WHAT WE DO

Our brand speaks to the world’s largest pet audience.

Our multi-platform network engages millions of verified pet parents each month. Leverage our massive reach, brand endorsement, and market knowledge to achieve your brand’s key goals.
## OUR AUDIENCE

### MONTHLY REACH

<table>
<thead>
<tr>
<th>Monthly Page Views</th>
<th>Unique Visitors</th>
<th>Social Media Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 MM</td>
<td>640,000</td>
<td>2 MM</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>200,000</td>
<td>Display Ad Impressions</td>
</tr>
</tbody>
</table>

TRAFFIC SOURCES

Mobile: 72%
Tablet: 16%
Desktop: 12%
#picsforpaws

Thousands of loyal customers post product images to Instagram under this hashtag.
USA 77%
UK 8%
Canada 7%
Australia 3%
Misc. Int. 5%
DEMOGRAPHIC STATISTICS

85% FEMALE

15% MALE
age 18-44 32%
age 45-64 41%
age 65+ 27%
45% Attended College

16% Attended Grad School

$50K-$100K HHI Average
Media Bundle
iHeartCats Direct Email

Dedicated Email Delivered to iHeartCats’ 220,000 Email Subscribers

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing
- Only one partner email sent per week

**BENCHMARKS**

- 30-40% Open Rate
- 0.4-0.6% Click Rate
Birthday Club Direct Email

Exclusive Sponsorship Reaching 35,000 Email Subscribers Interested in Special Offers

- EXCLUSIVE! Limited emails sent per month
- Includes one direct email with a “gift” offer from your brand

Birthday Club Signup Page

BENCHMARKS

- Open Rate: 32-40%
- CTR: 0.3%-0.5%
**Newsletter Featured Product**

Your Product Promoted to 200,000 Active Weekly Newsletter Subscribers

- Includes large thumbnail image, description and product offer linking to client's landing or purchase page.

**BENCHMARKS**
- 35-45% Open Rate
- 0.9-1.1% CTR
Newsletter Editorial Mention

Your Content Promoted to 200,000 Active Weekly Newsletter Subscribers

- Includes thumbnail image and subject line redirecting to the iHeartCats blog post or client site.

BENCHMARKS

- 35-45% Open Rate
- 0.9-1.1% CTR
Organic Blog Post

Sponsored Content Written by the iHeartCats Staff, and Featured on Our Blog

- Educate customers about a specific product, service or brand.
- Editorial will team assist in writing copy to match the voice of the brand.
- Article lives on the blog indefinitely to drive SEO and brand awareness
- Includes co-branded endorsement to build trust

Nom Nom Now Organic Blog Post
Native Advertising Post Promoted on iHeartCats

Sponsored Content Featured Across the Blog

- Sponsored ads run across the blog to drive traffic to the article landing page to drive active engagement
- Includes 100% SOV roadblock static web ads on page
- Includes live social feeds - Facebook, Twitter and Pinterest
- Video series allowed
- Static display image slideshow available
- Multiple hyperlinks available
- Geotargeting available.

Example
Video Example

Media Bundle
The SCOOP Video Product Review

Custom video content created by iHeartCats team, promoting your product line

• Professional review hosted by iHeartCats’ will feature product highlights, benefits and outcomes.
• You own the content. Receive custom :30 and :60 edits for use across all other platforms
• Gain valuable validation and education from a well-recognized brand & influencer in the pet space
theFEED Product Feature

Exclusive Social-Style Post Featured in iHeartCats Product Feed

• The Feed receives an average of 300,000 impressions each month – featured as part of the navigation, and featured after every piece of content
• Sponsorship includes featured placement in one of the top slot on THE FEED for 30 days
• Includes custom headline, images and link directing to your site

Visit theFEED

BENCHMARKS
• 0.5- 0.9% CTR
Interstitial “Pop-up” Ads
High-Impact Placement That Displays on Top of All Content for 100% Viewability

• Can include a two-step process to boost reader buy-in and commitment
• Displays after the reader has been on the page for a certain amount of time
• Allows for lead generation through email capture
• Target ads by region or device
• Option to rotate multiple ads throughout the month
• 100% Viewability
• User-generated close
• 300K viewable impressions a month
Parallax Rich Media Ads

Scrolling Rich Media Ad Served in Articles Across iHeartCats Blog

- Geo-target to specific regions: state, country or zip.
- Rotate multiple ads, including video
- Serves above the fold, improved view-ability
- Native ad serves across all content

BENCHMARKS
- 0.25- 0.35% CTR
Online Display Ads

ROS Banner Ads Run Across iHeartCats for Ongoing Branding and Exposure

- 300x250, 300x600, 300x50, 728x90 ad sizes available
- ROS or geo, section and device targeting available
- Rotate up to five sets of creatives
Pre-roll and mid-roll video content

