



I  *Cats*



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

1 MM

Monthly Page Views

640,000

Unique Visitors

2 MM

Social Media
Followers

200,000

Newsletter
Subscribers

10 MM

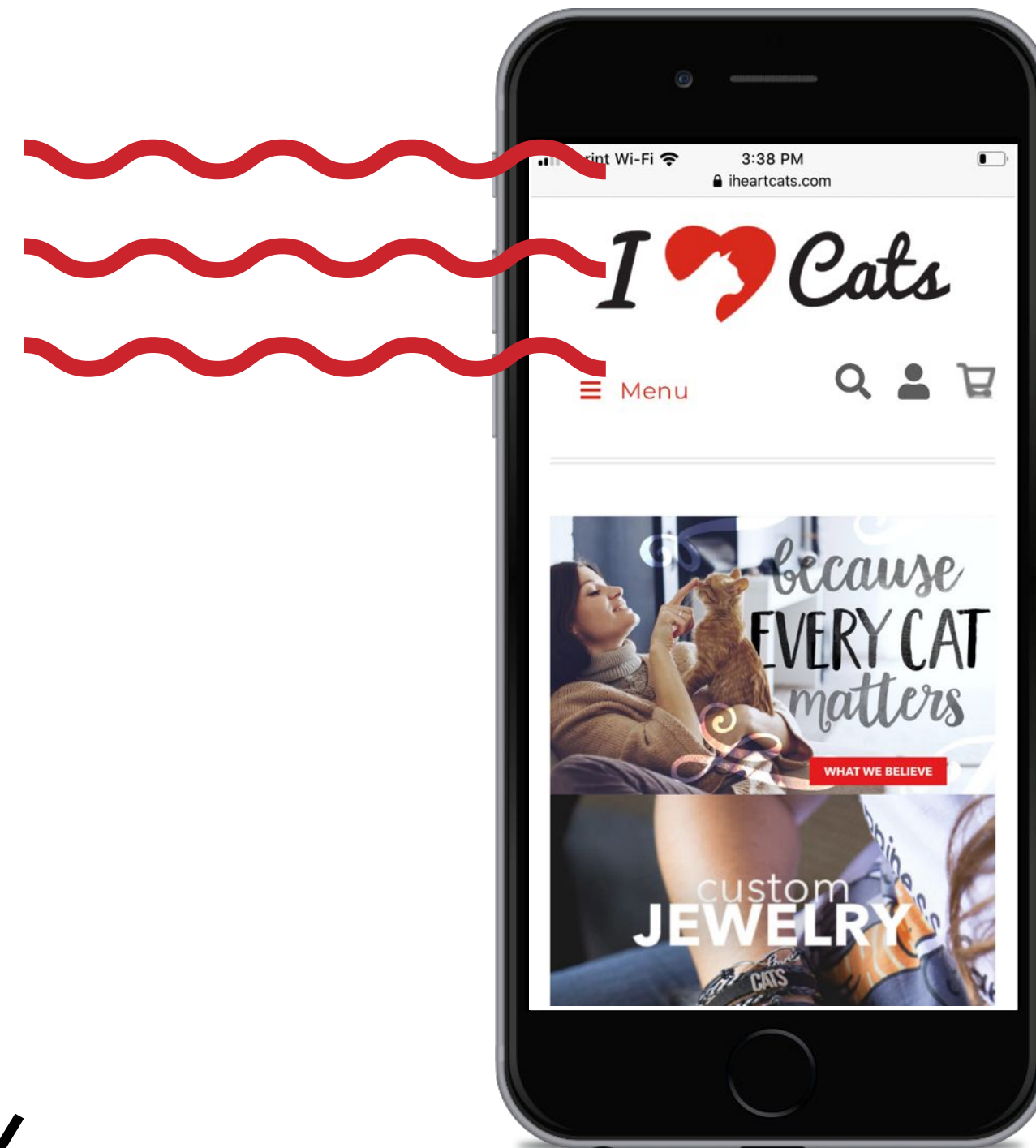
Display Ad
Impressions

TRAFFIC SOURCES

Mobile: 72%

Tablet : 16%

Desktop: 12%





#picsforpaws

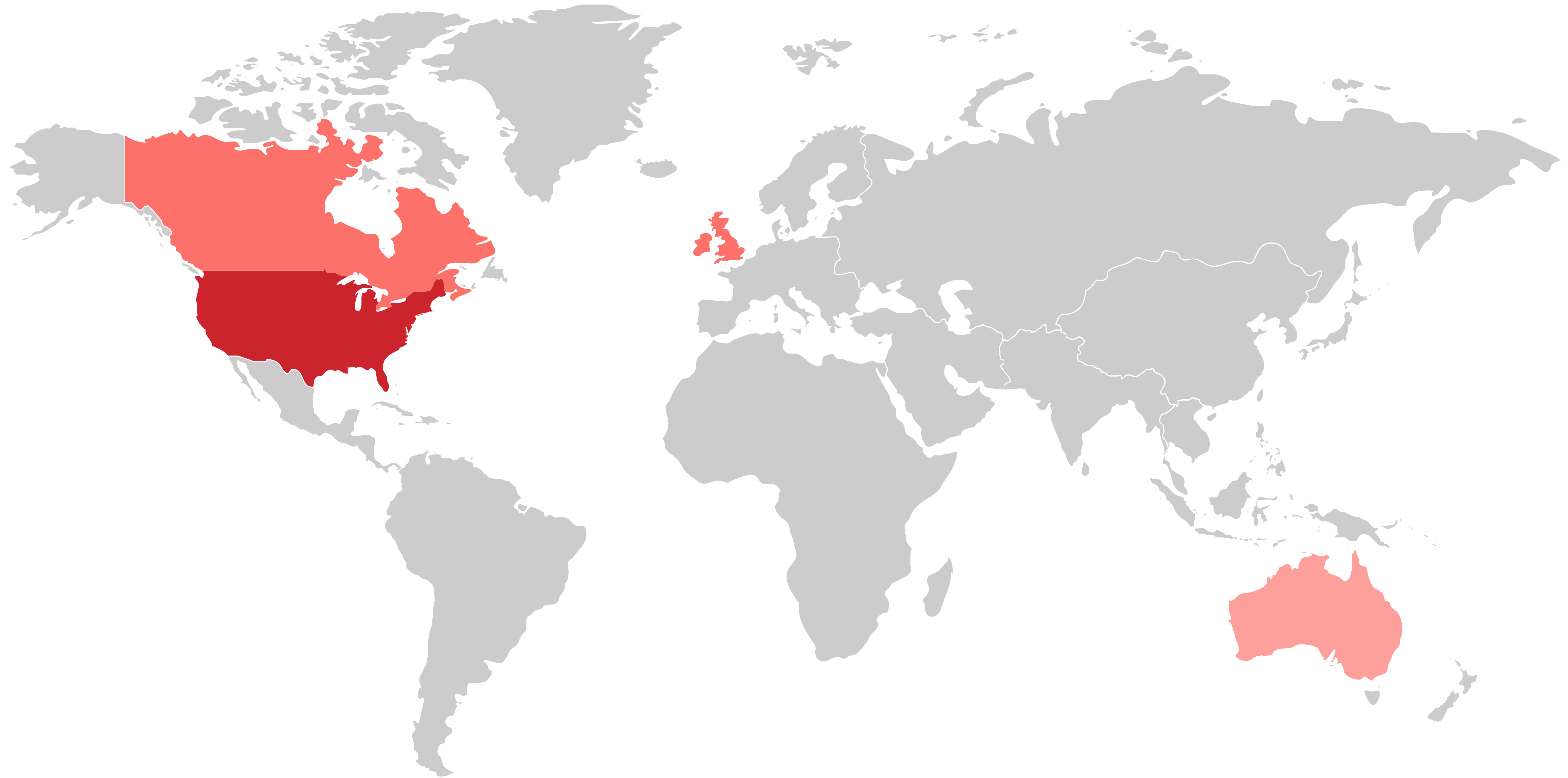


Thousands of loyal customers
post product images to
