



2025 Advertising Guide



Pet Sitters International (PSI), the world's leading educational association and largest membership organization for professional pet sitters, has been educating pet sitters and dog walkers and elevating the pet-sitting industry for nearly three decades.

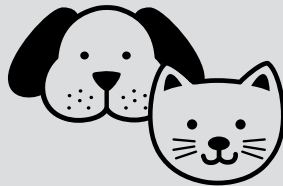
PSI Quick Facts:



PSI has 4,000+ member pet-sitting and dog-walking businesses in the U.S., Canada and more than a dozen other countries.



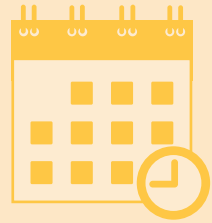
PSI members performed more than 13.5 million pet-sitting visits in 2023.*



PSI members offer services for cats (97%), dogs (93%) and many other pet types.



90% of PSI members surveyed indicated they are women.



66% of PSI members have been in business for six or more years.

PSI was founded in 1994 by Patti J. Moran, author of the industry's premier reference book, *Pet Sitting for Profit*.

Some of Patti Moran and PSI's contributions to the industry include:

- Partnering to provide the first-ever business insurance for professional pet sitters
- Publishing the first magazine for professional pet sitters, now called *Pet Sitter's World*
- Establishing Professional Pet Sitters Week™, an annual observance
- Hosting the industry's first international conference, now called Pet Sitter World Educational Conference
- Recognizing a Pet Sitter of the Year™, the industry's highest honor
- Offering the first—and only—knowledge-assessed certification exam specifically for professional pet sitters (PSI members can earn the CPPS-Certified Professional Pet Sitter® designation)
- Creating Take Your Dog To Work Day®, and later, Take Your Pet To Work Week® and Take Your Cat To Work Day®, to promote pet adoptions



PSI provides its members with education and business resources, networking opportunities, access to group rates on business insurance and bonding, and more.

Why should you advertise with PSI?



5 reasons to advertise with PSI

1

PSI members perform more than 13.5 million pet-sitting visits a year.*

2

PSI clients depend on their pet sitters for advice on health, nutrition, pet products and more! In a 2022 survey of PSI members, 95% of pet sitters said clients occasionally or frequently ask for their advice about pet-related matters/products.

3

PSI's publications reach pet sitters with the authority and reputation of the world's most recognized and respected organization for professional pet sitters—Pet Sitters International.

4

PSI's publications are customized exclusively for pet-care professionals, who have the buying power to support pet-product companies and love to spread the word to their clients.

5

PSI extends your reach to your target markets with print and digital media, as well as sponsorship opportunities in high-profile public events such as Take Your Dog To Work Day® and Take Your Pet To Work Week®.

"Advertising with Pet Sitters International allows us to reach our target market, and we are pleased with the positive response our ads and sponsorships have garnered. Promoting our services to PSI's members has helped us grow our business."



-David Pearsall, vice president,
Business Insurers of the Carolinas

*Source: PSI's 2024 State of the Industry Survey

Who can you reach?

Typical PSI Member Pet-Sitting Business

- 99% of all businesses are independently owned.
- 90% of PSI members indicated they are women.
- 66% of PSI members have been in business for six or more years.

The majority of PSI members offer services for multiple pet types:

- Cats (97%)
- Dogs (93%)
- Small Animals (70%)
- Birds (68%)
- Freshwater Fish (64%)
- Reptiles & Amphibians (55%)
- Saltwater Fish (43%)
- Livestock (39%)
- Horses (22%)
- Exotic Pets (6%)

Typical Pet Sitter

- Female (90%)
- Average age: 54
- Married (52%)
- Has no human children living at home (83%)
- Has completed at least some college (92%)
- Owns dogs (71%) and cats (64%)

Typical Client

- Couples (69%)
- 36-50 years old (35%)
- Middle-to-high to high income (67%)



