About Petful
At Petful.com (formerly Pets Adviser), we are passionate about animal welfare and giving our readers the tools to help their pets live longer, happier lives.

We offer thousands of well-researched articles written by experts. Topics include everything from pet health and behaviors to training and grooming.

That’s not all. We keep things fun with interactive quizzes, and we share lots of cute photos and videos.

Yet, it’s about more than that...
We work to make a real difference. Petful donates thousands of dollars each year to animal charities or causes we believe in.

Contact Us: sales@petful.com

Petful has been featured on:

BuzzFeed  The New York Times  HUFFPOST  lifehacker

CNN  Slate  The Atlantic  Fast Company  Mashable  Reader’s Digest  NPR

Monthly* Pageviews: **1.7 million**  »  Sessions: **1.4 million**  »  Users: **1.2 million**

Advertise on Petful — A Freestar.io Network Partner

![Traffic Breakdown](image)

85% Organic Search
9% Direct Traffic
5% Referral Traffic
1% Social Traffic

<table>
<thead>
<tr>
<th>Alexa Traffic Rank</th>
<th>U.S. Rank</th>
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<tbody>
<tr>
<td>61,706</td>
<td>16,636</td>
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Domain Authority: 52 / 100

Audience Demographics

- Gender: 67% Female, 33% Male
- Age: 18-24, 15% 25-34, 31% 35-44, 11% 45-54, 11% 55-64, 6% 65+

50% of our audience is 25–44 years old.