instagram under this hashtag

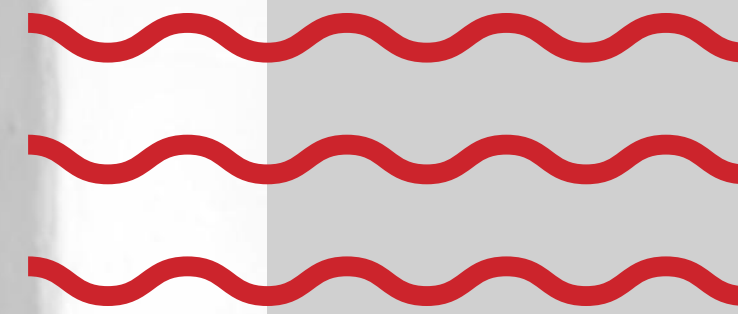


GEOGRAPHIC DEMOGRAPHIC

USA 77%
UK 8%
Canada 7%
Australia 3%
Misc. Int. 5%



DEMOGRAPHIC STATISTICS

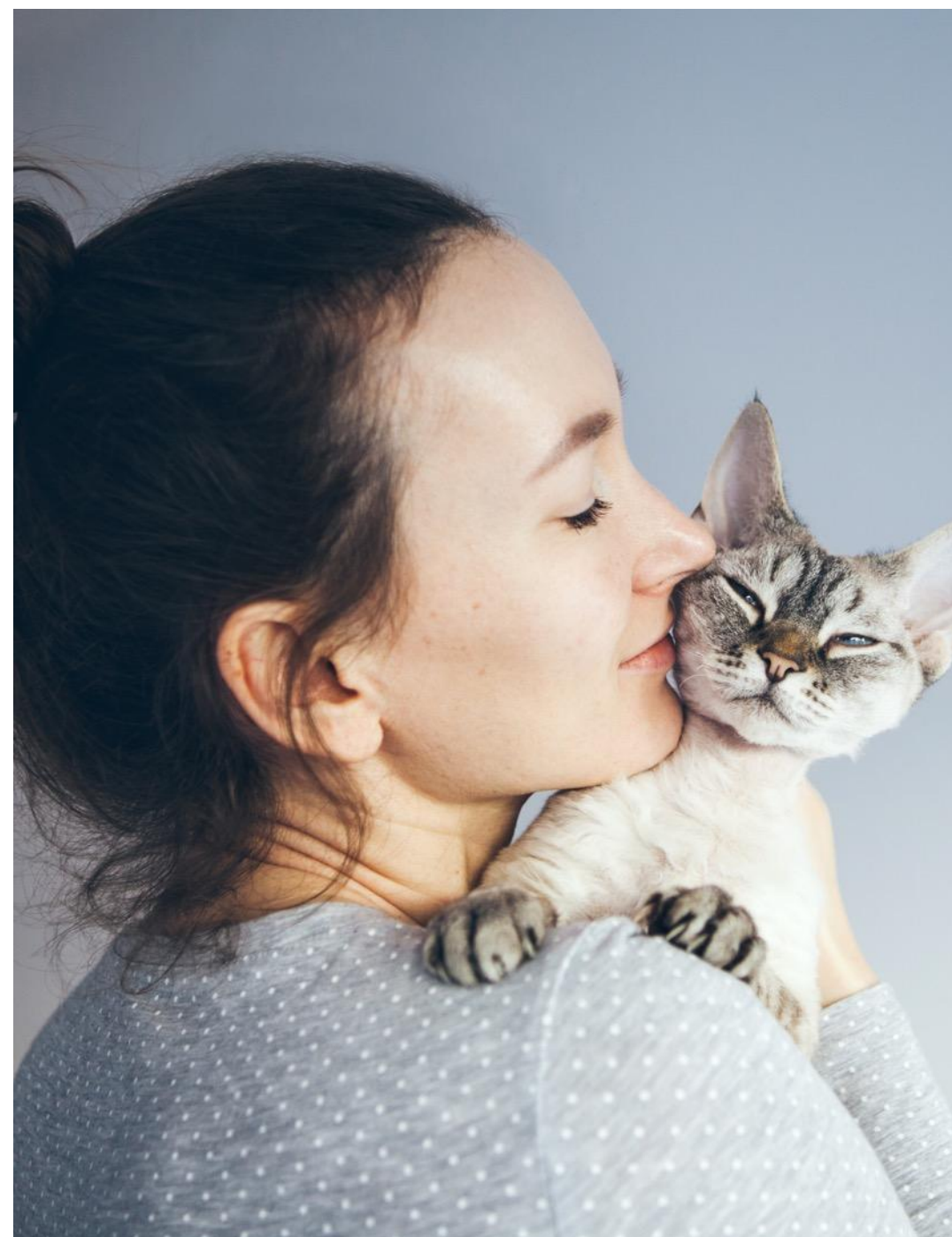