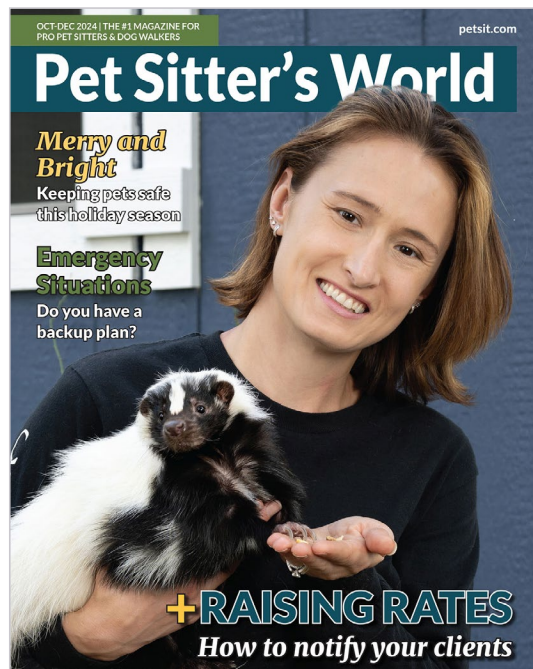
*Source: PSI's 2024 State of the Industry Survey

Pet Sitter's World magazine

Pet Sitter's World is an award-winning print publication, printed on glossy stock in magazine format—and a digital version is also made available. It is directed to the members of Pet Sitters International (PSI), along with various sponsors, pet-related associations and organizations. Members of PSI consist of independent pet-sitting businesses, primarily throughout the United States and Canada, but also currently located in more than 20 other countries.

Most advertisers are product manufacturers for pet, household and/or pet-sitting related products—or service providers catering to pet sitters. Recognized by PSI members as one of the most important member benefits, *Pet Sitter's World* is designed to educate pet sitters on pet-care, pet-industry and business best practices/ideas. The publication also shares information on products, field-tested consumer tips and trends.

[Click here to view a recent issue of *Pet Sitter's World*.](#)



By the numbers

Issues: 2 a year (print + digital)

Circulation: More than 4,000

Ad closing dates:

February 3 (spring); July 7 (fall)

Ad materials due:

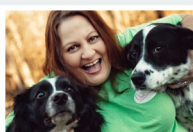
February 11 (spring); July 15 (fall)

Publication dates:

April 2025 (spring/summer issue)

September 2025 (fall/winter issue)

"When I receive my bimonthly magazine of *Pet Sitter's World* in my mailbox, I sit in my car and read it cover to cover, RIGHT THEN! I can't put it down. I love reading the helpful tips about animal and self care, learning the latest trends in the pet industry, and absorbing what my colleagues share about their own pet sitting adventures. And I NEVER throw a *Pet Sitter's World* magazine away! It's an ongoing valuable resource to me in my profession."



-Liz Hyde, Pet Charmers, LLC,
Gastonia, NC

Magazine ad specifications

Ad Size	Non-Bleed Size (Inches)			*Ad with Bleed (Inches)		
	Width	x	Height	Width	x	Height
Full Page	7.735	x	9.375	8.625	x	11.125
2 Page Spread	15.75	x	9.3675	17	x	11.125
1/2 Page (horiz.)	7.375	x	4.55	8.625	x	5.562
Inside Cover	7.735	x	9.375	8.625	x	11.125
Back Cover	N/A			8.625	x	7.375

*Use "Ad with Bleed" dimensions if your advertisement touches the edge of the page leaving no margin. "Ad with Bleed" dimensions include 1/8" bleed for trim.

Magazine Trim Size - 8.375" x 10.875". For bleed ads, please keep live copy .375" from bleed edges.

Please note: If using Canva software for your ad creation, please be sure to download the ad as a PDF Print file so that the image size/quality is not reduced.

Artwork Requirements

All ads must be submitted camera ready.

Acceptable digital formats for PC:

Adobe Illustrator (.ai or .eps)

Adobe Photoshop (.psd)

Adobe InDesign

Tiff and JPG image files

Adobe PDF

All ads, including images placed within ads, must be saved at **300 dpi** at the required ad size.

