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: https://www.petful.com/contact/

Advertise on Petful — A Freestar.io Network Partner

**Monthly* Pageviews: 2 million » Sessions: 1.7 million » Users: 1.4 million**

Petful’s Online Reach

- **130,556** Google+ followers
- **30,444** fans on our Facebook page
- **28,381** opt-in email subscribers
- **6,086** followers of our 2 Twitter feeds

**84% Organic Search**
**10% Direct Traffic**
**5% Referral Traffic**
**1% Social Traffic**

**Audience Demographics**

- **Gender**
  - Female: 67%
  - Male: 33%

- **Age**
  - 18-24: 11%
  - 25-34: 18%
  - 35-44: 31%
  - 45-54: 15%
  - 55-64: 11%
  - 65+: 5%

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

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*Monthly average as measured during the 3-month period from 01/01/2018 to 3/31/2018