85%
FEMALE

15% MALE



age 18-44
32%



age 45-64
41%

age 65+
27%





45%
Attended
College



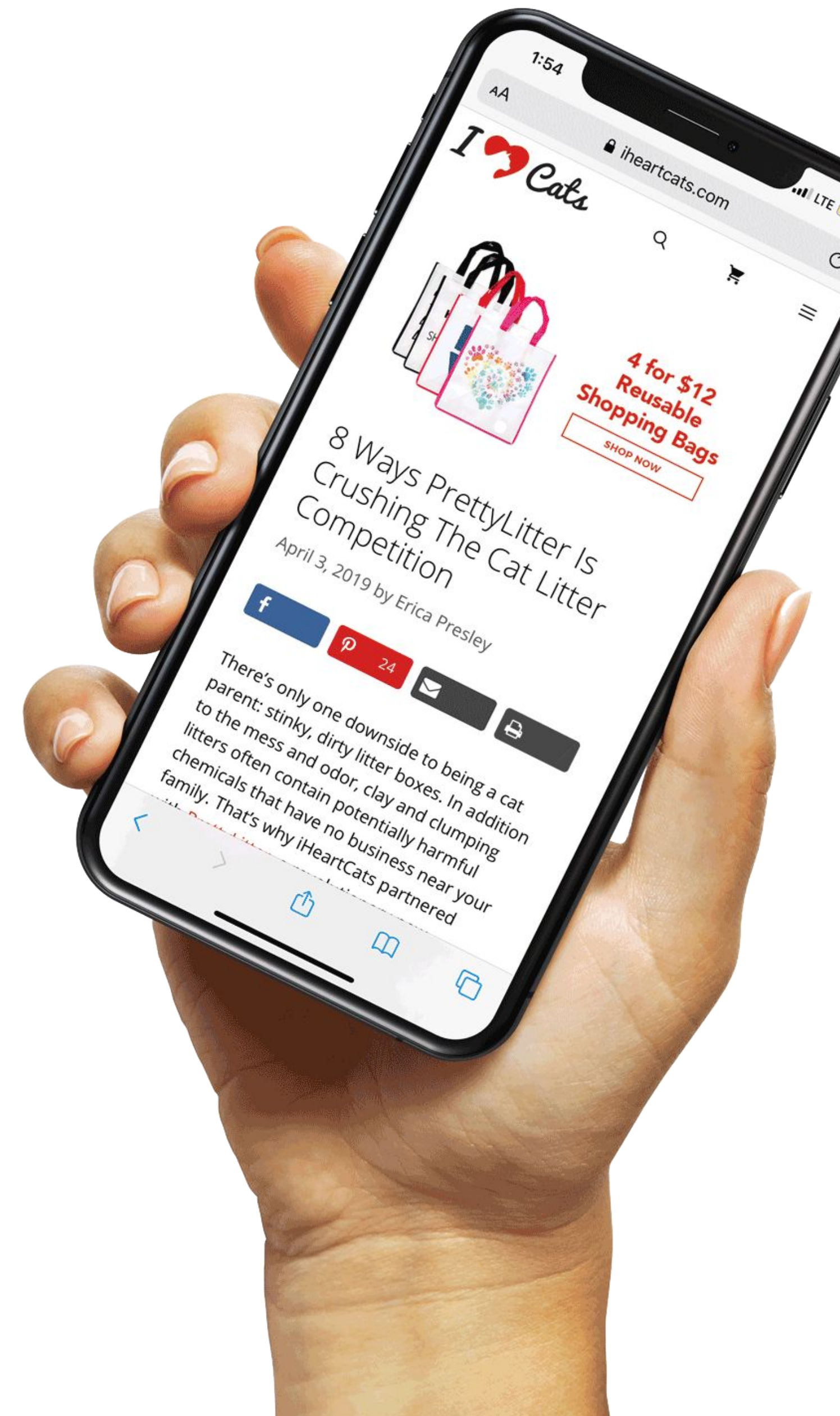
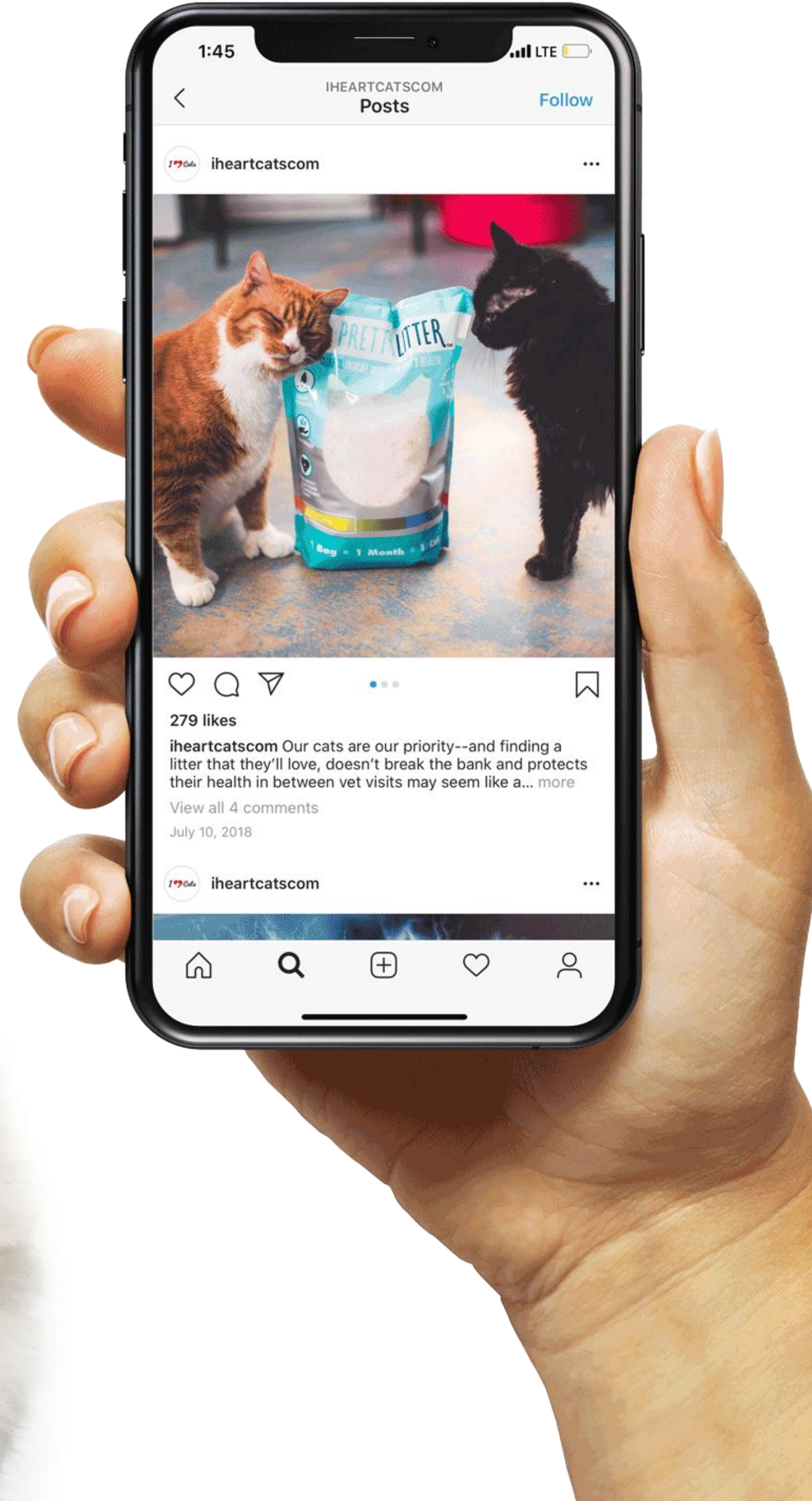
16%
Attended
Grad School