Advertisers are responsible for photo retouching and color correction.

All fonts used in your ad must be embedded or flattened in your artwork, or included in separate files.

Ads may be submitted electronically to advertising@petsit.com.

Publisher's Statement

Liability. Advertisers assume full liability for the content of their advertising and full responsibility for all claims made against the publisher arising therefrom. The publisher reserves the right to change or cancel any ad. Should space not be available for any particular issue, advertisers will be notified immediately. Fees will be refunded or applied toward placement in the next issue, at direction of the advertiser.

The publisher is not responsible for typographical or other errors in advertisements. Notice of corrections or changes must be requested at a reasonable time before deadlines, and composition charges will be added when the advertiser requests corrections or changes.

The liability of the publisher for failure to publish an advertisement in the issue requested shall be limited to publishing the advertisement in a subsequent issue. Failure in good faith by the publisher to insert or publish shall not constitute a breach of this contract.

Positioning requests are not guaranteed. Publisher accepts no liability for failure to meet such requests and such failure shall not constitute a breach of this contract.

Without limiting the foregoing, the advertiser agrees to defend, hold harmless, and indemnify the publisher against any and all liability, loss or expense arising from any claim for unfair competition; deceptive trade practices; infringement of trade marks, service marks, trade names or patent; violations of rights of privacy; and infringement of copyrights and proprietary rights resulting from the publication of any advertisement at the advertiser's direction.

Payment. All ads must be paid for in advance of space reservation date. Members of Pet Sitters International receive a five percent discount on published rates. Please note: Advertising packages are non-refundable.

Weekly member emails

PSI's weekly member e-newsletter is one of the many valuable benefits of PSI membership and is distributed to members each Monday. It highlights featured member resources for the month and also includes important reminders about upcoming events, opportunities and special offers.

Each email includes banner ad spaces. These banner ads are clickable and can direct pet sitters to the webpage of your choice.

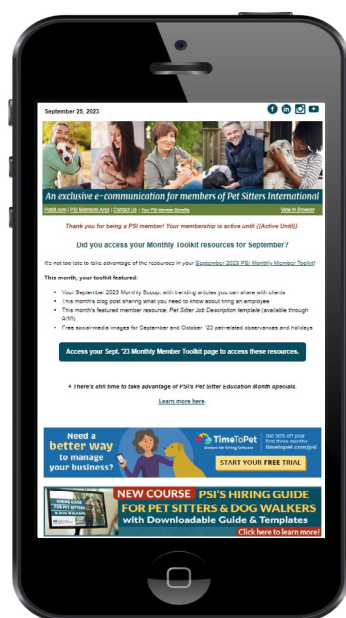
Banner ad specifications are 630 w x up to 113 pixels h

By the numbers

E-newsletter issues: **1 a week**

Subscribers: **More than 3,500**

Open rate: **Averages above 40%**



AUGUST 2024



[Petsit.com](#) | [PSI Members Area](#) | [Contact Us](#) | [Your PSI Member Benefits](#)

[View in Browser](#)

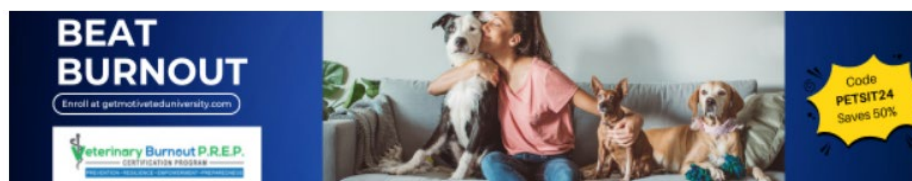
Thank you for being a PSI member! Your membership is active until {{Active Until}}.

PSI's August 2024 Member Toolkit is Now Available!

Be sure to take advantage of PSI's August 2024 Monthly Member Toolkit, available exclusively to PSI members.

