

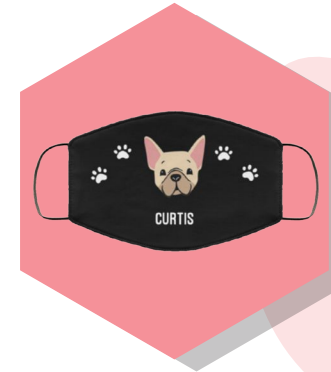


I  *Dogs*

MEDIA KIT 2023

WHAT WE DO

With extensive reach & experience, our multi-platform network delivers highly relevant pet content to millions. We can directly align your brand with the top purchasers of pet products and services through digital, mobile, and social.



OUR BRANDS SPEAK TO
THE WORLD'S LARGEST
PET AUDIENCE.

I  *Dogs*

H^{*}ERO
C O M P A N Y

I  *Cats*

I  *Dogs* health

BIRTHDAY
CLUB 

 **CANNANINE™**



I  *Dogs*

Our Audience

MONTHLY REACH

Mobile: 74%

Tablet: 13%

Desktop: 13%



Our Audience

MONTHLY REACH

200MM

Total
Monthly
Reach

8MM

On-Platform
Page Reviews

37MM

Social Media
Followers

36MM

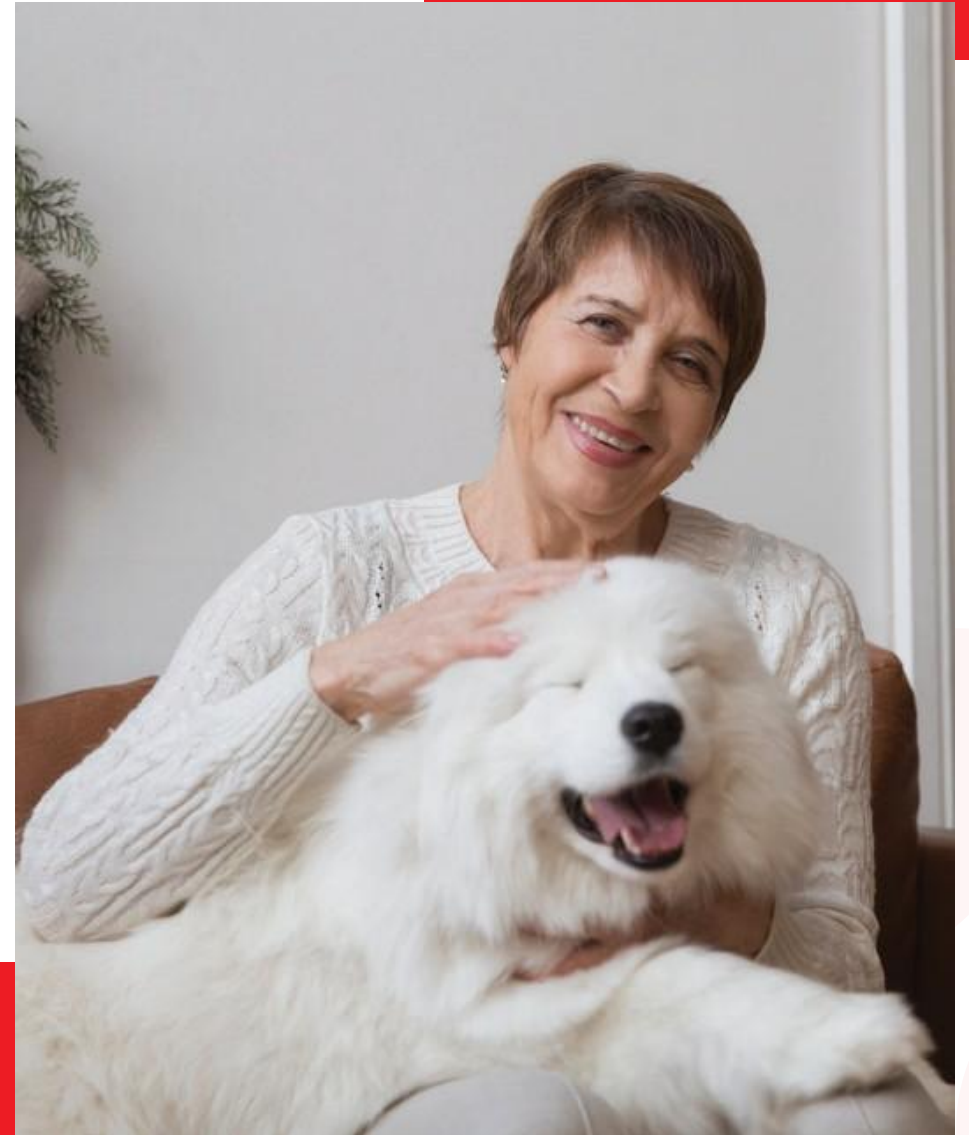
Display Ad
Impressions

3MM

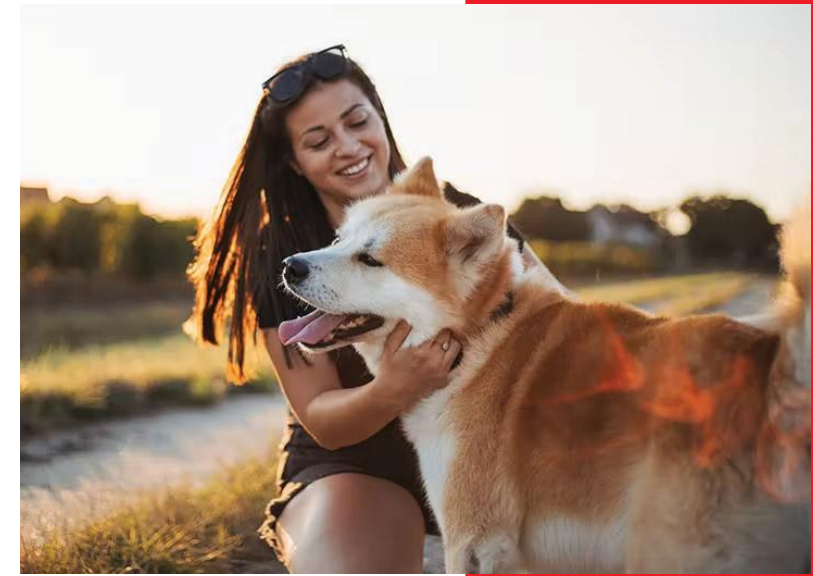
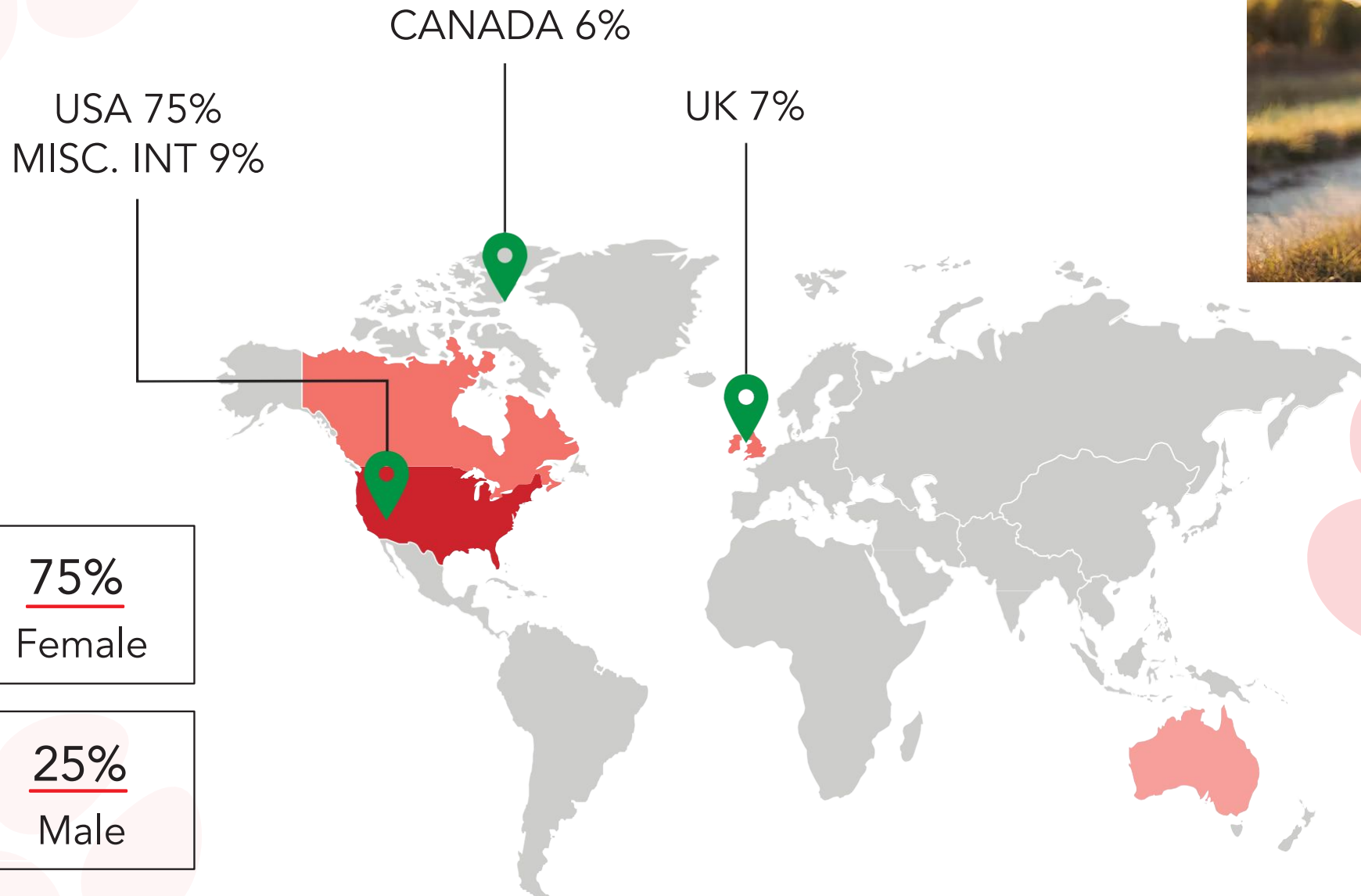
Newsletter
Subscribers

