

# petful

Monthly\* Pageviews: **1.6 million** » Sessions: **1.3 million** » Users: **1.2 million**

Advertise on Petful — A Freestar.io Network Partner

## 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 about pet health and behaviors to training and grooming.

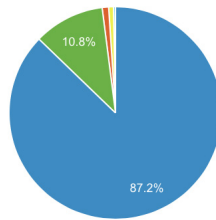
That's not all. We keep things fun with "Buzz" posts

about pets in the news, 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](mailto:sales@petful.com)



- **87% Organic Search**
- **11% Direct Traffic**
- **1% Social**
- **1% Referral Traffic**

### Petful's Online Reach

**131,160**  
Google+ followers

**29,835**  
fans on our Facebook page

**19,527**  
opt-in email subscribers

**6,197**  
followers of our 2 Twitter feeds

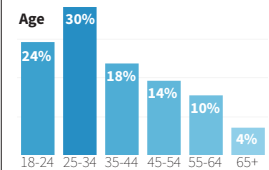
### Alexa Traffic Rank

**64,547** **16,976**  
Global Rank U.S. Rank

**50 / 100**  
DOMAIN AUTHORITY

### Audience Demographics

**Gender**  
**70%** Female **30%** Male



**50%+ of our audience is 18-34 years old.**

### Petful has been featured on:



Slate

The Atlantic



Readers Digest



Mashable



THE HUFFINGTON POST

lifehacker

\*Monthly average as measured during the 3-month period from 5/01/2017 to 7/31/2017