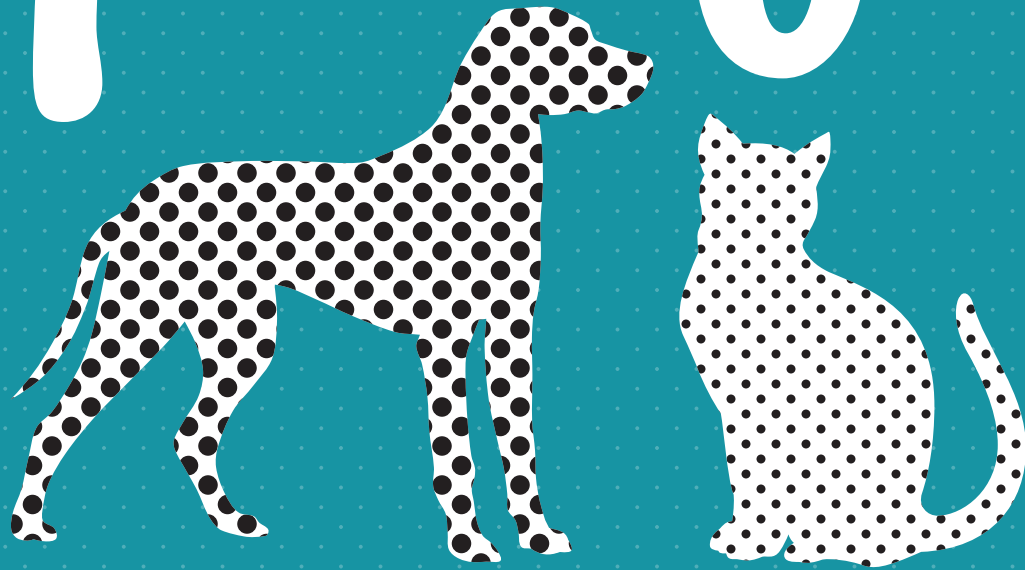


petful

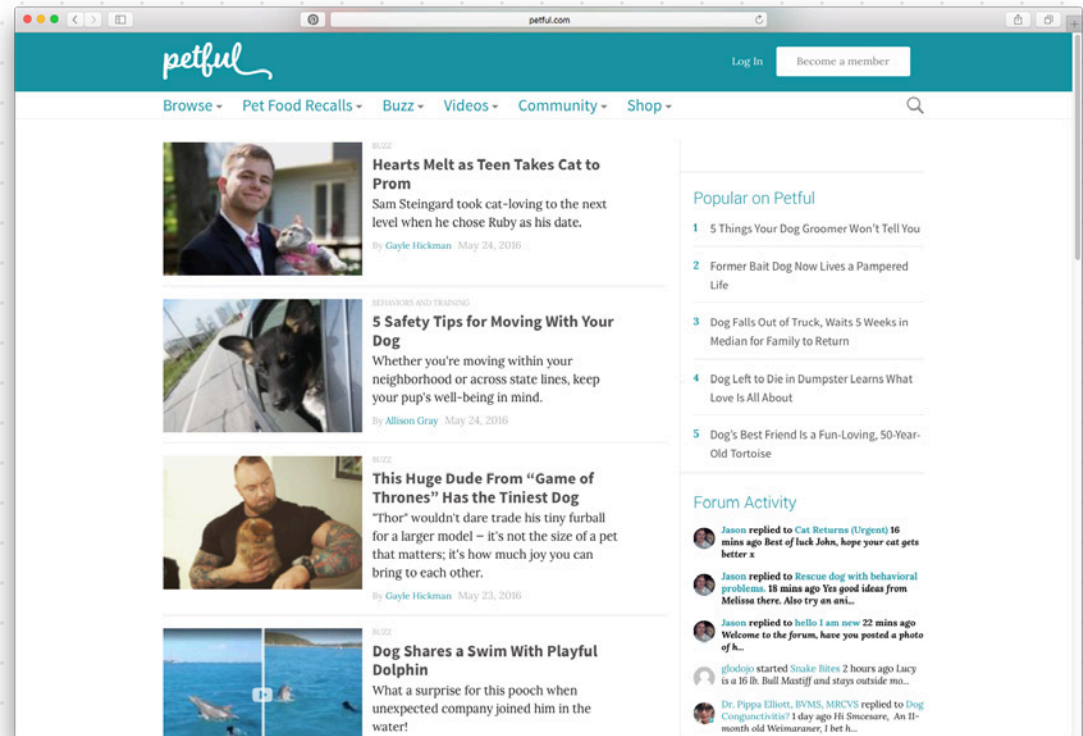


# ABOUT US

At Petful, we're passionate about animal welfare and helping pets live happier lives. We offer vet-approved advice on pet health topics, as well as expertly written articles on behaviors, training, grooming and the best products to give your pet the healthiest, happiest life possible.