1.1MM

Editorial
Video Plays



GEOGRAPHIC DEMOGRAPHIC





DEMOGRAPHIC

54% attended college

Age 18-44 22%

60% own more than one dog

Age 45-64 51%

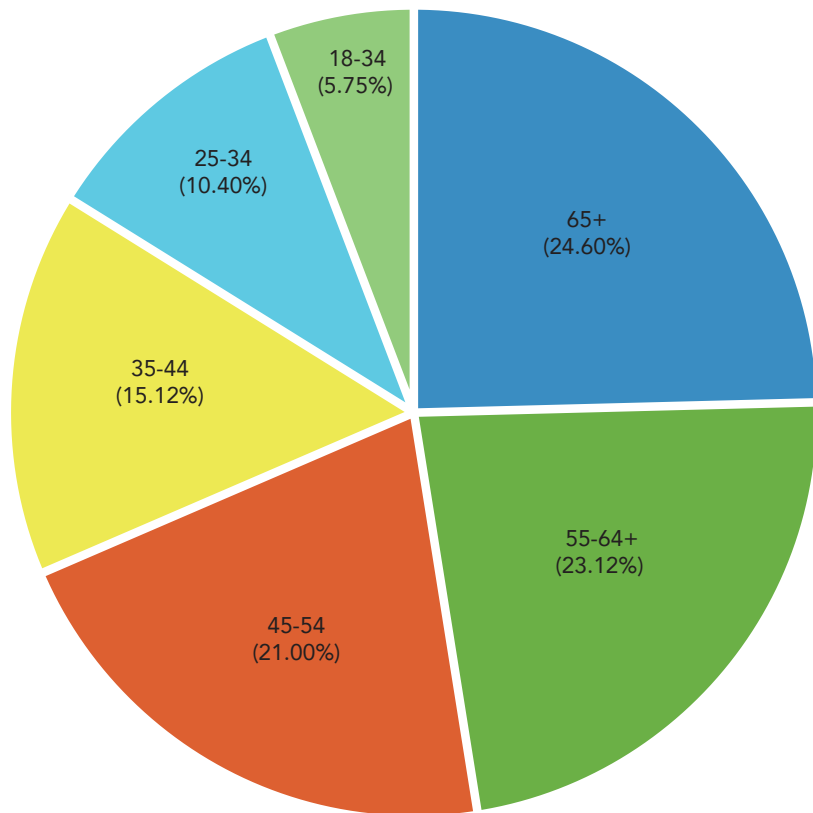
HHI average \$50k-\$110k

Age 65+ 27%

Our Audience DEMOGRAPHIC

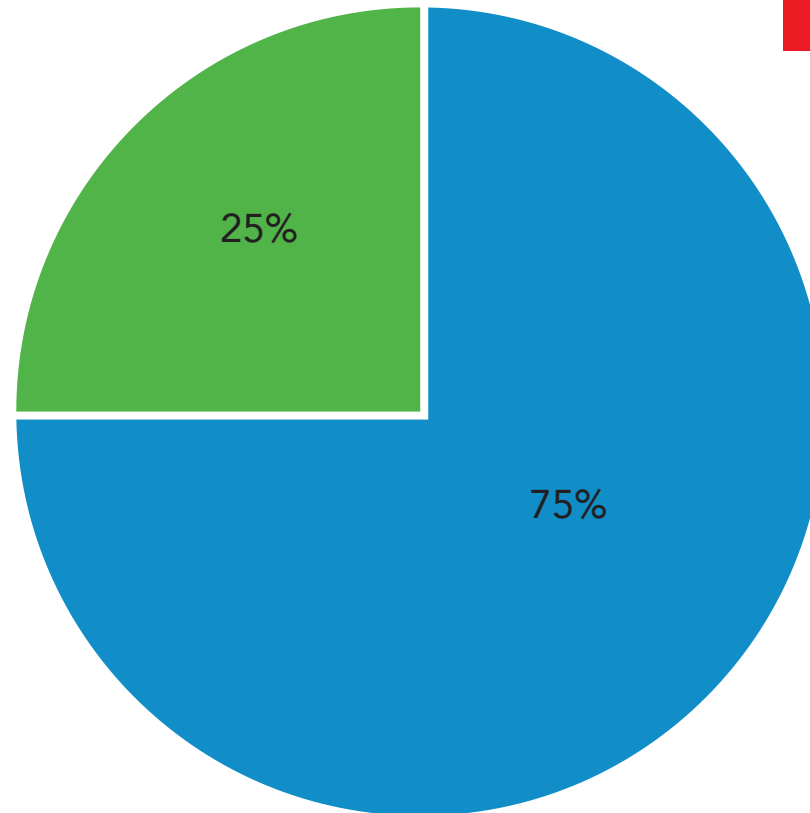
Age

65+	55-64+	45-54
35-44	25-34	18-34



GENDER

Female Male



SOURCE: GOOGLE ANALYTICS, MARCH 2022-MARCH 2023



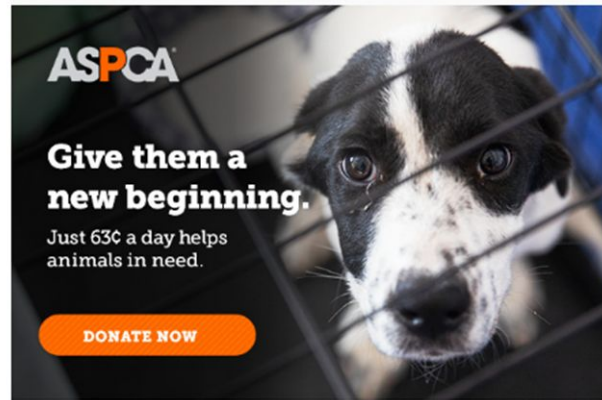
Our dogs deserve so much more than the nutrition readily available in stores today. A majority of their health issues, from low energy to skin issues to stomach problems, stem from their diet, and it's up to us to do better!

Ollie's carefully crafted, clean, simple meals set a new standard for our pups, providing them with the superior nutrition they need to thrive, not just survive. Made with only real meat, fruit, veggies, and grains, each meal is expertly balanced to bring out the best in your pup, bowl after bowl.

Start Ollie today with 60% off your first box of meals and see the difference fresh, healthy food can make for your pup.

60% Off Your First Box

Ollie



Their brighter tomorrow starts with you.

Abused and neglected animals across the country need food, water, shelter and most importantly, hope. Become an ASPCA Guardian for just 63¢ a day to help us rescue, rehabilitate and rehome these forgotten animals. Your generosity today will get them one step closer to a better life.

