The Paw Shop

Contact Us:
600 Grant Street, Floor 36
Pittsburgh PA 15219
724-537-5581
www.thepawshop.com

About the Paw Shop
- Founded in June of 2008 by current CEO Claire Dalton, our pet supply store currently consists of 150 employees, spread out across 11 stores in Pennsylvania and Ohio.
- Our stores are spread out throughout the two states, with branches in Pittsburgh, Erie, Altoona, Harrisburg, Philadelphia, Scranton, Allentown, Cleveland, Columbus, Cincinnati, and Toledo.

Products and Services Provided
- The Paw Shop offers a variety of goods and services in our stores, which include:
  o Pet food and supplies
  o Pets up for adoption
  o Grooming services
- Our stores also offer a number of unique products that make us stand out from our competition, such as:
  o Specialty pet food
  o Homemade treats
  o Hand embroidered leashes and collars

Annual Events
- A pet-friendly 5K, benefiting Action for Animals on the first Saturday in June
- Pet adoption week with local shelters during the first week in August
- A pet food collection drive in November for Action for Animals
- Photos with Santa for pets on the last Saturday in November

Media relations guide:
Trade and Industry publications
1. Animal Sheltering
   - Animal Sheltering is published for people working in humane societies, animal care and control associations, SPCAs, and rescue groups. They are dedicated to reporting on the hard work that helps change animals’ lives.
   - Published quarterly
   - Senior Editor: Julie Falconer
   - Advertising Director: ReNae Vorgert
     - rvorgert@humanesociety.org
     - 701-572-9100
   - 5547 US-85
     Williston, ND 58801
- www.animalsheltering.org
- Lead Time: About 2 months prior to printing
- Advertising Rate Sheet

<table>
<thead>
<tr>
<th>Display ad sizes &amp; rates</th>
<th>4 issues*</th>
<th>1 issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 1/3 vertical: 2.25” x 9.5”</td>
<td>$925</td>
<td>$1050</td>
</tr>
<tr>
<td>B 1/3 square: 4.625” x 4.5”</td>
<td>$925</td>
<td>$1050</td>
</tr>
<tr>
<td>C 2/3 vertical: 4.625” x 9.5”</td>
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<td>$1980</td>
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<td>D 1/2 horizontal: 7.125” x 4.5”</td>
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<td>$1530</td>
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<td>$2640</td>
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</table>

- Editorial Calendar

2. Healthy Pet
- Healthy Pet is a publication provided to pet owners by their veterinarians. It focuses on promoting healthy pet ownership by reinforcing the veterinarian’s position on pet healthcare and information.
- Published quarterly
- Editor-in-Chief: Alison Stone
  - editor@vetstreet.com
- Advertising: adsales@vetstreet.com
- 3800 Horizon Blvd., Suite 201
  - Trevose, PA 19053
- 1-888-799-8387
- Lead Time: About a month and a half before publication
- Advertising Rate Sheet (No Rates available)
Web Publications, Relevant Websites and/or Blogs:

1. The dodo
   - The dodo is a blog that brings together everyone who loves animals. Their target audience ranges from those who are obsessed with their pets to animal advocates to those who just love seeing animals. Advertising on thedodo.com allows us to create a new method of advertising. The dodo offers editorial, video production and social media teams that will work with brands to create high-engagement online experiences that can focus on our products.
   - Published daily, with multiple posts a day
   - Founder and CEO: Izzie Lerer
     - izzie@thedodo.com
   - Advertising and Partnerships: partnerships@thedodo.com
   - 100 Crosby St
     New York, NY 10012
   - 212-924-9016
   - www.thedodo.com
   - Lead Time: About a month

2. Petfinder
   - Petfinder connects waiting to be adopted pets with owners who are looking to adopt. The site also provides a community space for all pet lovers where they can share their pet stories and connect with other animal lovers. Advertising on petfinder.com will allow us to get our brand name out all over the country and to those who also love their pets.
   - Published daily
   - Executive Director: Toni Morgan
     - toni@petfinderfoundation.com
- 4729 East Sunrise Drive, #119
  Tucson, AZ 85718
- 520-207-0626
- [www.petfinder.com](http://www.petfinder.com)
- Lead Time: NA

