

2015 Media kit





REACHING **16 MILLION** PET OWNERS PER MONTH

- **The HomeLife Media Network** is one of the **top destinations online** for those who are **truly passionate** about their pets
- **IHeartDogs.com** is ranked in the top 2000 websites out of all websites in **The U.S. by Alexa.com**
- **8 Million Fans +** Across Social Media



The **I**  **Dogs**
Site

The **I**  **Cats**
Site

IHeartDogs.com

IHeartCats.com

15 Million Dog Owners/month
300,000 Newsletter Subscribers
8 Million Social Media Followers

1.3 Million Cat Owners/month
30,000 Newsletter Subscribers
800,000 Social Media Followers

With one of the largest pet social footprints online, **IHeartdogs.com** and **IHeartCats.com** reaches owners of specific breeds across its robust forums and social media pages. Our breed communities include:

Dachshunds	415,460	Shih Tzu	144,442
German Shepherds	394,103	Golden Retrievers	113,497
Pit Bulls	453,758	Rottweiler	161,475
Chihuahuas	315,553	Yorkies	130,615
Huskies	178,970	Bulldog	99,144
Boxers	273,022	Pugs	113,001
Labs	189,900	Beagles	90,104
Mutts	90,651	Papillon	42,765

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Maltese	50,178	Lhasa Apsos	10,777
Jack Russell	75,488	Akitas	10,289
Bull Terrier	51,561	German Shorthaired Pointers	272
French Bulldog	67,783	Havanese	9,149
Poodle	32,865	Bichon Fris	20,707
Doberman	37,330	Collie	11,808
Shelties	32,841	Bullmastiffs	22,531
Corgi	36,860	Vizlas	10,655
Cocker Spaniel	26,668	Alaskan Malamutes	20,667
Chow Chow	25,660	Greyhounds	18,582
Boston Terriers	52,608	Chinese Cresteds	3,378
Pomeranians	41,634	Old English Sheepdogs	2,502
Border Collie	31,902	Bernese Mountain Dogs	12,938
Westies	22,610	Dogue De Bordeaux	7,850
Basset Hounds	26,727	Schnauzers	27,234
Great Danes	62,179	Shiba Inus	13,513
Australian Shepherds	30,721	Samoyeds	6,523
St. Bernards	15,687	Cane Corso	18,160
Weimaraner	16,567	Newfoundlands	12,988
Cavaliers	29,764	Staffordshire Bull Terrier	63,065
Shar Peis	18,799	English Springer Spaniels	863
Pekingese	10,777	Miniature Pinschers	10,623
		American Staffordshire Terriers	13,451

WORKING WITH US TO REACH OUR AUDIENCE:



CONNECTING YOU WITH PASSIONATE PET OWNERS

“HomeLife Media plays a key role in helping us active passionate pet owners for our causes. Every time we’ve had the opportunity to partner with them, we’ve been blown away with the results.”

- Dale Partridge, **Sevelly.org**