DONATE NOW

Donate just 63¢ a day to become an ASPCA Guardian

I ♥ Dogs



ASPCA

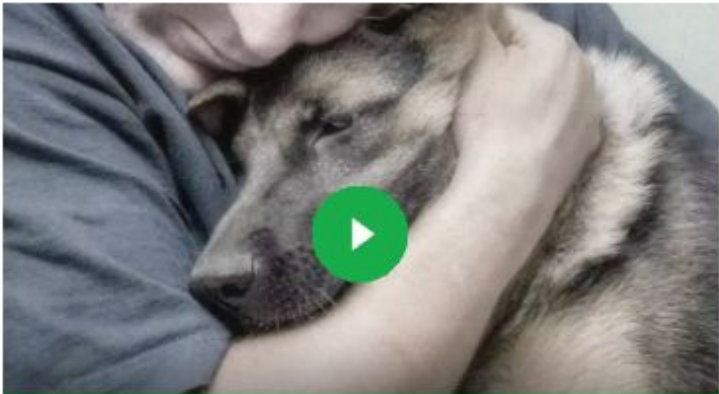
Our Audience iHeartDogs Direct Email

Sent to iHeartDogs 885+K engaged subscribers.

- Opportunity to A/B test creative and subject lines.
- 100 % SOV client facing.

Media Bundle

Ultimate Pet Nutrition™



Click to Meet Chance

We have an important story to tell you, Tracy...

About how one world-renown Veterinarian saved a heroic service dog named Chance.

He came to him with serious, potentially life-threatening health problems.

And it all started with one VERY common mistake involving his diet.

That was a real **shock** to his owner, a veteran named Walter...

Because Walter was a loving pet parent who honestly thought he was doing everything right for his dog.

Thankfully, together we were able to completely transform Chance's health.

You can watch the FULL story in a **special video** he made.

Click here to watch the video now.

Our Audience

iHeartDogs Health Direct Email

Sent to 240K+ active subscribers,
Past iHeartDogs eCommerce Supplement buyers

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

Media Bundle

Our Audience

IHD Petition List Direct Email

Sent to 175K subscribers.

- 100% SOV with the Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

Dear Tracy,

Are you harming your dog by feeding them the wrong food?

We all love our dogs and many consider them our best friends. Many of us even treat them better than our own family members.

There are **3 dangerous ingredients that no dog should ever eat**, and if you are giving them to your dog then you might be slowly harming it.

[Click here to find out these harmful ingredients.](#)

P.S. These 3 dangerous ingredients are in many common pet foods so click here to find out right now.

[Click here to find out right now.](#)

I  Dogs



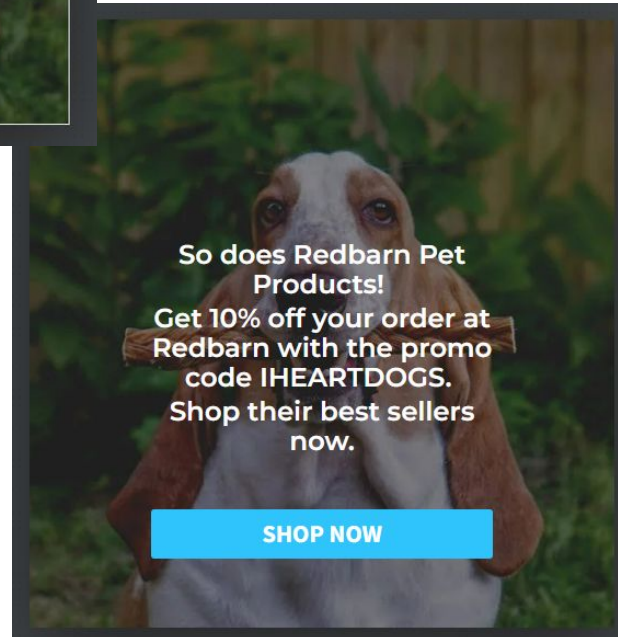
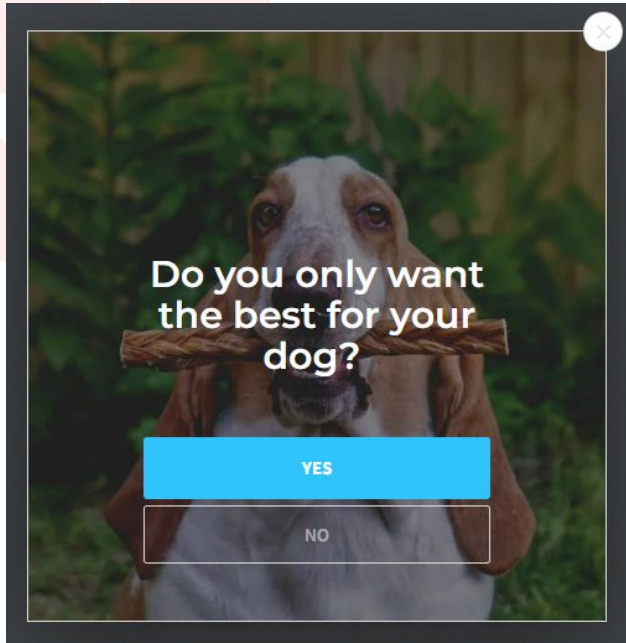
DR. MARTY™

Our Audience

Popup Overlay Ad

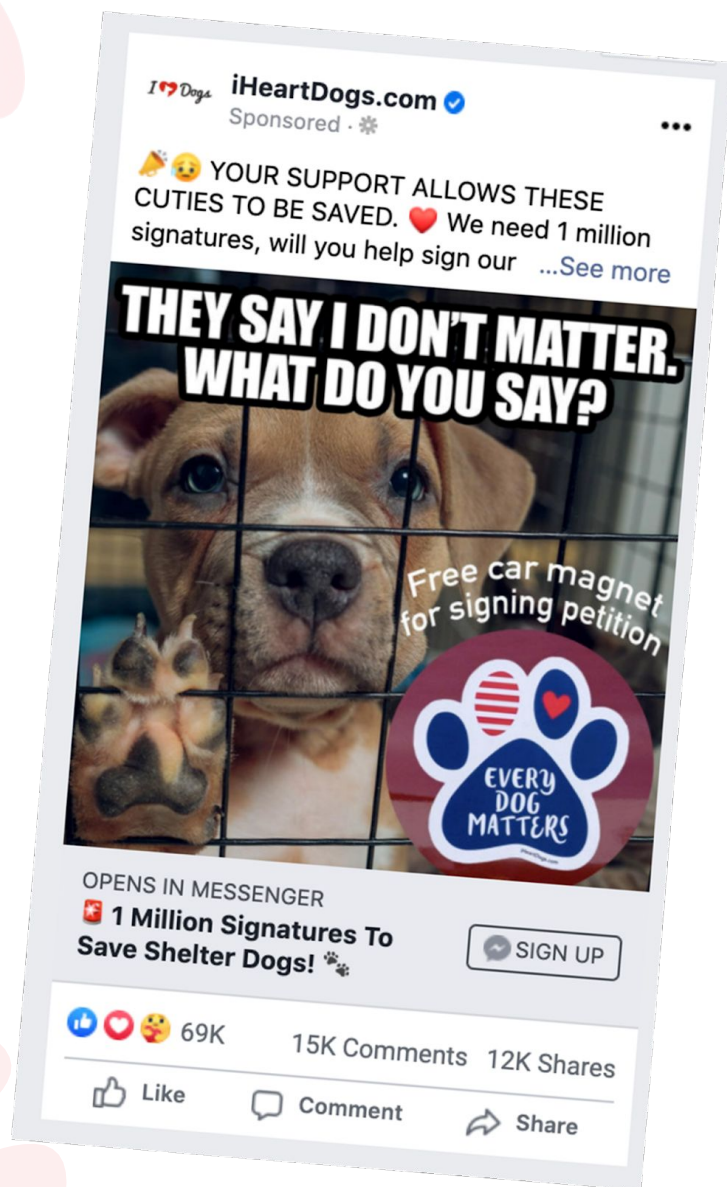
Pop-up Ad Overing Blog Content for High-Impact Exposure

- Engage consumers with a highly-intrusive customizable placement ideal for petitions, white paper offers and free gifts.
- Maximize engagement by starting with a question, leading into an offer.
- Multiple display rules available to maximize engagement. Ex: time on page, new visitors, blog page



Our Audience

Facebook Messenger



Sponsored In-Feed Request Managed Through Facebook Messenger

- Custom request targets ideal consumers across Facebook platform for guaranteed leads.
- Respondents follow question prompts via FB Messenger to provide their name and email address –they receive confirmation and the free product link upon completion.
- Co-branded auto-generated message sent to new acquisitions immediately after sign up.

iHeartdogs Direct Mail

Printed 6"x11" Co-Branded
Promotional Postcard Mailed
to Qualified Pet Parents

- Target audience based on region or spend, up to 600,000 addresses available
- Marketing team can assist in designing creative
- Offer a discount code to allow for tracking
- Includes printing, mailing and postage costs
- Geotargeting available



WHAT MAKES NATURE'S BLEND SO SPECIAL?