You can [click here to visit the Member Toolkit page](#) in the Members Area of [petsit.com](#) to access this month's toolkit items:

- Featured Resource: Free Guide—*Introduction to Using Staff in Your Pet-Care Business*
- Featured Article: *Creating an emergency backup plan for your pet-care business* (This offers tips for both solo sitters and those with a team.)
- New social-media images (along with suggested captions) to share this month
- Trending articles you can share on social media or in your client newsletters



PETSIT PRO
Online Training Subscription for Pet-Care Professionals

Now choose from two options:

- > Pet Sitter Plan for individual users
- > Business Plan for business owner + unlimited staff

[Learn more. >](#)

Join PSI's private, members-only Facebook group, Professional Pet Sitters Chat

Copyright © 2024 Pet Sitters International, Inc • PO Box 457, Pfafftown, NC 27040 • (336) 983-9222, option 1

[Unsubscribe](#)

[Access Past Issues](#)

Advertising opportunities with PSI are limited and available on a first-come, first-served basis.

Please note: PSI reserves the right to refuse advertising space to any company that is not in line with PSI's commitment to excellence in professional pet sitting.

Advertising Options

PREMIUM 2025 PACKAGE (only 2 available)

Cost: \$3,612 (\$6,021 list rate; package price includes a 40% discount)

- **Inside cover or two-page spread** (first come, first served) in both 2025 issues of PSI's member magazine (print + digital) (\$3,798 value)
- 1 upgrade to a **featured mention** (logo and short paragraph about your business/special offer with link) in the email to members highlighting one of the magazine issues (\$175 upgrade cost value)
- Plus, **complimentary mention** (up to 50 words with link) in the email highlighting the other magazine issue
- **4 banner ad spaces** in PSI's e-newsletter to members (\$648 value)
- **1 session sponsorship** for one of PSI's 2025 online summits (deliverables to include logo with link in at least 1 email to registrants; recognition as the sponsor for one of the summit sessions, including mention during the session with your logo pictured on one of the slides; logo on summit registration page on our website; and ability to list a special offer with link on our webpage for attendees) (\$750 value)
- Logo and special offer listed on **member discounts page** in the Members Area of our site throughout 2025 (\$650 value)

STANDARD 2025 PACKAGE (limited availability)

Cost: \$2,997 (\$4,996 list rate; package price includes a 40% discount)

- **Full page ad space** in both 2025 issues of PSI's member magazine (print + digital) (\$3,198 value)
- Plus, **complimentary mention** (up to 50 words with link) in the two emails highlighting those magazine issues
- **4 banner ad spaces** in PSI's e-newsletter to members (\$648 value)
- **1 standard sponsorship** for one of PSI's 2025 online summits (deliverables to include logo with link in at least 1 email to registrants, logo on summit registration page on our website, and opportunity to list a special offer with link on our webpage for attendees) (\$500 value)
- Logo and special offer listed on **member discounts page** in the Members Area of our site throughout 2025 (\$650 value)

BASIC 2025 PACKAGE (limited availability)

Cost: \$2,097 (\$3,496 list rate; package price includes a 40% discount)

- **Half-page ad space** in both 2025 issues of PSI's member magazine (print + digital) (\$2,198 value)
- Plus, **complimentary mention** (up to 50 words with link) in the two emails highlighting those magazine issues
- **4 banner ad spaces** in PSI's e-newsletter to members (\$648 value)
- Logo and special offer listed on **member discounts page** in the Members Area of our site throughout 2025 (\$650 value)

Reservation deadline for these discounts: October 31, 2024. (Available first come, first served.)

Advertising Options

BUILD YOUR OWN PACKAGE (limited availability)

Cost: Varies (discount of 20-40% applied to packages valued at \$2,000 or more that are booked by 10/31/24; let us know which options you're interested in and we'll give you a final quote)

Menu Options:

Magazine Ad Space (rates are per issue)

Full-Page Ad Rate = \$1,599

Half-Page Ad Rate = \$1,099

*Magazine ad space includes complimentary mention (you can submit up to 50 words, including a link) in the email to members highlighting that magazine issue

E-Newsletter Banner Ad Space (rates are per issue, with frequency discounts)

\$175 (1x) / \$162 (4x) / \$144 (8x) / \$127 (12x)

