

FIDO

OUR 23RD YEAR

Leave no dog behind.®

FRIENDLY®



MEDIA KIT 2024

FIDO FRIENDLY MAGAZINE
PO Box 160, Marsing ID 83639
PHONE (208) 896-6011 FAX (208) 896-6013
www.FIDOFriendly.com



**"I have read a lot of pet publications—you have to if you're in this biz.
FIDO Friendly is hands-down the best one out there.
I'm super happy to be associated with this fine publication."**

Hal Abrams

ADVERTISER, ANIMAL RADIO NETWORK



Get Your Licks on Route 66® TV appearance on Hallmark Channel's Home & Family with Hosts Cameron Mathison and Debbie Matenopoulos, Publisher Susan Sims with Honey, Larissa Wohl Pet Adoption Expert, Greg Sims President of FIDO Friendly,

Mission

Leave No Dog Behind® is our trademark slogan and words we live by at FIDO Friendly magazine. Now in our 23rd year, FIDO Friendly continues to bring its readers valuable information about traveling with their canine companions to include hotel and destination reviews and entertaining information about health and wellness for their pets, adoption stories, the latest trends and dog training advice.

Get ready for our 16th annual cross-country pet adoption tour, Get Your Licks on Route 66® where we travel from Los Angeles to Chicago supporting adoption events and raising money for shelters. In the first eleven years, we have helped place over 19,000 pets in to new forever homes thanks to this sponsor-supported tour. See how you can help support the tour and get your brand in to the hands of pet lovers across the country.

We are always looking for new ways to help spread the awareness of your products and services and have developed key relationships with major companies to bring about large scale exposure to FIDO Friendly magazine. There has never been a better time to join our FIDO Friendly family and advertise to some of the most influential pet guardians on the planet.

We have fantastic news that promises substantial benefits for valued advertisers like you.

FIDO Friendly Magazine has joined forces with Magazine Jukebox, revolutionizing digital magazine distribution and offering new horizons of exposure for your brand.

Here's a snapshot of what this collaboration means for you:

- **Expanded Reach:** Magazine Jukebox strategically places digital magazines in high-traffic locations, including waiting rooms, hotels, hospitals, salons, cafes, gyms, and more. Your Fido Friendly advertisements will now reach a diverse, nationwide audience actively seeking engaging content.
- **Choice Hotels and More:** We're excited to announce that Choice Hotels, a prominent nationwide venue, now offers Fido Friendly Magazine to its guests via Magazine Jukebox. This marks just the beginning, as numerous other venues are set to follow suit, ensuring your brand reaches thousands of pet-loving travelers and patrons.
- **Exclusive Exposure:** Fido Friendly is privileged to be the sole pet magazine featured in the Magazine Jukebox library. Your products and services will bask in the spotlight within environments where avid readers actively seek pet related content.

We're enthusiastic about the expanded exposure and opportunities this partnership brings to our advertisers. It underscores our dedication to continuously elevate the value we provide to our partners.

SUSAN SIMS Publisher, *FIDO Friendly* magazine

Benefits

As our success continues, so will the response to your product. The APPA forecast that pet expenditures will reach US\$143.6 billion this year, with pet food and treats making up US\$62.7 billion of the total. In 2022, pet owners in the United States spent US\$136.8 billion on their dogs, cats, birds and other companion animals.

- ▶ Generate maximum response from consumers with an expendable income.
- ▶ Enjoy the most cost-effective advertising rates in the pet industry with the highest quality output.
- ▶ National Distribution.
- ▶ Access to our creative team to help sell your brand.
- ▶ Multiple advertising options to target a diverse readership.

Greener

FIDO Friendly shares responsibility to be eco-friendly by being digital only.

Currently Digital Only. Reach is 260k+ including Facebook, twitter, IG and email database.



