petful
ABOUT US

At Petful®, we are on a mission to give our readers the best, most accurate information to help their pets live happier, healthier lives.

Passionate about animal welfare, we offer vet-approved advice on pet health topics, as well as expertly written articles on pet food, behaviors, training, grooming and the best products to give pets everywhere the healthiest, happiest lives possible.

1 million monthly users
1.7 million pageviews
30,000 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.
CLIENT:
Torus Water Bowl

SPONSORED CONTENT:
An expertly written, personalized product review of this unique water bowl, tied in with a timed giveaway to one lucky Petful reader. Mentioned on our social media feeds. Featured prominently in an email blast that went out to thousands of 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)
**Misty-Dawn F.**
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!

**Brittany T.**
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.

**Sydney S.**
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 G.**
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 S.**
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 L.**
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 C.**
I love the whole concept of the bowl, from filtered water to the design.
## OUR READERS ARE...

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOUNG</strong></td>
<td>69% ages 18-44</td>
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<tr>
<td><strong>WOMEN</strong></td>
<td>66% female</td>
</tr>
<tr>
<td><strong>THRILLED</strong></td>
<td>70% agree that Petful is their “favorite source for pet advice”</td>
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<tr>
<td><strong>LISTENING</strong></td>
<td>56% are more likely to buy a product that we recommend</td>
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<tr>
<td><strong>SPENDERS</strong></td>
<td>26% regularly spend $100 or more per month on their pets</td>
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Sources: Google Analytics data, proprietary survey
$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.

Plus, we’ll give you a shout-out on Facebook page (30,000+) and Twitter feed.

The sponsored post will remain on our website permanently.

OPTIONAL ADD-ONS:
Product giveaway (no additional charge; available on a case-by-case basis)

Our publisher, Dave Baker, a Pulitzer Prize–winning journalist and editor, may also be able to create a custom video featuring your product or service.

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 DAVE@PETFUL.COM.
CONTACT

dave@petful.com
petful.com

We want to help you get results!