\$50K-\$100K
HHI Average



Media Bundle





MEDIA BUNDLE

EMAIL OPTIONS

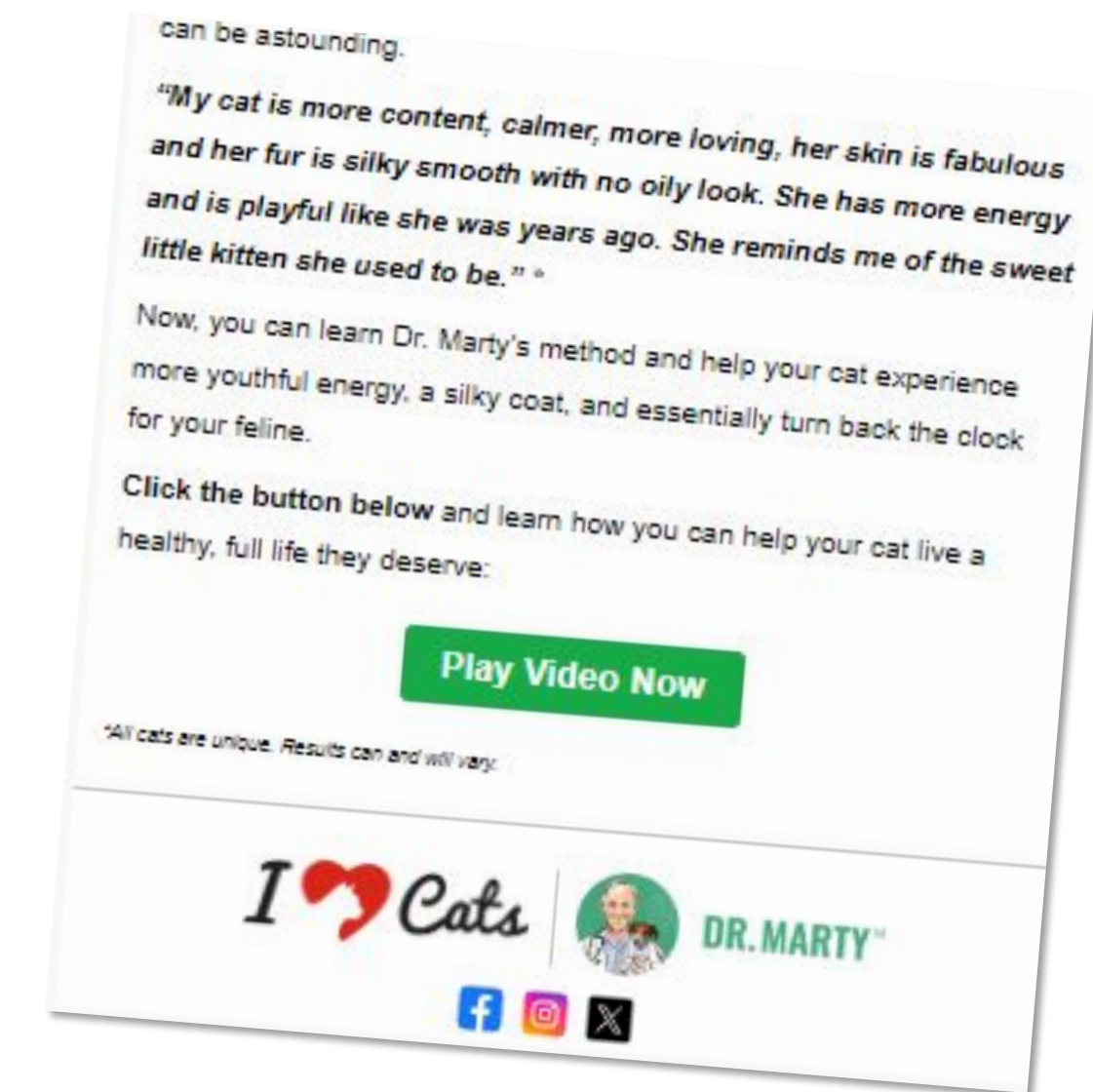
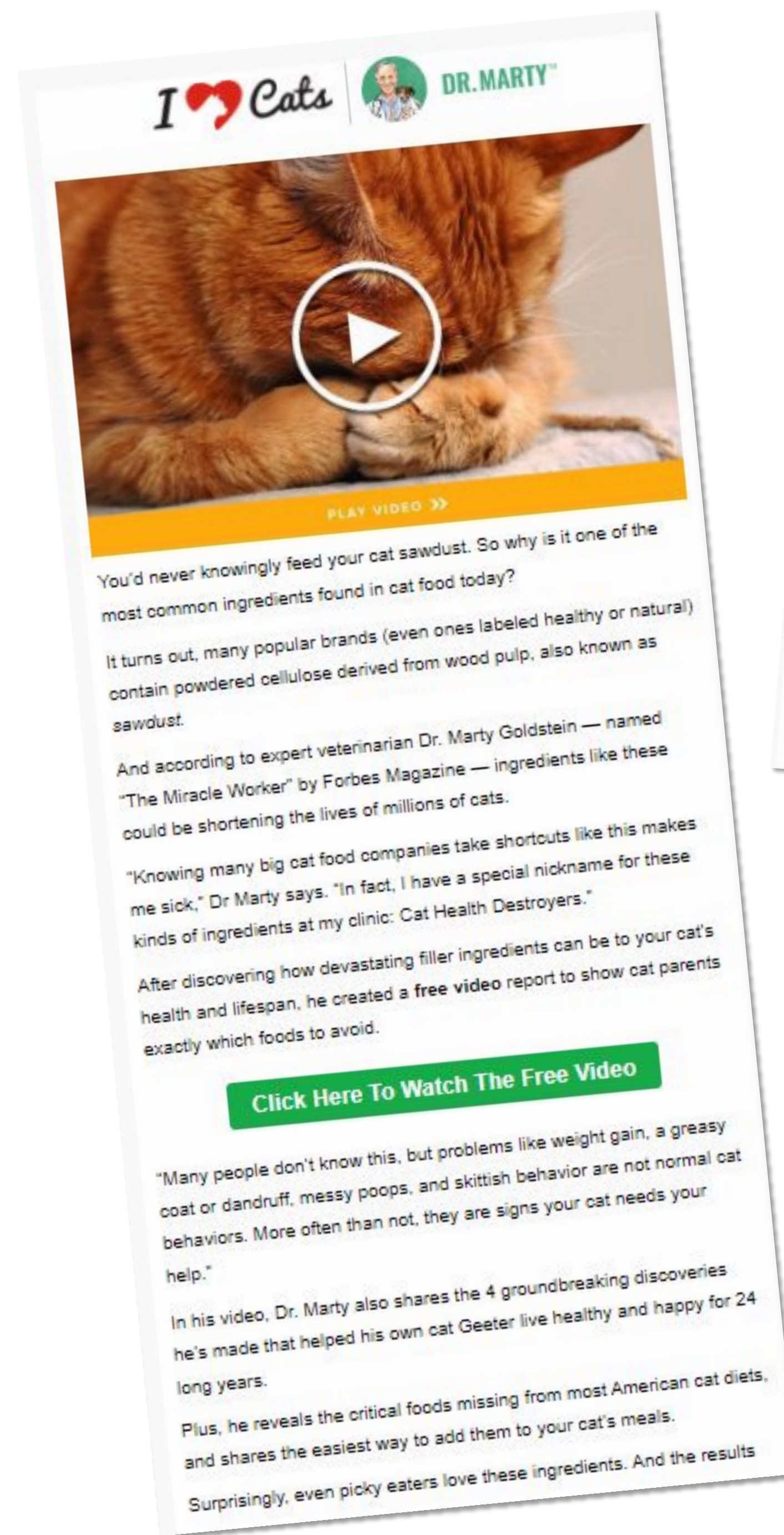
iHeartCats Direct Email

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%



The email template features a light blue header with a cupcake icon and the text "BIRTHDAY CLUB" in colorful, stylized letters. Below the header, a teal banner reads "FREE SCOOPER +", followed by a large white banner stating "20% OFF FOR YOU". The main content area has a white background. On the left, text says "Ditch dusty litter and crusty scoops in one go when you order PrettyLitter today!". To the right is an image of a litter scoop with a blue starburst graphic that says "+20% OFF". Below the scoop image is a bag of PrettyLitter cat litter. To the right of the bag, text reads: "With over 12,000 five-star reviews, cat parents are litter-ally obsessed with this stuff. Get your paws on PrettyLitter today!". At the bottom, there is a blue button that says "SCOOP THIS DEAL" and a line of text below it: "Use Code SCOOP247 At Checkout".