3. Dogtime
   - Dogtime covers anything related to a dog, including current dog events and advice on taking care of a dog, this website has everything. Advertising on Dogtime will allow us to be seen by all types of dog owners and future dog owners. There are special sections on the site devoted to life with a puppy, information on how to best travel with your dog and how to deal with various dog behaviors. Each section focuses on a slightly different dog owner and will allow us to expand our market, particularly on our dog product side.
   - New posts daily
   - CEO: Trevor Wright
   - Editor-in-Chief: Leslie Smith
   - Advertising: 310-449-1890
   - PO Box 576
     San Francisco, CA 94104
   - 415-830-9300
   - [www.dogtime.com](http://www.dogtime.com)
   - Lead Time: About a month before

Popular Magazines

1. People Magazine
   - Special sections in publication: celebrities and their pets
   - Published weekly
     - Published by the Meredith Corporation
   - Editor-In-Chief: Jess Cagle
     - @mrjesscagle on Twitter
   - 1271 Avenue of the Americas
     New York, NY 10020
   - 212-522-6699
   - [www.people.com](http://www.people.com)
   - Lead Time: About a month before publication
   - Advertising Rate Sheet
2. HGTV Magazine
   - HGTV Magazine often features projects that focus on pets
   - 10 publications a year
     - Published by the Hearst Corporation
   - Editor-in-Chief: Sara Peterson
     - @saraHGTVmag on Twitter
   - 300 W. 57th Street
     New York, NY 10019
- 1-866-587-4653
- www.hgtvmagonline.com
- Lead Time: About two months before publication
- Advertising Rate Sheet

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<td>1 page</td>
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<td>$66,149</td>
<td>$64,756</td>
<td>$62,667</td>
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<td>Cover 2</td>
<td>$108,800</td>
<td>103,360</td>
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<td>Cover 4</td>
<td>108,800</td>
<td>103,360</td>
<td>101,184</td>
<td>97,920</td>
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</tbody>
</table>

- Editorial Calendar

3. Good Housekeeping
   - Published monthly
     - Published by the Hearst Corporation
     - Editor-in-Chief: Jane Francisco
     - @janefrancisco on Twitter
- 300 W. 57th Street
  New York, NY 10019
- 1-800-888-7788
- www.goodhousekeeping.com
- Lead Time: About 3 months before publication
- Advertising Rate Sheet

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>4 COLOR</th>
<th>2 COLOR</th>
<th>BLACK &amp; WHITE</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$157,115</td>
<td>$147,240</td>
<td>$125,450</td>
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<td>2/3 Page</td>
<td>$117,885</td>
<td>$107,940</td>
<td>$93,995</td>
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<td>1/2 Page or Digest</td>
<td>$94,325</td>
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<td>$60,430</td>
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- Editorial Calendar

<table>
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<th>2018 ISSUE</th>
<th>CLOSING DATES</th>
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<tr>
<td>January</td>
<td>10/12/17</td>
</tr>
<tr>
<td>February</td>
<td>11/9/17</td>
</tr>
<tr>
<td>March</td>
<td>12/8/17</td>
</tr>
<tr>
<td>April</td>
<td>1/11/18</td>
</tr>
<tr>
<td>May</td>
<td>2/8/18</td>
</tr>
<tr>
<td>June</td>
<td>3/8/18</td>
</tr>
<tr>
<td>July</td>
<td>4/12/18</td>
</tr>
<tr>
<td>August</td>
<td>5/10/18</td>
</tr>
<tr>
<td>September</td>
<td>6/8/18</td>
</tr>
<tr>
<td>October</td>
<td>7/12/18</td>
</tr>
<tr>
<td>November</td>
<td>8/9/18</td>
</tr>
<tr>
<td>December</td>
<td>9/10/18</td>
</tr>
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- Newspapers

1. Pittsburgh Post-Gazette
   - Sections Targeted: Life, A&E
   - Published online daily
   - Published Sunday, Monday, Wednesday, Thursday and Fridays in print
   - Executive Editor: David M. Shribman
     - dshribman@post-gazette.com
     - 412-263-1890
   - Managing Editor: Sally Stapleton
     - sstapleton@post-gazette.com
     - 412-263-1858
   - Newsroom and Marketing
358 North Shore Drive  
Pittsburgh, PA 15212  
- Production, Advertising, Circulation and HR  
2201 Sweeney Drive  
Clinton, PA 15026  
- 412-263-1385  
- Lead Time: 2-3 days before publication  
- Advertising Rate Sheet: no set rate sheet found  
- Editorial Calendar