Video ads in run in the center of iHeartCats Blog on mobile and pop-up on the right-hand side on desktop with a clear X button to close

BENCHMARKS

Pre-roll, in content only, 30 days, U.S. = 250K impressions
Average CTR% is about 0.1%
Lead Generation Giveaway
Co-Branded Giveaway Promoted Across iHeartCats

- Drive lead generation and brand awareness through giveaway promotions and sign-ups for up to 30 days
- Includes custom entry form and landing page on iHeartCats include product information, links and video, and promo code offer at ‘Thank You’ page
- Entry form captures consumer name, email address for lead generation and retargeting
- Giveaway promoted throughout the month across Facebook, onsite promotions and direct email to opt-in giveaway subscribers
- Featured in weekly newsletter to email subscribers

BENCHMARKS
- Average > 1,000 – 2,000 entries
Home Page
Featured Slider

Large, High-Impact Ad Atop the iHeartCats Home Page

- The iHeartCats Home Page receives an average of 15,000 impressions each month – the ad is prominently featured on the page to be the first thing every visitor sees!
- Sponsorship includes featured placement in one of the rotating features atop the page.
- Includes custom image, description and link directing to your site

Visit the Home Page
Rich-Media Expandable Video Ad

High-Impact Rich Media Placement at the Top of the Blog Page

- Boost engagement through expandable video
- User-initiated audio plays on top of auto-play video
- Entire ad links to landing page or site of choice
- Target ads by region, device or blog section

Live Example
WAYS TO ENGAGE
TEXT MESSAGE
iHeartCats SMS Text Message

100% SOV SMS Message to 2,500 Text Subscribers Interested in Content and Products

- Extremely high-impact, reserved for only certain partners
- 100% SOV client-facing
- Includes link to offer or product

BENCHMARKS
- 4-6% CTR
Birthday Club SMS Text Message

100% SOV SMS Message to 6,600 Text Subscribers Interested in Content and Products

- Extremely high-impact, reserved for only certain partners
- 100% SOV client-facing
- Includes link to offer or product

BENCHMARKS
- 3- 4% CTR
SOCIAL MEDIA
Instagram Social Post

Branded Post to iHeartCats’ 83K+ Instagram Followers

- Educate customers about a specific product, service or brand
- Your sponsored content is posted to our main page and/or stories
- We encourage an offer or discount to be promoted for best results.
- Achieve endorsed brand exposure to engaged pet owners

Our Instagram Page

BENCHMARKS

- 5,000 Followers Reached on Average
iHeartCats Facebook Post

Sponsored Social Media Post Promoted to 1.1M Facebook Followers

- Client can be tagged on post and opportunity to boost.

**BENCHMARKS**
- Average Boosted Reach ($500): 75,000
- Average Engagements: 1,000 - 2,000

Check out the page: HERE
Facebook Audience Lease

Your Co-branded Facebook Ad Promoted to iHeartCats Consumers and Past Buyer Audience

• Target confirmed pet-owners and consumers who have purchased on our e-commerce site, via a Facebook digital ad promotion.
• Reach customers who have engaged on our site or social media accounts in the last 30 days.
• Client creates social post and targets ads to specific niched group.

If you’re looking for a cure to your cat’s pickiness that will also benefit their health in multiple ways, give “I and love and you” a try! Since kitties are driven by their strong sense of smell, be sure to introduce any new foods to your cat with a slow transition. This will help them switch from junk food to nutritious foods. "I and love and you" even has a special offer for the iHeartCats community: $10 off any order with the code ILY10!
Print Insert Card
Printed 4”x 6” Promotional Postcards Included in Purchase Orders to Qualified Pet Parents

- Marketing team can assist in designing creative and printing or send your printed insert
- Offer a QR or discount code to allow for immediate conversion tracking
- Co-branded from iHeartCats, included in purchase boxes, delivered to up to 3,000 customers each month
- Pricing includes high-quality two-sided color printing and insert
Direct Mail

Printed 6”x 9” Co-Branded Promotional Postcard Mailed to Qualified Pet Parents

- Target iHeartCat customers based on region, product category or spend
- Marketing team can assist in designing creative
- Include a custom QR code for detailed tracking
- Opportunity to email those who scanned your QR code for follow up
- Pricing includes high-quality two-sided color printing, mailing and postage costs
Product Sampling

Full or Sample-Size Product
Samples included in Purchases
Orders to Qualified Pet Parents

• Sample added to purchase boxes as a free gift, average of 3,000 packages sent each month.

• Target packages based on purchase type or location to maximize spend.

• Marketing team can assist in designing creative and printing your printed insert

• Include a QR or discount code to allow for immediate conversion tracking
THANK YOU

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