BIRTHDAY CLUB

FREE SCOOPER +

20% OFF FOR YOU

Ditch dusty litter and crusty scoops in one go when you order PrettyLitter today!

+20% OFF

With over 12,000 five-star reviews, cat parents are litter-ally obsessed with this stuff. Get your paws on PrettyLitter today!

SCOOP THIS DEAL

Use Code SCOOP247 At Checkout

Newsletter Featured Product

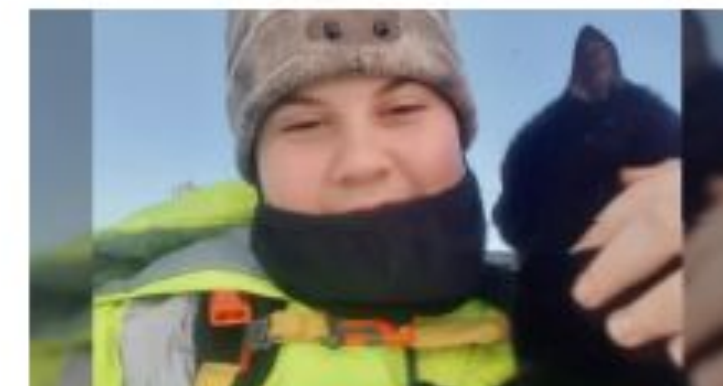
Your Product Promoted to 200,000
Active Weekly Newsletter Subscribers

- 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

I  Cats



**Saying Hello To Wandering
Cat Leads Teen To Elderly
Neighbor In Distress**

[Read More](#)



**The Difference Between Hemp
And Marijuana & Why Hemp
For Cats Is Beneficial**

[Read More](#)

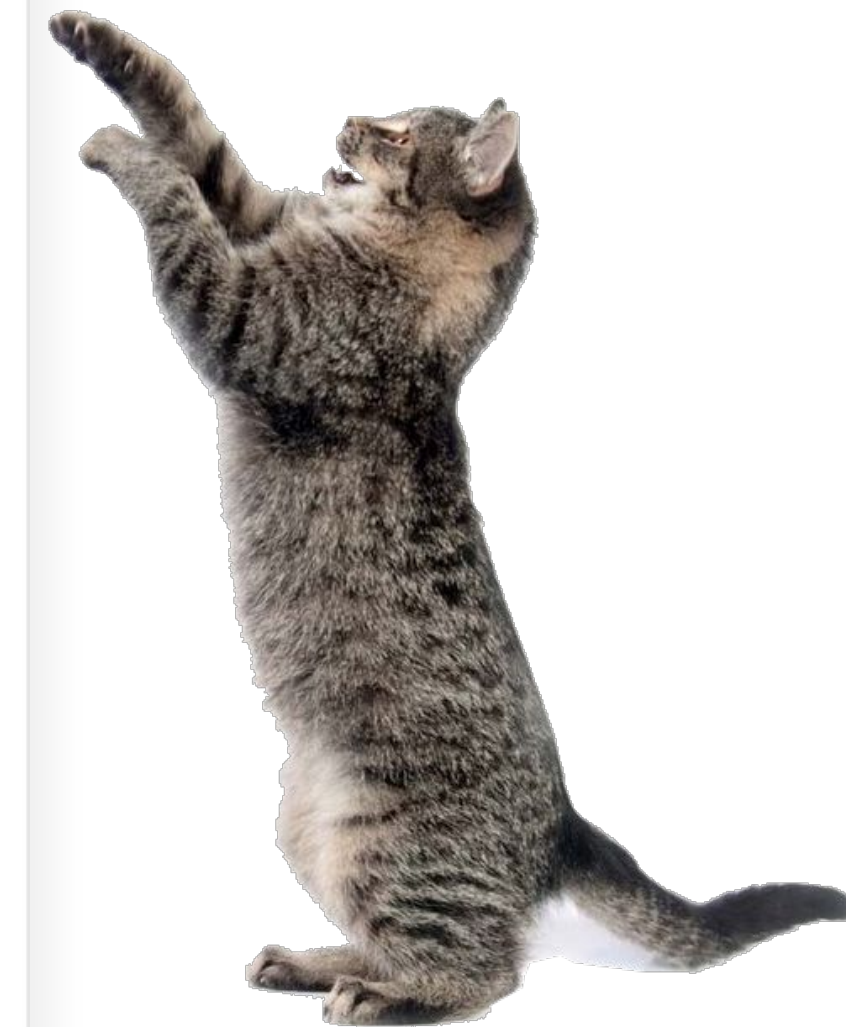
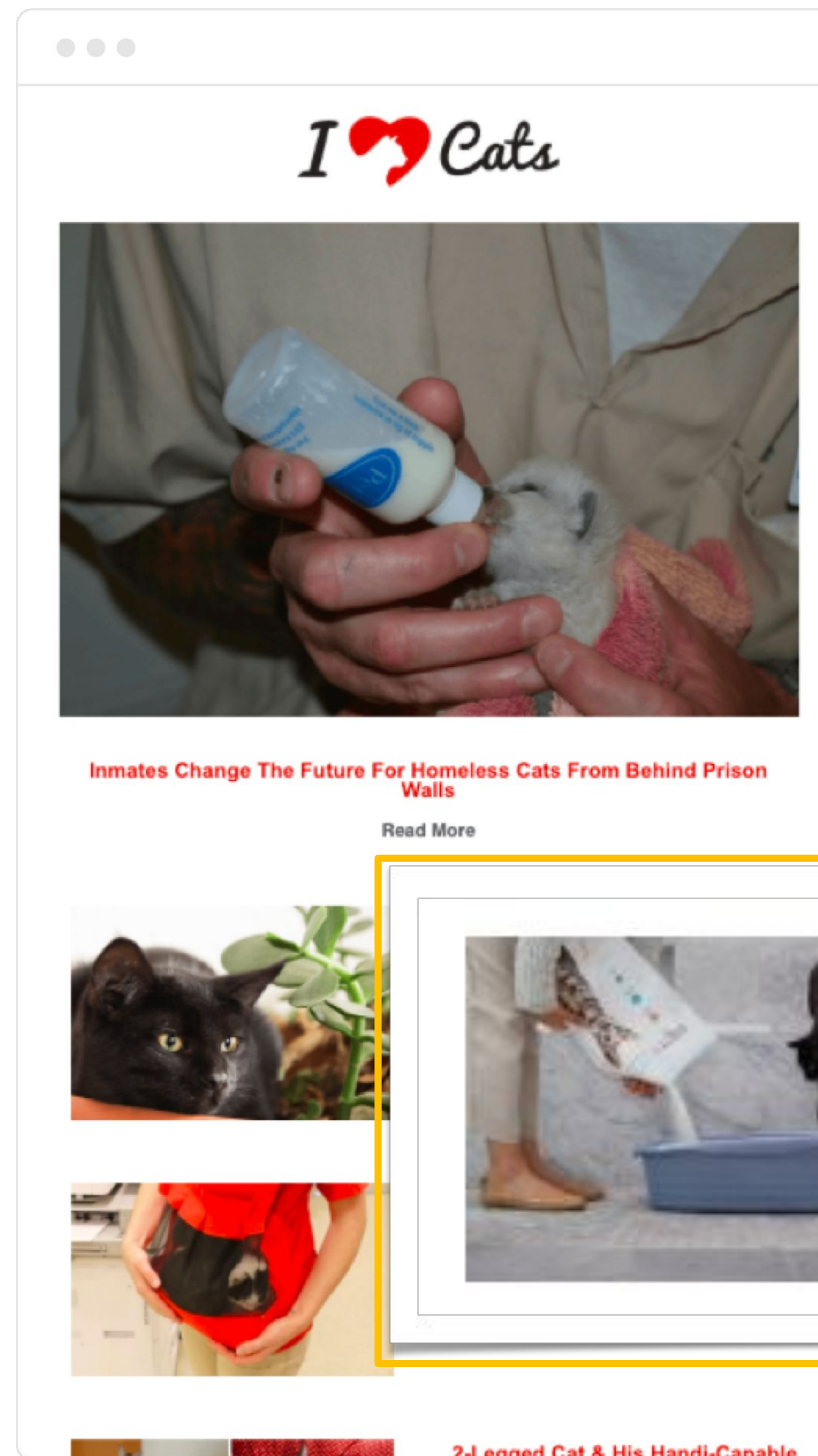
Newsletter Editorial Mention