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<thead>
<tr>
<th>Publication Day</th>
<th>Space &amp; Copy</th>
<th>Final Corrections &amp; Releases</th>
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<tbody>
<tr>
<td>Monday PG</td>
<td>Thursday noon</td>
<td>Friday 5pm</td>
</tr>
<tr>
<td>Tuesday PG</td>
<td>Thursday noon</td>
<td>Friday 5pm</td>
</tr>
<tr>
<td>Wednesday PG</td>
<td>Monday Noon</td>
<td>Tuesday 5pm</td>
</tr>
<tr>
<td>Homes</td>
<td>Friday 5pm</td>
<td>Tuesday 5pm</td>
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<tr>
<td>Food Section</td>
<td>Friday 5pm</td>
<td>Tuesday 5pm</td>
</tr>
<tr>
<td>Thursday PG</td>
<td>Tuesday Noon</td>
<td>Wednesday 5pm</td>
</tr>
<tr>
<td>Weekend Mag</td>
<td>Monday 5pm</td>
<td>Wednesday 5pm</td>
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<tr>
<td>Friday PG</td>
<td>Wednesday Noon</td>
<td>Thursday 5pm</td>
</tr>
<tr>
<td>Local Xtra</td>
<td>Monday 5pm</td>
<td>Wednesday 5pm</td>
</tr>
<tr>
<td>Saturday PG</td>
<td>Thursday noon</td>
<td>Friday 5pm</td>
</tr>
<tr>
<td>Sunday Late Run</td>
<td>Wednesday 5pm</td>
<td>Friday 5pm</td>
</tr>
<tr>
<td>Magazine/Travel</td>
<td>Tuesday 5pm</td>
<td>Thursday 5pm</td>
</tr>
<tr>
<td>Sunday Xtra</td>
<td>Thursday Noon</td>
<td>Friday Noon (9 Days)</td>
</tr>
</tbody>
</table>

2. The Cincinnati Enquirer  
- Sections Targeted: Lifestyle, Things to Do  
- Published daily  
- Executive Editor: Beryl Love  
  - blove@enquirer.com  
  - 513-768-8551  
- Consumer Marketing & Sales Director: Denette McCloskey  
  - dmccluskey@enquirer.com  
  - 513-768-8132  
- 312 Elm Street  
  Cincinnati, OH 45202  
- Business/Corporate/Retail Advertising: 513-768-8404  
- Lead Time: 2-3 days before publication  
- Advertising Rate Sheet
Dalton

3. PA Patriot-News
   - Sections Targeted: Life and Culture
   - Published daily
   - Vice President of Content: Cate Barron
     - cbarron@pennlive.com
   - 2020 Technology Parkway, Suite 300
     Mechanicsburg, PA 17050
   - 717-255-8100
   - www.pennlive.com
   - Lead Time: 3-4 days before publication
   - Advertising Rate Sheet (no prices found)
Radio

1. 96.1 Kiss FM
   - Morning Freak Show with Mikey and Big Bob
     - 6AM-10AM
     - Targets millennials
   - 200 Fleet Street, 4th Floor
     Pittsburgh, PA 15220
   - Advertisements: 1-844-BUY-RADIO
   - Studio Line: 412-937-9610
   - https://961kiss.iheart.com/

2. Q92.9
   - Zak Szabo
     - 3PM-6PM
     - The Q features a pet of the week during this segment
   - 650 Smithfield Street, Suite 2200
     Pittsburgh, PA 15222
   - Studio Line: 412-333-5483
   - www.q929fm.com
TV

1. Animal Planet
   - Global President: Susanna Dinnage
   - Shows that would interest our consumers:
     - Bondi Vet
     - Dr. Jeff: Doggone Miracles
     - My Cat from Heaven
     - My Cat from Hell
     - Pit Bulls and Parolees
     - Secret Life of the Zoo
     - Vet Gone Wild
     - Wild Peru: Andes Battleground
   - 1 Discovery Place
     Silver Spring, MD 20910
   - 240-662-8909
   - www.animalplanet.com

2. Game Show Network
   - Executive Vice President and General Counsel: Mark Feldman
   - Shows that would interest our consumers:
     - America Says
     - Caroline and Friends
     - Cash Cab
     - Deal or No Deal
     - Family Feud
     - Who Wants to Be a Millionaire
   - 250 Montgomery Street, 9th Floor
     San Francisco, CA 94104
   - 415-593-5100
   - www.gsntv.com