and pose a significant health risk or ingestion.

HOW MUCH EXERCISE IS TOO MUCH?

Royal advised watching the animal at the end of its 24 hours after their workout to see how they behave. If they are too tired or stiff after a 20-minute walk, take the time in half and try to stretch the tired dog. He can increase the time back up slowly until the pet is again ready for changes in breathing and water consumption, and adjust the exercise routine accordingly.

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[about PAWS Chicago >](#)

about PAWS Chicago

PAWS Chicago is dedicated to building No Kill communities—starting with a No Kill Chicago—where all healthy and treatable pets are saved. PAWS uses the power of community engagement to fuel its lifesaving efforts and the programs that support its No Kill mission:

PREVENTION

The main tools for reducing the birth of unwanted animals are spay/neuter programs and community outreach.

ADOPTIONS

PAWS finds new, loving homes for animals through our two adoption centers as well as numerous off-site events.

ANIMAL HEALTH AND BEHAVIOR

Our No Kill commitment means that we give every pet the medical treatment, rehabilitation, training and socialization needed to prepare them for adoption.

VOLUNTEERS

Volunteers are the life force behind every aspect of our efforts. Without this impassioned labor force, PAWS Chicago would not be possible.

DIGITAL



MONTHLY UNIQUE
WEBSITE USERS
110,000



FACEBOOK FANS
90,000+



TWITTER FOLLOWERS
9,800+



MONTHLY E-NEWSLETTER
RECIPIENTS
120,000

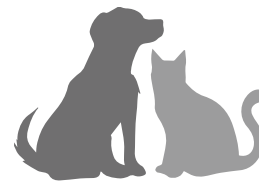


INSTAGRAM
FOLLOWERS
21,000+



With no financial support from government agencies, PAWS Chicago relies on our generous donors to save the lives of homeless pets. Charity Navigator, the nation's largest independent evaluator, has consistently given PAWS Chicago its highest four-star rating, placing the organization in the top 1 percent of charities in the nation.

IN 2015



5,987
ADOPTIONS

18,418



**SPAY/NEUTER
SURGERIES**

**VACCINATIONS, MICROCHIPS
& BLOOD TESTS**



41,660

2,841

**ANIMALS PLACED
IN FOSTER CARE**



117,007



**VOLUNTEER
HOURS =**

**56 FULL-TIME
EMPLOYEES**

2017 Advertising Rates

Advertising Rates	1X	2X*
Standard Full Page	\$3,500	\$5,940
Standard Half Page Vertical	\$2,300	\$3,920
Standard Half Page Horizontal	\$1,750	\$2,970
Premium Pages	1X	2X*
Inside Front Cover	\$6,800	\$11,880
Full Page Next to Inside Front Cover	\$5,300	\$9,504
Back Cover	\$10,750	\$19,050
Full Page Inside Back Cover	\$4,750	\$8,350
Half Page Inside Back Cover	\$2,750	\$4,785
Guaranteed Placement	1X	2X*
Full Page Rate	\$3,840	\$6,875
Half Page Vertical	\$2,545	\$4,550
Half Page Horizontal	\$1,925	\$3,425
Multiple Placements in One Issue Discount	Discount	–
Discount on second ad in same issue	10% off	–
Discount on third ad in same issue	15% off	–
Discount on fourth ad in same issue	20% off	–

* To receive the 2x discounted rate, the client ad insertion order will confirm that ads must be run in two consecutive issues. All rates are net, non-commissionable.

Adoption Kit Marketing Opportunity

Advertisers who run two consecutive half-page or larger advertisements may insert a 5x7 promotional card in the 6,000 adoption packets given to all adopters. Inserts may be mailed to Jaime Gutshall at PAWS Chicago, 1997 N. Clybourn Ave., Chicago, IL 60614. Inserts can be sent in full or in quarters to account for creative changes. PAWS Chicago will reach out when insert quantities run low.

Audience

Access to a highly desirable audience throughout the Chicagoland area, concentrated in the Gold Coast, Lincoln Park, Bucktown, Lakeview, Wrigleyville, Old Town, other lakefront neighborhoods, and the North Shore.