Logo and Special Offer on Member Discounts Page in 2025

\$650 (listing would remain on page for all of 2025)

1 Session Sponsorship for a 2025 PSI Online Summit

\$750 (deliverables to include logo with link in at least 1 email to registrants; recognition as the sponsor for one of the summit sessions, including mention during the session with your logo pictured on one of the slides; logo on summit registration page on our website; and ability to list a special offer with link on our webpage for attendees)

1 Standard Sponsorship for a 2025 PSI Online Summit

\$500 (deliverables to include logo with link in at least 1 email to registrants, logo on summit registration page on our website, and opportunity to list a special offer with link on our webpage for attendees.

*Sponsorships for PSI's annual in-person conference are also available, but would be billed separately and would not be included in the Build Your Own Package total. In-person conference sponsorships are not eligible for discounts. Contact us for details about in-person sponsorship options.



Sponsorship opportunities

Looking for more options for getting your product or service in front of PSI member pet sitters and dog walkers? A limited number of event and campaign sponsorships are available on a first-come, first-served basis.

Extend your reach to PSI members by partnering with PSI for one of our established, popular campaigns detailed below, or we can work with your company to develop a multi-touchpoint campaign to promote your product, service or initiative to our membership.

The following campaign descriptions indicate the key timeframe of each campaign; however, for each, promotional opportunities to reach PSI members extend beyond those core dates.

Take Your Dog To Work Day®

Occurs annually the Friday following Father's Day; promotion extends from April through June.

Take Your Dog To Work Day is PSI's #1 public campaign. Take advantage of this unique cause marketing campaign to reach key media outlets and increase your brand awareness with the pet-owning public. This event celebrates the great companions dogs make and encourages their adoptions from shelters. Thousands of dog-loving business professionals participate annually. Since its inception in 1999, Take Your Dog To Work Day has received increased participation and media coverage both domestically and abroad.



Take Your Pet To Work Week®

Occurs annually the Monday through Friday following Father's Day; promotion extends from April through June.

Take Your Pet To Work Week® was created to accommodate businesses who are not open on Friday or who want to accommodate other types of pets in the office. Take Your Pet To Work Week® is celebrated the entire week leading up to Take Your Dog To Work Day® and presents a unique opportunity to increase your brand awareness with a wide range of pet owners—from cat owners to lizard lovers.