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





MEDIA BUNDLE

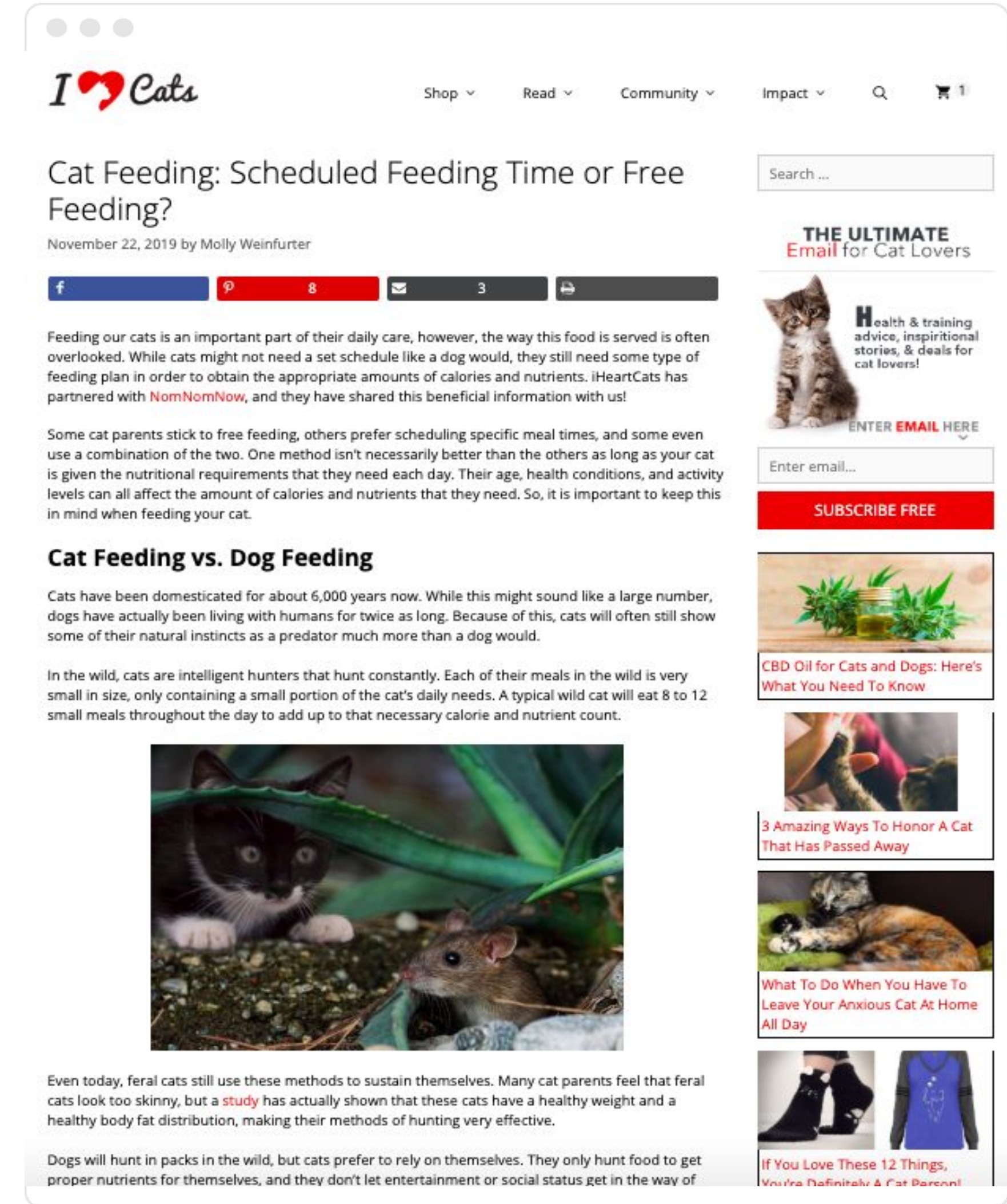
CUSTOM CONTENT

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 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 screenshot shows the iHeartCats website interface. At the top is the 'I ♥ Cats' logo and navigation links: Shop, Read, Community, Impact, a search icon, and a shopping cart icon with the number 1. Below the navigation is a banner ad for 'I and love and you' featuring a cat wearing sunglasses and the text 'DINNER WITH ALL THE PURRKS!'. The main content area features a 'PROMOTED CONTENT' label above an article titled 'Why Does My Kitty Eat Like a Little Piggy?' by 