Distribution and Demographics

Readership: 550,000	Number of People reached through Community Outreach: 5,000
Circulation: 220,000	Adoption Packets: 6,000
In-Home Mailing: 147,000	Gender: 60% Female, 40% Male
Street News Boxes throughout Chicago: 16,500	Median Age: 44
150 Retail Locations: 27,720	Median Household Income: \$95,000

Publication Schedule

Issue Release	Advertising Deadline
February 2017	Nov 7, 2016

Digital Requirements

Preferred file formats: TIFF or PDF

Only other acceptable file formats: JPG, EPS, Illustrator CS5 or higher. Fonts must be outlined and images embedded. All images and files must be submitted as final, color corrected, CMYK and **high resolution (300 dpi)**.

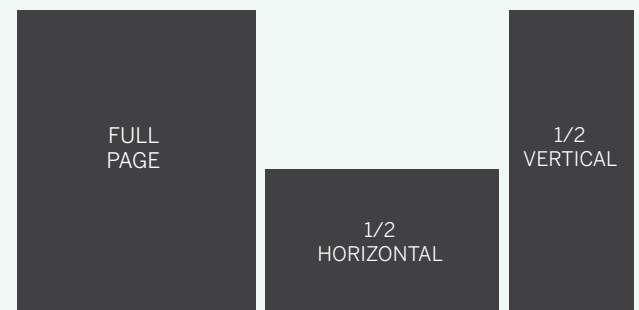
We do not accept ads created in Microsoft Word, Publisher, Power Point, or any other word processing program.

All ads submitted should be suitable to print as is. PAWS Chicago is not responsible for any errors in content. If files are prepared improperly, ad content is not suitable for our audience, or mechanical requirements are not met, PAWS Chicago will not guarantee the reproduction of the ad. PAWS Chicago cannot guarantee any color matching and does not provide any proofs prior to printing. Advertisements must be professional and in keeping with the style of a high-level publication. PAWS Chicago reserves the right to refuse any advertiser or advertisement.

Media Formats: CD-ROM or by e-mail at advertise@pawschicago.org

Along with the CD, please include a proof of the ad, the issue date, advertiser, agency name, phone number, contact person, and ad name/#. Please provide this same information if sent by e-mail. CDs will not be returned unless prior arrangements have been made.

Advertising Dimensions



(W x H in Inches)

Full Page.....	8.375 x 10.875 (please include 1/4" bleeds)
1/2 Page Horizontal.....	8 x 5.15
1/2 Page Vertical.....	3.875 x 10.5

All ads must use these dimensions. If they do not, the ads will be resized to fit the designated space.

Contact

To purchase ad space, submit payment, send artwork, or for additional questions, please email advertise@pawschicago.org or call **773-475-3315**.

Advertising Insertion Order

Date

Individual Information

Client Name *(please also include Agency Name if relevant)* _____

Contact Name _____

Address _____

City, State, Zip _____

Work Phone _____

Email _____

Payment Information *(PAWS Chicago requires payment with advertising order and accepts checks or credit cards.)*

Ad size: _____ Insertion dates, please check: ☐ Winter 2017 ☐ Summer 2017

☐ Check here for FREE Adoption Kit insertion of your promotional card with reserved advertising order for two consecutive issues

Card: VISA MASTERCARD AMEX DISCOVER

Card Number _____ Exp. Date _____

Amount \$ _____ Name on Card _____

Signature: _____ CVV #: _____

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Standard Half Page Horizontal	\$1,750	\$2,970
Premium Pages	1X	2X*
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Back Cover	\$10,750	\$19,050
Full Page Inside Back Cover	\$4,750	\$8,350
Half Page Inside Back Cover	\$2,750	4,785

Advertisers who run two consecutive ads may insert their 5x7 promotional cards in the 6,000 adoption packets given to all adopters throughout the year. Promotional cards can be sent in either full-year's 6,000 quantity or 3,000 quantity twice yearly to accommodate creative changes. Client-provided cards should be sent to Jamie Gutshall, PAWS Chicago, 1997 N. Clybourn Ave., Chicago, IL 60614. PAWS Chicago will contact you if insert quantities run low during your distribution period.

Guaranteed Placement	1X	2X*
Full Page Rate	\$3,840	\$6,875
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