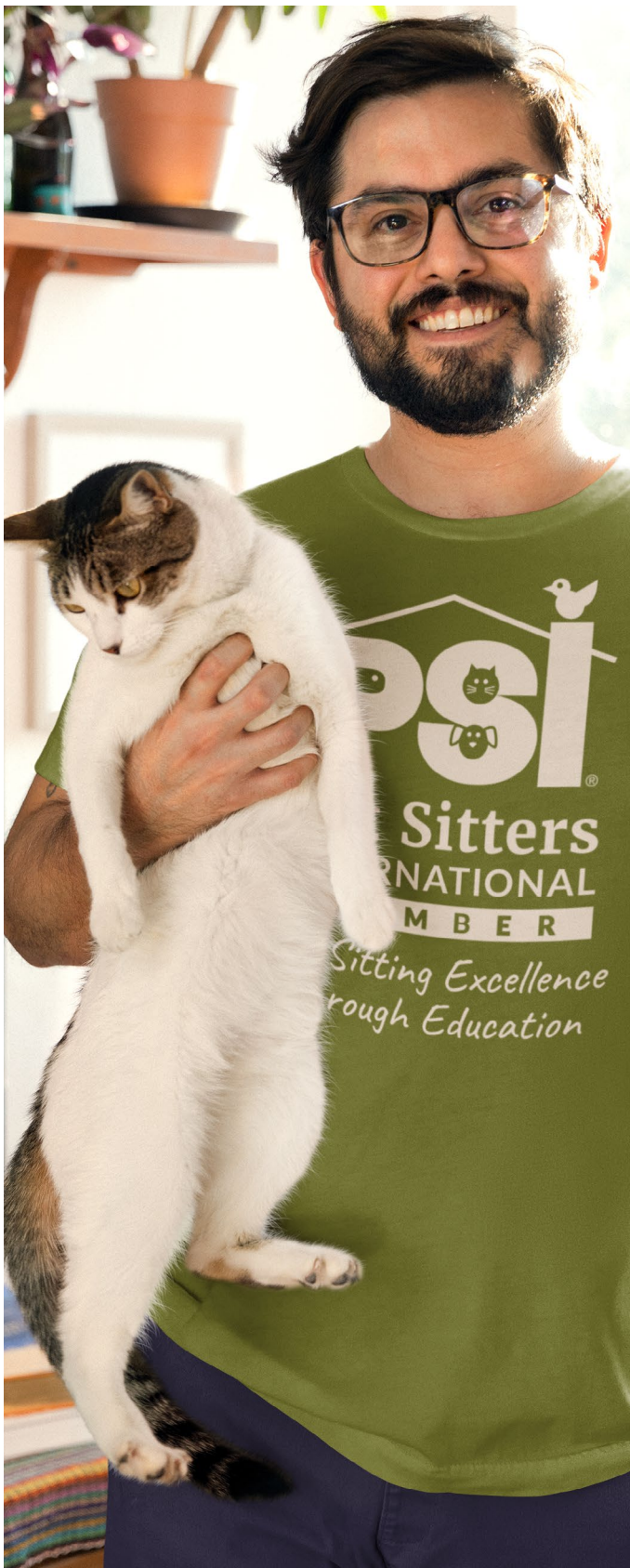


Take Your Cat To Work Day®

Occurs annually the Monday following Father's Day; promotion extends from April through June.

In the more than two decades since Take Your Dog To Work Day® was created, the idea of bringing dogs to work has become more commonplace. So, it's no wonder that more and more cat owners are wanting in on the fun! This fun #MeowMonday is the perfect kickoff to Take Your Pet To Work Week® and gives you the opportunity to reach dedicated cat lovers, who can celebrate the day whether they are taking their cats into the office or working from home!





FOCUS, PSI's One-Day Online Summit for Pet Sitters & Dog Walkers

Occurs annually in March; promotion is January through March.

PSI's FOCUS one-day online summit offers pet sitters and dog walkers an affordable, convenient opportunity to learn from industry experts and network with fellow pet-care professionals—all from their computer, phone or tablet! Choose from various sponsorship options to promote your product or service during this popular daylong, online event.

Pet Sitter World Educational Conference

Occurs annually; promotion is year-round.

PSI's Pet Sitter World Educational Conference is the top conference in the pet-sitting industry. This annual conference presents the most extensive face-to-face opportunity for pet-sitting business owners to learn and network. As a sponsor, your company name and brand message will be promoted to this influential and captive audience. Choose from various sponsorship options to promote your product or service during the most popular pet-sitter conference in the world.

Professional Pet Sitters Week™

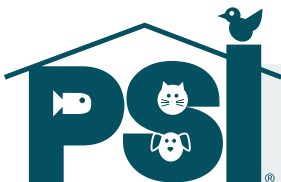
Occurs annually the first full week of March; promotion extends from January through March

Professional Pet Sitters Week (PPSW) celebrates the hard-working pet-care professionals who take care of the world's companion animals when their owners are away. The exclusive sponsor of this event receives top billing as PSI promotes the event to the popular media and pet-industry media outlets. This sponsorship provides a unique opportunity to thank professional pet sitters for their service by providing a special offer.

Pet Sitter Safety Month™

Occurs annually in May

PSI created this annual observance in 2017 to highlight the importance of promoting safe practices for today's professional pet sitters and dog walkers. Through the campaign, pet professionals are able to learn about the latest safety best practices. From a dedicated webpage to outreach to media outlets and PSI members, this campaign provides a variety of touchpoints for increasing visibility of your product or service and promoting it to pet sitters and dog walkers.



The PSI team is happy to customize sponsorship and campaign packages to best meet your company's goals. To learn more, email advertising@petsit.com or call (336) 983-9222, option 1.