Turkey, beef, salmon, and duck are the first 4 ingredients



Zero artificial preservatives, fillers, or additives



Supports healthy weight, easy digestion, and youthful energy



Freeze-dried raw to help protect nutrients & for shelf-stable convenience



Naturally delicious! Even picky eaters LOVE it

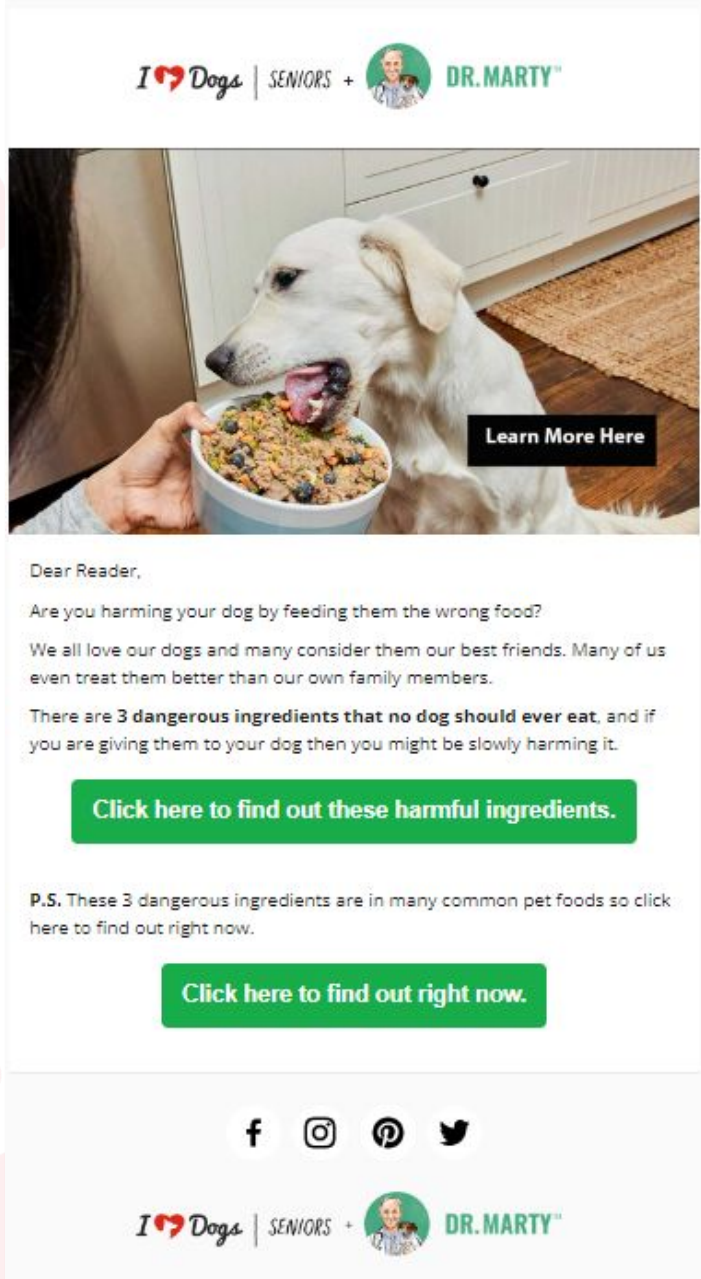


**SAVE UP
TO 56%
ON YOUR FIRST
ORDER NOW**

Or go to www.drmarypets.com/ordernow

Take advantage of this special offer only for iHeartDogs customers!

I ♥ Dogs



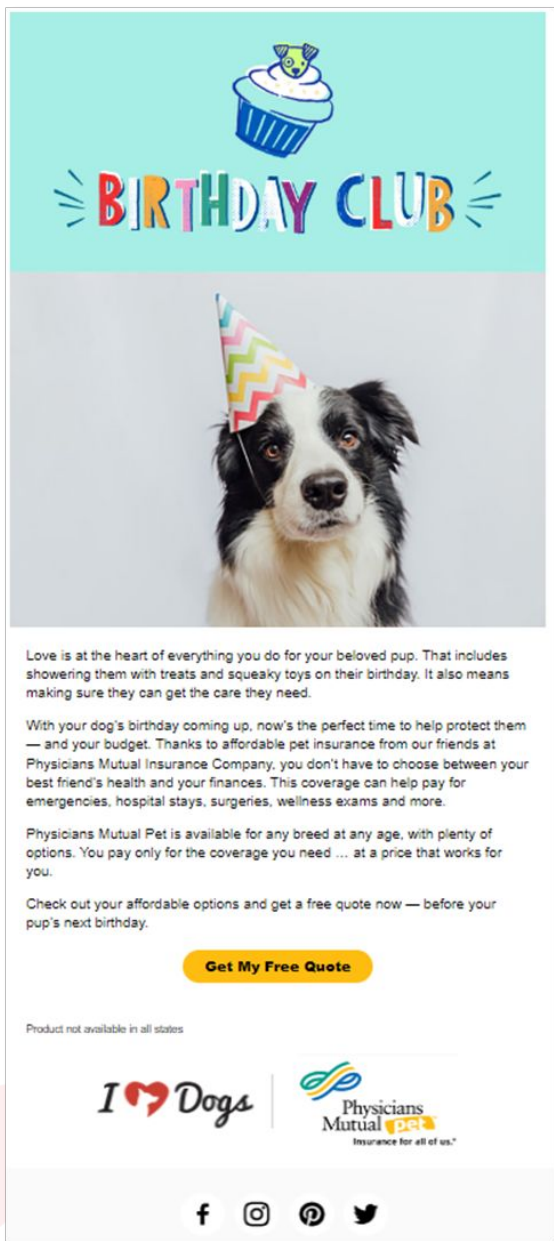
Our Audience

Senior Dogs Direct Email

Sent to iHeartDogs 110K engaged subscribers.

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing

Dr. Marty



Physicians Mutual

Our Audience

Birthday Club Dedicated eBlast

Sent to iHeartDogs 402K engaged subscribers.

- 100% SOV client facing.



Thank you! Last month you helped provide shelters with

551,292 Meals

**SHELTER
PETS ARE
STARVING.**

Help reach our goal of
sending 3 million meals
this Shelter Bowl.

FEED PETS IN NEED



GREATER
GOOD
CHARITIES



**If Your Dog Eats Grass (Do
This Everyday)**

[Read More](#)



**Homemade Dog Food: Here's
What You Need To Know**

[Read More](#)

Featured Product

Sent to iHeartDogs 857K+ engaged subscribers.

- Feature promotional placement above the first product section of the newsletter.



Thank you! Last month you helped provide shelters with

163,104 Meals

ARE YOU PREPARED FOR AN EMERGENCY?
**INSTANTLY COMPARE
PET INSURANCE QUOTES**

- ✓ Completely Free and Instant
- ✓ No Upfront Payments
- ✓ No Credit Check
- ✓ Lowest Price Guaranteed

PLANS AS LOW AS **\$20**

[GET MY FREE QUOTE >](#)



**3 Million Meals Given To
Rescue Pets For The Big
Football Game**

[Read More](#)