In order to keep our content as lively and engaging as possible, we have pinned down what we feel is the perfect mix: usually one daily "anchor" article on health or behaviors, followed throughout the day by two "Buzz" posts on lighter topics — including, of course, cute photos and funny videos of pets.

Petful isn't just a static website. It's a growing community. Our forums are active, and we have 1,100+ registered members.



866,000 monthly users  
1.2 million pageviews  
20,000+ email subscribers

# PROBLEM:

How can your business affordably spark a meaningful conversation with a large audience of discerning pet parents?

# SOLUTION:

Sponsored Content on Petful.

Sponsored Content on *petful*  
sparks conversations.

# CASE STUDY

## CLIENT:

Torus Water Bowl

## SPONSORED CONTENT:

An expertly written, personalized product review with original photos and a video clip of this novel water bowl, tied in with a timed giveaway to one lucky Petful reader. Mentioned on our Facebook, Twitter and Google+ pages. Featured prominently in our email newsletter, which went out to 20,000 pet parents.

## RESULTS:

**Through-the-roof engagement...**

**140 comments...**

**Brand mentions...**

**And one very happy client.**



“ We were very impressed with the level of engagement that was achieved with our sponsored post on Petful. While often we think about driving sales, conversation and noise are just as important for brand equity. It provided some fantastic product feedback.”

—Kim Goldsworthy,  
Heyrex Limited (maker of the Torus bowl)

# 140 COMMENTS!



**Brittany Lynn Turk**

This would be great to have for our rescue pup who drinks a ton of water all day, especially because it is so easily portable! We always travel with our girl and she isn't a fan of the lip on the current travel bowl she has, but the Torus eliminates that problem, which would be awesome for her.



**Misty-Dawn Folds**

This is awesome! I foster dogs and cats and kitten litters all the time. I frequently have 8-14 furries at my ark. This would make things so much easier for me!



**Sydney Smith**

I have a five month old puppy, and it seems like no matter how I often I clean his metal bowl, it's always scummy and drooly (not to mention how much water gets on the floor!). I think a Torus would be wonderful for him!



**Jenn Gren**

Wow, this Torus Water Bowl looks amazing! With 4 rescue pets, keeping bowls filled (and worrying about them drinking all the water while I'm not home) is always a concern. This Torus Water Bowl would help A LOT.



**Mohammad Saleem**

The Torus bowl is purrfect for my kitty cat, Hazel. We've bought many bowls for Hazel in the past. Yet they all seemed to have a problem. The first one was too shallow, and would always run out of water like 5 minutes after I filled it. The second was too flimsy, and would skid around every time the poor cat went to have a drink. The one right now scares the brains out of her, because it's electric. This bowl would be perfect for us, because it solves all of our problems.



**Tamara**

I buy my dogs gallons of spring water and put them into the refrigerator. For me, and for my dogs, it matters and it matters a lot. Not having a cord or batteries is a huge plus, being BPA free is an enormous plus. I can't think of a minus and I'm intensely critical, especially when it comes to anything I buy or bring into my home for my beloved pups. I can think of two wishes though, 1) to win one and 2) you make a gallon size soon! Thank you for the opportunity Petful and Torus!



**Wendy Landgren**

My labradoodle and my collie share the same bowl. Every day I find collie hair and doodle drool in the bowl, which means constant scrubbing and refilling. The Torus would be a Godsend!



**Amber**

My cats are very purrrticular about their water. They love it fresh and nothing less. They would love a Torus water bowl!



**Brenda Causee**

I love the whole concept of the bowl, from filtered water to the design.

# OUR READERS ARE...

## YOUNG

69% ages 18-44

## WOMEN

68% female

## THRILLED

70% agree that Petful is their “favorite source for pet advice”

## LISTENING

56% are more likely to buy a product that we recommend

## SPENDERS

26% regularly spend \$100 or more per month on their pets

# SPONSORED CONTENT

## **\$695 flat rate per post**

We will write a high-quality, professionally edited sponsored post that discusses (or reviews) your product and provides an overview of your company and values. Every sponsored post will be clearly labeled as such, per FTC guidelines, and the links will be given a “no-follow” meta tag.

We include a high-profile callout to your sponsored post in our email newsletter, which arrives in the inboxes of nearly 20,000 pet parents. (We have an open rate of more than 25%, higher than the industry average.) Plus, we'll give you a shout-out on Facebook (27K+), Google+ (130K+) and Twitter. The sponsored post will remain on our website permanently.

## **OPTIONAL ADD-ON:**

Product giveaway (no additional charge; available on a case-by-case basis)

## **CUSTOM PACKAGES:**

Contact us to tailor a Sponsored Content package for your specific needs.

## **EXCLUSIVITY:**

We have a limited amount of spots available — we publish a maximum of only 2–3 sponsored posts per month.

Ready to get started?

Email [SALES@PETFUL.COM](mailto:SALES@PETFUL.COM).

# CONTACT

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[petful.com](http://petful.com)