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Follow us down America's Favorite Highway helping to save lives, one shelter at a time!
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Calendar

ISSUE 92 SPRING

- Hiking & Camping Guide
- Cruelty Free Products
- Cover Dog Contest
- Spring Cleaning Guide
- Introducing Fido to Fluffy

AD CLOSE March 15
ON SALE April 3

ISSUE 93 SUMMER

- Dog Travel Products
 - Water Safety
 - Get Your Licks on Route 66®
- AD CLOSE June 15
ON SALE July 1

16TH ANNUAL CROSS-COUNTRY PET ADOPTION TOUR

GET YOUR LICKS ON ROUTE 66®

- August through October
- See how you can get involved as a sponsor for this life saving tour. Over 19,000 pets have found new forever homes in the first 15 years.



ISSUE 94 FALL/WINTER

- Annual Holiday Gift Guide
- 12 Stays of Christmas
- Holiday Pet Safety Tips
- 25 Days of Gift Giving

AD CLOSE October 15
ON SALE November 1

Editorial

LIFESTYLE Look for current events, politics and charities in refreshing perspectives.

TRAVEL FIDO Friendly is the only magazine dedicated to travel and lifestyle, geared to the reader who lives our motto: Leave No Dog Behind.®

HEALTH & WELLNESS Guru advice and essays on nutrition, veterinary care and training from our expert writers.

ADOPTION STORIES Read heartwarming stories of dogs who beat the odds to find new forever homes.

BUYER GUIDES Only the best products will do and each issue brings the latest, up-to-date items and must-haves for you and yours.

On the Air

Drawing on the latest extensive research from *Return on Investment* by Magazine Publishers of America, Cathie Black president of Hearst Magazines, showed magazines to be one of the most effective investments, particularly powerful when used in combination with other media.

FIDO Friendly magazine produces a monthly podcast show, "FIDO Friendly Travel Talk," hosted by Publisher Susan Sims. Ask your sales rep how you can get value added radio spots with your advertising contract and be interviewed on the show.



FIDO Friendly hits the radio and podcasts waves monthly.



16th Annual



Life saving adoption tour

Saving Lives 'One Shelter at a Time'

Join FIDO Friendly as they travel down America's Favorite Highway, stopping at shelters from LA to Chicago to support adoption events.
Tour begins August 2024

fidofriendly.com



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Get Your Licks on Route 66®

Annual cross-country cross-country pet adoption tour.

Be a part of the 16th annual life saving tour!

Each year, FIDO Friendly drives down America's Favorite Highway from Los Angeles to Chicago, stopping at shelters along the way to support adoption events and to raise awareness of the plight of homeless pets.

In the first 15 years, we have helped place over 19,000 pets in to new, forever homes and have had over three million media impressions through TV, radio and print.



Join FIDO Friendly as they kick off the 16th annual Get Your Licks on Route 66® pet adoption tour this August.

Sponsorship opportunities include logo placement on our vehicle, step and repeat banner and spinning wheel logo placement.

Contact our office at 208-896-6011 or email susan@fidofriendly.com. Don't miss this opportunity to support a great cause and help shelter pets across America find loving homes.



2024 Advertising Rates

Advertising Rates

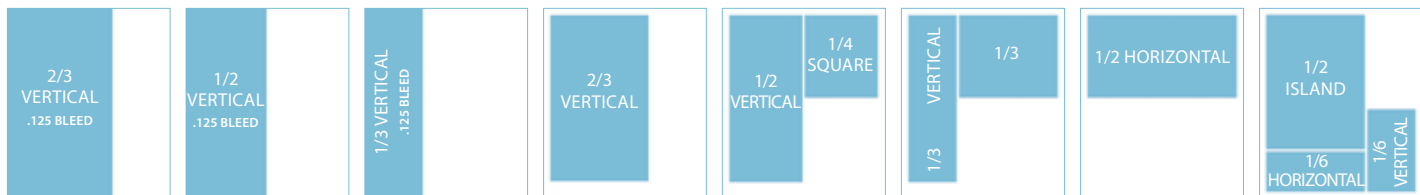
Currently Digital ask your sales rep for a quote.

† Exclusive placement matched with editorial content, limited spaces available.

- Dimensions in inches. Final Trim size (live area) is 8.375w x 10.875h. Bleeds add .125.
- For bleed images, readable text must be at least .25 from the trim edge.