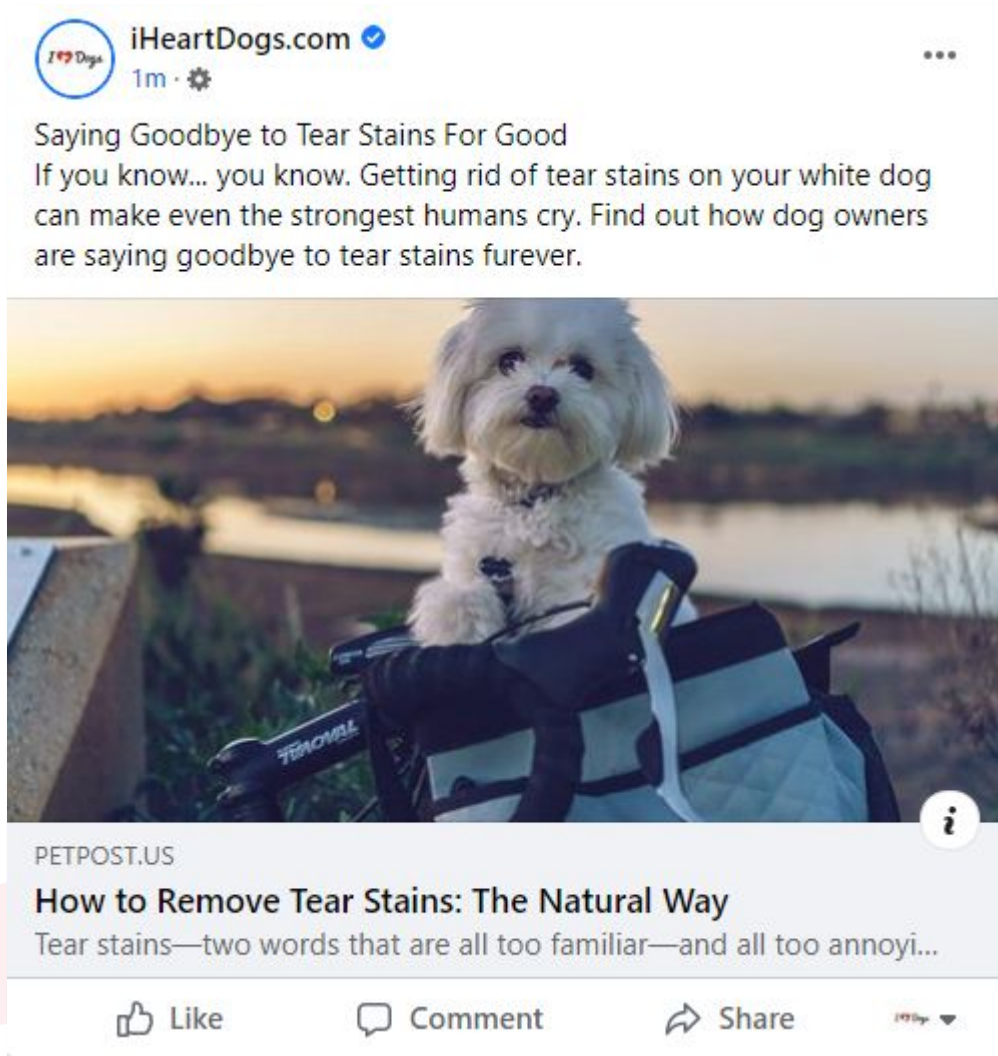


**Homemade Food vs. Dry Dog
Food**

[Read More](#)

Newsletter Editorial Mention

- Includes thumbnail image and subject line, redirects to clients landing page or the iHeartDogs blog post.
- Weekly editorial newsletter sent to 857K+ subscribers



Organic Facebook Social Post

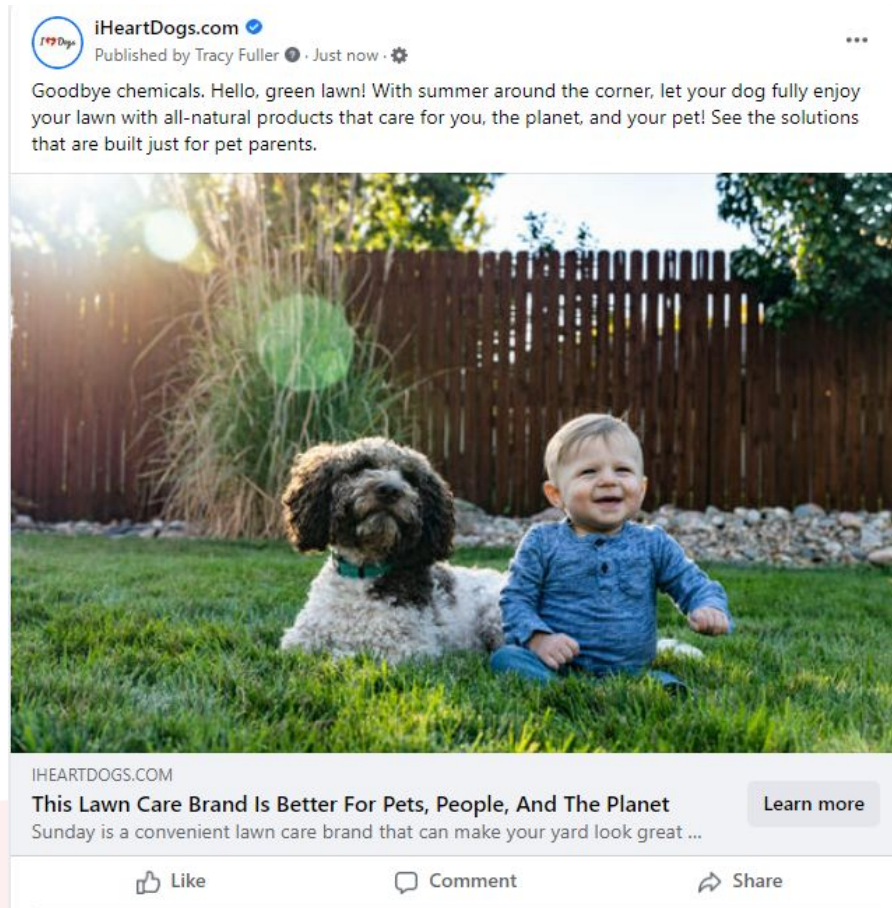
Sponsored Social Media Post

- Client can be tagged on post with opportunity to boost.
- 4.9 MM Facebook Followers

Boosted Facebook Social Post

Sponsored Social Media Post

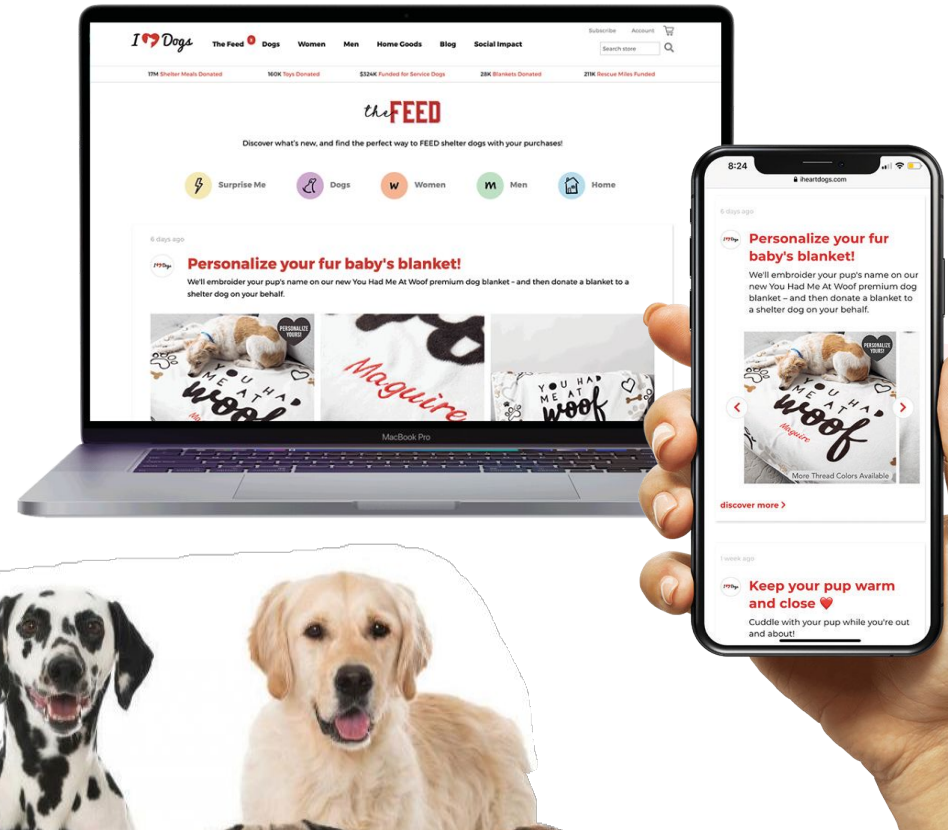
- Client can be tagged.
- 4.9 MM Facebook Followers



Exclusive Website Feature on theFeed

theFeed is a social post style ad feed on iHeartDogs, example here iHeartDogs.com/the-feed

- The Feed receives an average of 600-800K impressions each month for the first slot, serves on top 2.
- The second slot averages 400K-6500K impressions – featured as part of the navigation, and featured after every piece of content on the blog. Serves on top 3-5 ad slots.





