

# UNLEASH

THE DOG AND OWNER LIFESTYLE MAGAZINE



media kit

# ABOUT US

Over the past decade, urban culture has rapidly ascended from the hard bricks of America's inner cities to the bustling board rooms of Wall Street.

With their forward-thinking ideals, unwavering creativity and technological booms, today's modern, upbeat generation has infiltrated mainstream America's taste in music, fashion, film, communications and technology.

***In a class of its own and unlike any other publication on the stands today,***

Unleash brings those same trendsetting and unflinching energies of popular culture to the ever-changing and expanding pet industry. Because pets are a part of the families and total lifestyles of people from all walks of life, Unleash will soon be just as much a part of this vibrant generation as well. Within our pages, we entertain readers with profiles on celebrity dog owners and their canine counterparts.

We enlighten with tips on upcoming fashion trends, health-related news and current events. And we commit to offering advice on training and innovations in pet products.



**UNLEASH**

# DISTRIBUTION



## Face it.

The urban lifestyle doesn't stand still. It's all about moving forward.

At Unleash, we believe you shouldn't be held back. We want to make sure you get the best magazine no matter your age, profession, schedule, or background. With that idea driving us through publication, Unleash is designed to reach everyone in a wide variety of places. Whether you are looking for a great feature story on prissy Pomeranian clothing, the newest developments in pet care products or simply want to know if there's a hot event coming to your city, we distribute where you need us most.

## UNLEASH's TARGET DISTRIBUTION IS IDEAL FOR:



*Chain, specialty and independent pet stores*



*Independent newsstands*



*Veterinarian offices*



*Pet salons, boutiques and kennels*



*Special events (e.g., dog shows)*

# DEMOGRAPHICS

*Almost half of the  
U.S. population  
42% owns a pet.*

And many of those pet owners are the trendsetters of their communities. They know upcoming styles well in advance before the mainstream populace. Urban dog owners range in age from 15-44 and have a median income of \$70,000. They're young enough to enjoy those romps in the park but old enough to be able to treat themselves and their pets to a great life.

The commitment to our dogs is universal and is shared among thousands of countries worldwide. And Unleash caters to both the modern, en vogue crowd as well as the inner city dog buff better than any other magazine currently on newsstands. We do that by staying on top of the markets and speaking directly to those who define style. From college students to professionals, those enthusiasts who concurrently set the trends include a wide variety of people from all walks of life.



**audience:**

female/male: 64% 36%  
 age: 24-45: (60%)  
 attended college: 63.8%  
 children: 30.6%  
 income: \$60,000+

**site metrics:**

average monthly uniques: 13,000+  
 monthly page views: 90,000+  
 average session: 4.4 minutes  
 average pages viewed: 3.27

**user insight:**

"UnleashMagazine.com is not only entertaining, but also an informative resource."

"I enjoy the rich photos and exclusive video interviews on UnleashMagazine.com."

"I like UnleashMagazine.com because of its modern, contemporary appeal."

**Did You Know**

The smallest dog living (in terms of length) is a Chihuahua named Heaven Sent Brandy, who is about 6 inches long from nose to tail.

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**Bobby McCray**

**K9's & Cuties**

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Pit Bull  
Justin Sammons "Single Before"  
Lady Gaga feat. Beyoncé "Telephone"  
Biggie "You Ain't No DJ"  
Fall Out Boy "The Take Over, The Break Over"  
Jason Cavuto "What If?"

NEWS AND ENTERTAINMENT

Michael Vick Wants to Get Dog to Help His Rehabilitation  
Do Obama Listens to "The Night Before Christmas"?  
Alesha Dixon Helps PDSA Pit Hospital Appeal  
Rachel Ray Donates a Total of \$775,000 to Animal Shelters Nc

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## Why Advertise With Unleash?

The pet industry is changing and growing right along with urban culture. Research has shown that the purchase of pet products is steadily rising. Studies show that people who earn *\$70,000 or more annually shelled out 21% more on their pets from 1995 to 2005*. That increase shows no signs of slowing, either. The pet product industry tapped \$47 billion last year alone, and 16% of households are considered by advertisers to be ideal for the sale of pet products. With profit as incentive, 94% of retailers have plans to add or to increase their selection of pet products in the upcoming years.

All rates listed are per month advertising rates. Ads must be submitted in .jpg, .gif or .png file formats.

## Digital Advertising

Ad Unit	Position	Dimensions	Rate/Cpm
Leaderboard	All	(728x90)	\$20
Full Banner	All	(468x60)	\$18
Vertical Banner	Home Page	(120x240)	\$18
Square Button	All	(125x125)	\$17
Button	All	(120x60)	\$15

# CONTACT US



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## **Unleash Magazine**

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## ***We're Online!***

*Your dog goes where you go, shouldn't Unleash?*

*Access us online at **[www.unleashmagazine.com](http://www.unleashmagazine.com)***

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