DISCOUNTS ON MULTIPLE INSERTIONS (● 1 INSERTION ● 2 INSERTIONS ● 3 INSERTIONS)

		1X	2X	3X
BACK COVER .125 BLEED	8.5W X 11.125H	2109	2003	1792
INTERIOR FRONT COVER .125 BLEED	8.5W X 11.125H	1718	1633	1460
SPREAD	16W X 9.5H	2109	2003	1792
SPREAD .125 BLEED	17W X 11.125H			
FULL PAGE + 1/3 PAGE VERTICAL (PLEASE SEE BELOW)		1638	1556	1392
INTERIOR BACK COVER .125 BLEED	8.5W X 11.125H	1612	1532	1450
FULL PAGE	7.6W X 9.5H	1475	1402	1254
FULL PAGE .125 BLEED	8.5W X 11.125H			
2/3 PAGE VERTICAL	5.166W X 7.75H	1163	1104	988
2/3 PAGE VERTICAL .125 BLEED†	5.667W X 11.125H			
1/2 PAGE ISLAND†	4.88W X 7.45H	950	903	808
1/2 PAGE VERTICAL	3.75W X 9.5H	740	703	630
1/2 PAGE VERTICAL .125 BLEED†	4.375W X 11.125H			
1/2 PAGE HORIZONTAL	7.625W X 4.69H			
1/3 PAGE VERTICAL	2.46W X 9.5H	550	522	467
1/3 PAGE VERTICAL .125 BLEED†	3.08W X 11.125H			
1/3 PAGE	5W X 4.69H			
1/4 PAGE	3.75W X 4.69H	371	309	230
1/6 PAGE VERTICAL	2.46W X 4.69H	227	185	155
1/6 PAGE HORIZONTAL	5W X 2.3H			



FIDO Friendly is the only magazine dedicated to the travel & lifestyle of you and your best friend, and the one magazine, your dog will thank you for!



Advertorial Section Rates

Spotlight your business inside our sleek consumer index. "The FF Directory".

DISCOUNTS ON MULTIPLE INSERTIONS



INTRODUCE THE SECTION

Display your service with editorial flair on the interior cover of "The FF Directory," includes a full page image plus text description.

STANDARD

1495 1165 1075

- ▶ A full page space
- ▶ Your high-resolution, full page image
- ▶ Your business contact information
- ▶ 300–350 words of text
- ▶ Includes banner within the interactive map search page on www.FIDOFriendly.com

PRODUCT GUIDES

In each issue, we feature buyer's guides. This is your chance to showcase a big, beautiful image with text.

*See instruction (page 8).

STANDARD

350 330 315

- ▶ A 1/6-page horizontal space
- ▶ Your high-resolution image
- ▶ Your business contact information
- ▶ 30–50 words of text

STAR

690 655 620

- ▶ A 1/3-page space
- ▶ Your high-resolution image
- ▶ Your business contact information
- ▶ 60–80 words of text

DELUXE

990 940 890

- ▶ A 1/2-page space
- ▶ Your high-resolution image
- ▶ Your business contact information
- ▶ 100–150 words of text

TRAVEL GUIDE

Our comprehensive reader reference, organized by location, displays top human and pet accommodations and facilities in the country.

STANDARD

160 140 100

- ▶ Your high-resolution image
- ▶ A 1/9-page horizontal space
- ▶ Your business contact information
- ▶ 25–35 words of text

STAR

240 210 150

- ▶ Your high-resolution image
- ▶ A 1/6-page vertical space
- ▶ Your business contact information
- ▶ 25–35 words of text

DELUXE

- ▶ \$1400 four issues
 - ▶ A 1/3-page vertical space
- Display Ad Specs
2.46W x 9.5H
Bleed 3.08W x 11.125H

THE MARKETPLACE

Our most cost-effective offer, benefit from back-of-book exposure in this popular section. Make a clear statement to FIDO Friendly readers.

STANDARD

210 198 190

- ▶ A 1/9-page vertical space (2.46W x 3.08H)

STAR

415 395 375

- ▶ A 2/9-page horizontal space (5W x 3.08H)

DELUXE

595 565 535

- ▶ A 1/3-page vertical space (2.46W x 9.5H)



Sending

For a successful placement, please follow these essential guidelines when sending materials.