SMS Text Message

Sent to iHeartDogs 42K+ text message subscribers

- Extremely high-impact, reserved for certain partners
- 100% SOV client facing



Birthday Club SMS Text Message

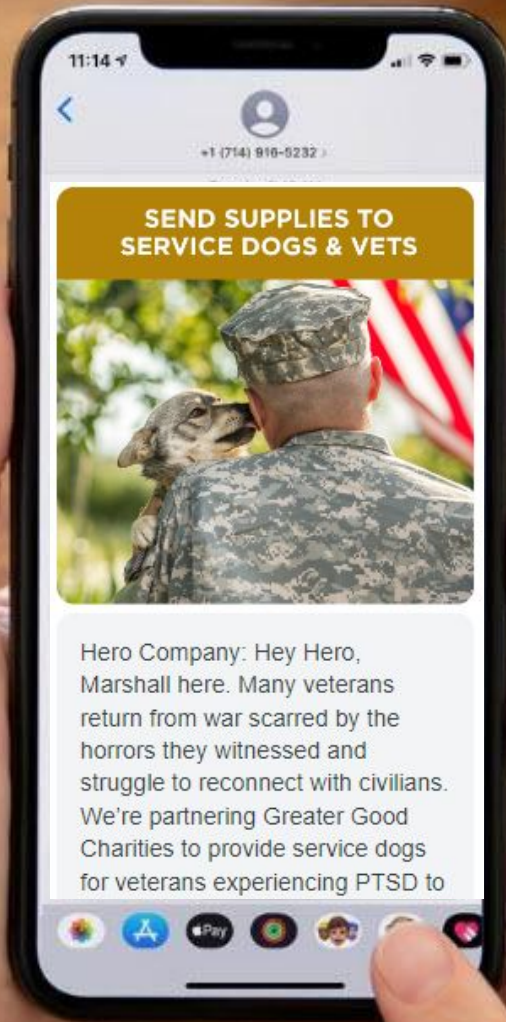
Sent to iHeartDogs 51K+ text message subscribers

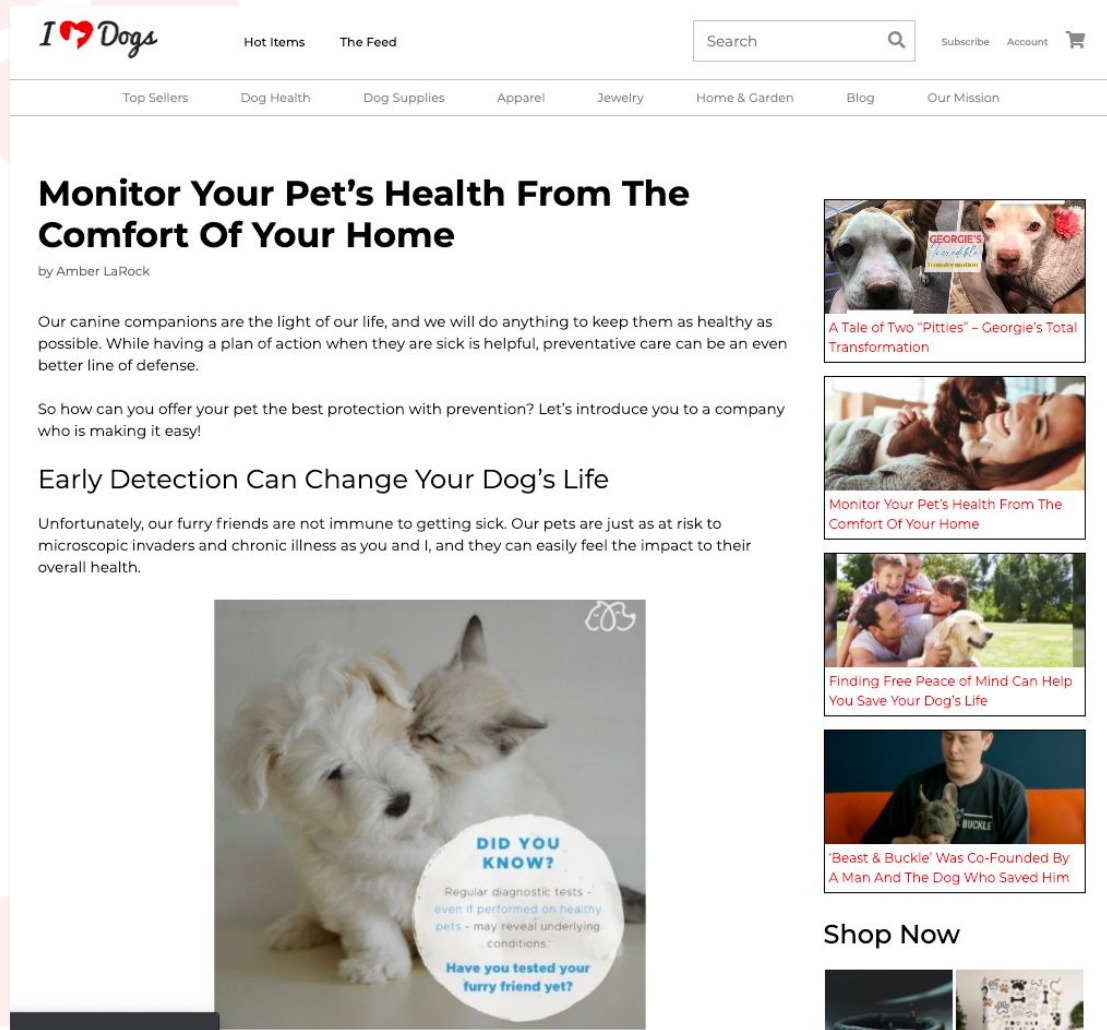
- Extremely high-impact, reserved for certain partners
- 100% SOV client facing

HERO CO SMS Text Message

Sent to HERO CO 19.7K text message subscribers

- Extremely high-impact, reserved for certain partners
- 100% SOV client facing





Organic Blog Post

Post Promoted On iHeartDogs Blog


- Goal is to educate customers about a specific product, service or brand. Editorial will team assist in writing copy to match the voice of the brand.
- Lives on blog indefinitely.
- Co-branded endorsement.
- Excellent SEO and search, for brand awareness
- Opportunity to roadblock all IAB display ads on page

Native Advertising Post Promoted on iHeartDogs

Editorial team assist in writing copy to match the voice of the brand and blog.

- Thumbnail runs across the blog promoting the article landing page
- Includes 100% SOV roadblock static web ads on page
- Includes live social feeds - Facebook, Twitter and Pinterest
- Video series allowed
- Static display image slideshow available
- Multiple hyperlinks available
- Geotargeting available

SPONSORED CONTENT



Watch later Share

Watch on YouTube


9 Scariest Dog Dangers That Could Be Lurking in Your Yard

by Elanco

Expert advice on how to keep your pet safe from harm outdoors.

Your dog is going to be unsure when you suddenly start leaving home for 8 or more hours a day. They've gotten very comfortable with you being close at hand. The transition will need to be handled carefully to keep your dog free from stress and anxiety. "We're part of their pack, so when someone is missing, pets feel like the pack is not as strong and safe as it can be," said Dr. Gerardo Perez-Camargo, DVM, VP of Research and Development at Freshpet. "We need to realize when we return to the office, pets don't know how long we'll be away for — or even if we'll come back."

SPONSORED CONTENT




Custom-Made Digital Art Featuring Your Dog!


by Austin Pelt

These pieces are absolutely breathtaking. Get yours today for \$9.99. Each order includes a 100% money-back guarantee, fast delivery, and a meal.

We all want life to return to normal, whatever that looks like. In the meantime, get as many quarantine snuggle sessions in as you can!

H/T cbsaustin.com
Featured image cottonbro from Pexels


Hot Items
The Feed

Subscribe
Account


Top Sellers
Dog Health
Dog Supplies
Apparel
Jewelry
Home & Garden
Blog
Our Mission


Bar Dog Wine Is Giving \$1,000 And Vacation To The Dog With The Ugliest Sweater


by Molly Weinfurter

All dog parents know that there are two important things in life: dogs and wine. Bar Dog Wine helps bring those incredible things together. When you buy some savory Bar Dog Wine, they donate money to their local [Wine Country Animal Rescue](#). What could be better than sipping delightful wine while helping dogs in need?




To further expand on their love for dogs, **Bar Dog Wine is hosting a dog ugly sweater contest** with unprecedented prizes. Dress your pup up in their best holiday gear for a chance to **win \$1,000 and a trip to Napa!** The winner will also receive a set of Bar Dog Yeti Boomer Bowls and a Yeti Tank Ice Bucket.







A Tale of Two "Pitties" – George's Total Transformation



Monitor Your Pet's Health From The Comfort Of Your Home





Finding Free Peace of Mind Can Help You Save Your Dog's Life



'Beast & Buckle' Was Co-Founded By A Man And The Dog Who Saved Him

Shop Now

Lead Generation Giveaway

Month-Long Co-Branded Giveaway Promoted Across iHeartDogs Platforms

- Drive lead generation and brand awareness through giveaway promotions and sign-ups
- Custom entry form and landing page on iHeartdogs include product information, links and video, and promo code offer at 'Thank You' page
- Entry form captures consumer name, email address for lead generation and retargeting
- Giveaway promoted throughout the month across Facebook, onsite promotions and direct email to opt-in giveaway subscribers
- Featured in weekly newsletter





FREE
Redbarn
Dog Food
for the
Summer!