▲ DIGITAL REQUIREMENTS

- ▶ Quality High Resolution CMYK images (300 DPI)
- ▶ File Format .jpg, flattened .tif or flattened .pdf
- ▶ Correct dimensions
*See Rates (page 6).
- ▶ If applicable, grant final proof approval via email.

DELIVERY

- ▶ Less than 10 MB, please email your final file to: production@FIDOFriendly.com.
- ▶ Greater than 10 MB, upload your file to our FTP server using and FTP program*:
 HOST [ftp.FIDOFriendly.com](ftp://ftp.FIDOFriendly.com)
 USER visitor@fidofriendly.com
 PASSWORD [guest2525](#)
 *A free FTP program is available at www.filezilla-project.org

SOLO EBLAST SPECS

648px wide x 864px tall

SENDING TEXT

When applicable, please send your text as thoroughly edited, *finalized* documents. Be sure to include all pertinent information along with website, contact and purchase information.

Advertorial Materials

Our goal at FIDO Friendly is to reproduce your work to the highest possible standards. We do everything possible to assure that you and all of our readers are impressed with results. Send your product shots with clean, white backgrounds:

SHARPNESS OF IMAGE



✘ PIXELATED



✔ ACCEPTABLE

DIGITAL EFFECTS



✘ UNREALISTIC SHADOW



✔ ACCEPTABLE

IMAGE CROPPING



✘ INACURATE CROP



✔ ACCEPTABLE

Graphic Design Service

PROFESSIONALS WITH COMPETITIVE RATES Communicate with a smart, visual layout. Our creatives will produce your advertisement from concept to completion, or improve upon your existing design. Email us at production@fidofriendly.com for a free consultation.

	BASIC ¹	CUSTOM ²	CHANGE ³
SPREAD	190	320	35
FULL PAGE	180	285	35
2/3 PAGE	155	260	35
1/2 PAGE	135	210	35
1/3 PAGE	95	155	30
1/4 PAGE	75	145	25
1/6 PAGE	60	120	25
2/9 PAGE	50	100	20
1/9 PAGE	30	70	20
1/12 PAGE	30	70	20

1 BASIC Client supplies final text, photo-ready (high-resolution) image, and clear art direction. We create up to two design concepts. Package includes one revision.

2 CUSTOM We speak with you to develop your message. We then provide at least two design concepts based on our discussion. You are allowed two revisions upon the chosen direction.

3 CHANGE Minor text and/or visual changes to an existing, Basic or Custom design.
 * If you would like a change applied to your existing design, please be sure to provide us with True Type Macintosh Fonts.

¹Discounts offered on multiple design studies. ²Final artwork becomes property of client. ³Design fees do not include third-party artwork royalties (example: stock images).



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FIDO FRIENDLY, INC. TERMS AND RESOLUTIONS

'FIDO Friendly' reserves the right to reject or cancel any advertising for any reason at any time. The advertiser represents that the advertising submitted by it for publication contains nothing which can result in any claim against the publication, and it agrees to indemnify the publication against any damages and expenses arising out of the publication of such advertising.

²In case of error of omission or type setting relating to an advertisement covered in this contract, the publication's liability shall be restricted to the inser-

tion of a corrected advertisement in the next issue.

³ All agreements are subject to accidents, fires, acts of god, labor disputes, or other contingencies beyond the control of the publication. Further, FIDO Friendly, Inc. and its employees shall not be liable for damages if for any reason they fail to publish an advertisement.

⁴The Publisher's liability for any error will not exceed the charge for the advertisement in question.

⁵The Publisher assumes no liability for errors in key numbers, advertiser's index, or any type set by the Publisher. The Publisher is not responsible for the

accuracy of any corrections or changes made to any advertiser's materials.

FINANCIAL CONDITIONS

¹ Net. All bills payable prior to publication.

² Accounts not paid within 30 days incur a past due service charge of 1.5 percent per month.

³ If agency does not make appropriate payment to publication, advertiser is financially responsible for insertion. In the event that collection proceedings are taken, advertiser and agency are responsible for all cost thereof.