Summer's here - time to celebrate! Get ready for an EPIC summer with some of the highest quality food, treats, and gear from iHeartDogs and our friends at Redbarn.

One lucky winner will get \$500 worth of goodies which includes Free Redbarn food for the entire summer, for one lucky pup!! Check it out -ENTER NOW for a chance to win - and increase your chances by liking our social pages. Simply follow the steps below to enter. The winner will be randomly selected on 06/30/22. The contest is open to the U.S. Only. DON'T FORGET to increase your chance of winning by completing every action to unlock extra bonus entries (See below). 🐾

Prize bucket:

- Redbarn Whole Grain Land Recipe Dog Food, 4 lb bag
- Redbarn Beef Air Dried Dog Food, 2 lb bag
- Redbarn Beef Recipe Rolled Food, 2 lb
- Redbarn 12" Bully Sticks
- Choppers
- Bowl and Bandana
- Dogs Spoiled Here' Garden Flag
- Sunflowers & Paws- Artisan Shadow Solar Lantern
- Jumbo Tug 'n Pull Rope Toy- 21" Long
- I ❤️ USA Snuggle Buddy Bone Plush Pillow Toy

Enter to Win!

Our Audience

Giveaway Direct Email

Sent to iHeartDogs 2,500+ engaged subscribers.

- Opportunity to A/B test creative and subject lines. 100% SOV client facing.

Redbarn

Social Giveaway

Month-Long Co-Branded Giveaway Promoted Across Instagram and Facebook



- Brand opportunity to grow social engagements and followers
- Facebook (4) social post, video optional
- Brand is tagged on post for boosting opportunities
- Instagram (4) post, 1 per week
- Instagram (2) stories
- Consumers will be asked to follow brand page and engage by tagging friends in comments and sharing to their story.



Instagram Social Post

Post Promoted on iHeartDogs Instagram Page

Goal is to educate customers about a specific product, service, or brand.

- Reach our 434K+ Followers
- Your sponsored content posted to our main page and/or stories
- We encourage an offer or discount to be promoted for best results.
- Achieve endorsed brand exposure to engaged pet owners.

Instagram Story

Story Promoted on iHeartDogs Instagram Page

Goal is to educate customers about a specific product, service, or brand.

- Reach our 434K+ Followers
- Your sponsored content posted to our stories
- We encourage an offer or discount to be promoted for best results.
- Achieve endorsed brand exposure to engaged pet owners.





Facebook Audience Lease

Post Promoted on Client Facebook Page

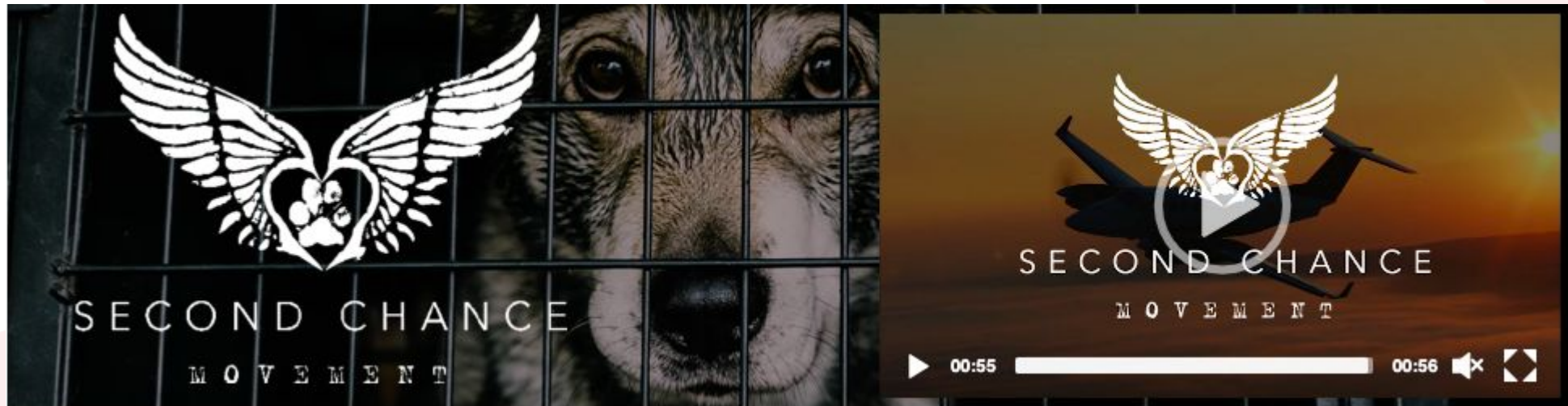
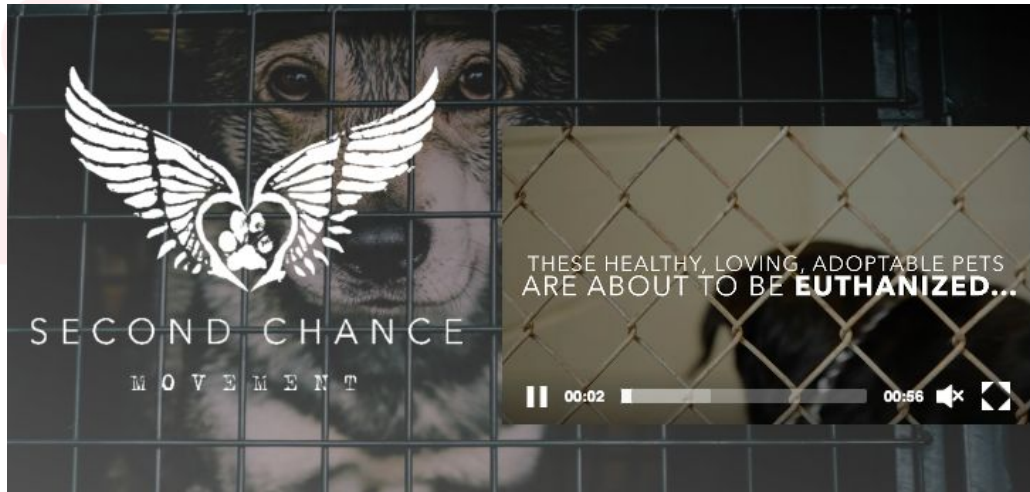
Targeting consumers who have purchased on our e-commerce site, via a Facebook digital ad promotion.

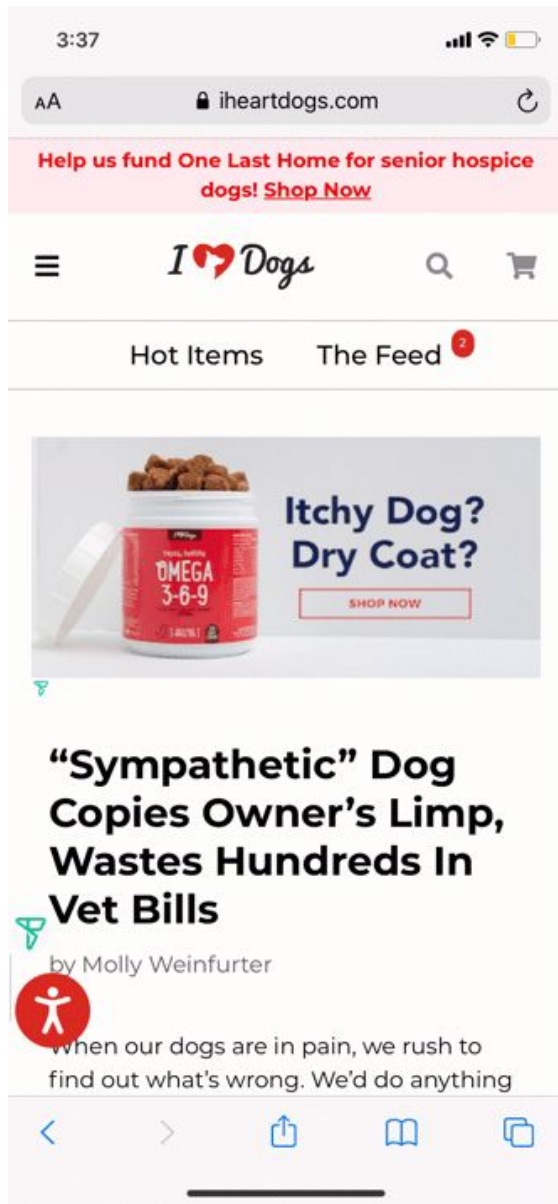
- Confirmed Pet Owners.
- Customers who have engaged on our site or social media accounts in the last 30 days.
- Client creates social post and targets ads to specific niched group.

Rich Media Ad Products

In-Banner Video: Sizes can vary between 970x250 (Desktop only), 300x250 and 300x600 (responsive)

- 970x250: [In-Banner Video](#)
- 300x250: [In-Banner Video](#)
- 300x600: [In-Banner Video](#)
- 728x350(mobile): [In-Banner Video](#)





Mobile Parallax Rich Media Ads

Rich Media Serves in Articles on iHeartDogs Blog

- Geo-Target to specific regions: state, country or zip.
- Rotate multiple ads, including video
- Serves above the fold, improved view-ability
- Native ad serves across all content

Banner Ads

Rich Media Serves in Articles on iHeartDogs Blog

- 300x250, 300x600, 300x50, 728x90 ad sizes available
- ROS or geo and device targeting available
- Rotate up to five sets of creatives

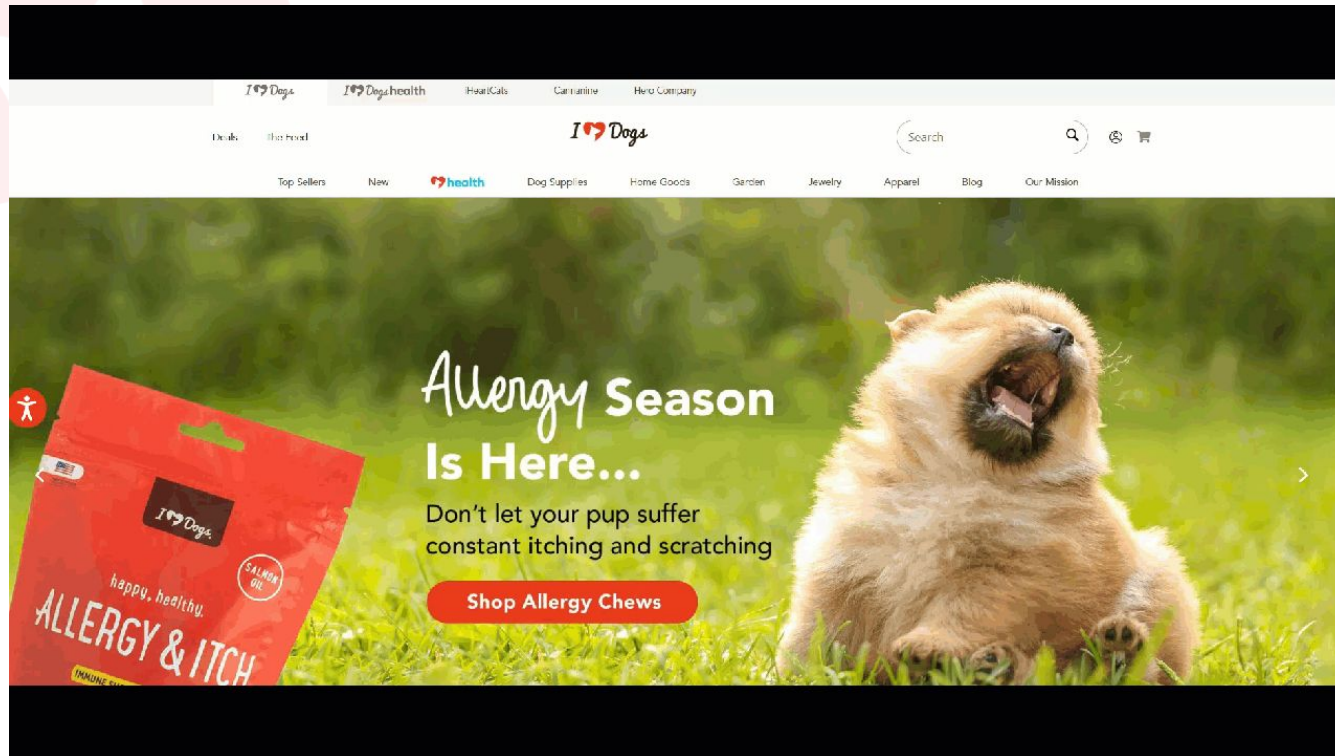
The screenshot shows the iHeartDogs website. At the top, there's a red banner with the text "Double Meal Donations & Black Friday Deals! Shop Here". Below this is the iHeartDogs logo and navigation links: Deals, The Feed, Search, Subscribe, Account, and a shopping cart icon. A secondary navigation bar lists categories: Top Sellers, Dog Health, Dog Supplies, Apparel, Jewelry, Home & Garden, Blog, and Our Mission.

The main content area features a large banner ad for a contest: "Dress up YOUR pup for a chance to WIN \$1000 + A TRIP TO NAPA". The ad includes a small image of a dog in a red costume and a "BAR DOG" logo. Below the banner is an article titled "2020's Top 15 Pet-Friendly Cities In The U.S." by Adriana Sandoval. The article text discusses the criteria for pet-friendly cities, including Pet Budget, Pet Health & Wellness, and Outdoor Pet Friendliness. A sidebar on the right features a smaller version of the contest banner.

At the bottom of the article, there's a section titled "Add the three categories together, do a little math, and the result is 100 cities ranked by the overall quality of life they offer pets. your search here." followed by a list of four categories: 1. BEST DOG FOOD BRANDS, 2. HOW TO STOP DOG FROM BARKING, 3. DRY DOG FOOD, and 4. TOP 10 HEALTHY DOG TREATS. A "SPONSORED CONTENT" banner is also visible at the bottom right.

Homepage Slider

Rich Media Serves on our homepage



- Rotation of different creative: weekly
- Redirects to client landing page
- Brand exposure on exclusive collaboration



Order 3494670
Thank you Ivan!

Your order today feeds 7 shelter dogs – [Learn More](#)

Congrats! Your order today unlocked bonus offers from iHeartDogs & our partners!

Get a **free** virtual vet appointment on Vetster!



Discover telemedicine for pets! See how a Vetster vet can help with all your pet healthcare needs.

Your first appointment is free!

Click "Accept Offer" below to redeem.

Accept Offer

Next Offer



Thank you!



For the Love of Dogs Color Changing Solar Light Chime- Deal 25% OFF! \$18.74

Subtotal:	\$18.74
Discount:	-\$18.74
Shipping:	Free Shipping
Tax:	\$0.00
Total:	\$0.00

Thank You Slider

Static image, offer featuring product/service to pet owners who just checked out of our store

- Opportunity to rotate offer every week
- Promoted for 30-days
- Reach qualified pet owners

I  Dogs



YOU ARE OUR HERO.

Right now there are dogs and people in the world whose lives are going to be better off because of you.

With help from generous souls like yourself, together we are making a positive change in the world. You can see all we are doing and learn more about us here: <https://iheartdogs.com/heroes/>

Oh and ALL the dogs here in our warehouse started barking in chorus as soon as they saw your order come through. And the wiggle butts that are happening... I wish you could see it!

Your order will be fetched and sent out as soon as possible.

For any questions, please contact us [here](#)

THANK YOU!

[Order #3524932] (June 14, 2022)

Product	Quantity	Price
Free Vetster Online Veterinary Appointment!		
Dropehipper: Other	1	\$0.00
Offer: Claim Here		

Thank You Email

Static image, offer featuring product/service to pet owners who just checked out of our store

- Opportunity to rotate offer every week
- Promoted for 30-days
- Reach qualified pet owners


Pre-roll and mid-roll video content

Video ads in run in the center of iHeartDogs Blog on mobile and pop-up on the right hand side on desktop with a clear X button to close

- Max Video File Size: Depends on duration and according to bitrate*
- Video Bitrate: 800 - 1500 Kbps
- Video resolution: 16:9
- Video Codec: mp4 h.264
- Video Frame Rate: 25, 30
- Can also accept VPAID-compliant VAST tags


5:14 5G

iheartdogs.com




Instagram

FEATURED VIDEOS




orijenpetfoods.com

Dash and Remi's parents decided that adding a second pup to their pack would complete their family, and now they both agree it was a great decision. Watching their good boys bond and play brought them so much joy that they decided to share them with the Internet. With so many likes and views on all their photos




@sicsapets/Facebook

Fortunately, the video took off online and went viral. That was the first step to getting Rush noticed!



Learn more



WITH THE CARECREDIT CREDIT CARD

CareCredit

APPLY

THANK YOU



CONTACTS

ERICA PRESLEY
ERICA@HOMELIFEMEDIA.COM

COURTNEY PATEL
COURTNEYC@HOMELIFEMEDIA.COM