'I and love and you', dated October 1, 2019. The article includes social media sharing icons for Facebook, Pinterest, and Email, and a paragraph of text about cat eating habits. Below the text is a large image of a cat eating from a bowl. To the right of the article is a Facebook social feed for 'I and love and you' showing 168,475 likes and a 'Shop Now' button. Below the Facebook feed is a Twitter feed showing tweets by @ILYPET.

Promoted Content



Ready To Start Hating Your Kitty Litter? 
by **PrettyLitter**
Ready To Start Hating Your Kitty Litter?

Promoted Content

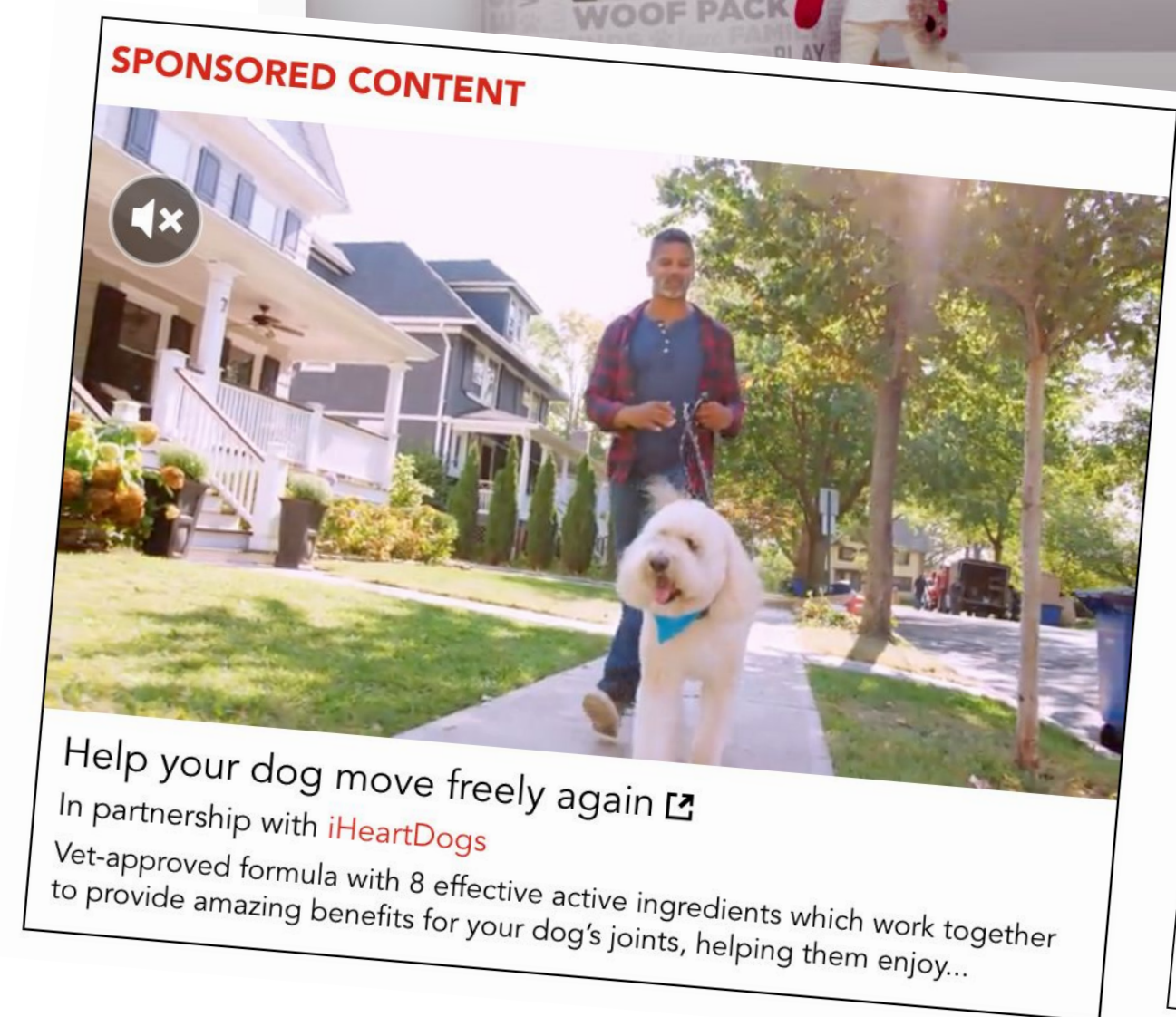


8 Ways PrettyLitter is Crushing The Cat Litter Competition
by **PrettyLitter**

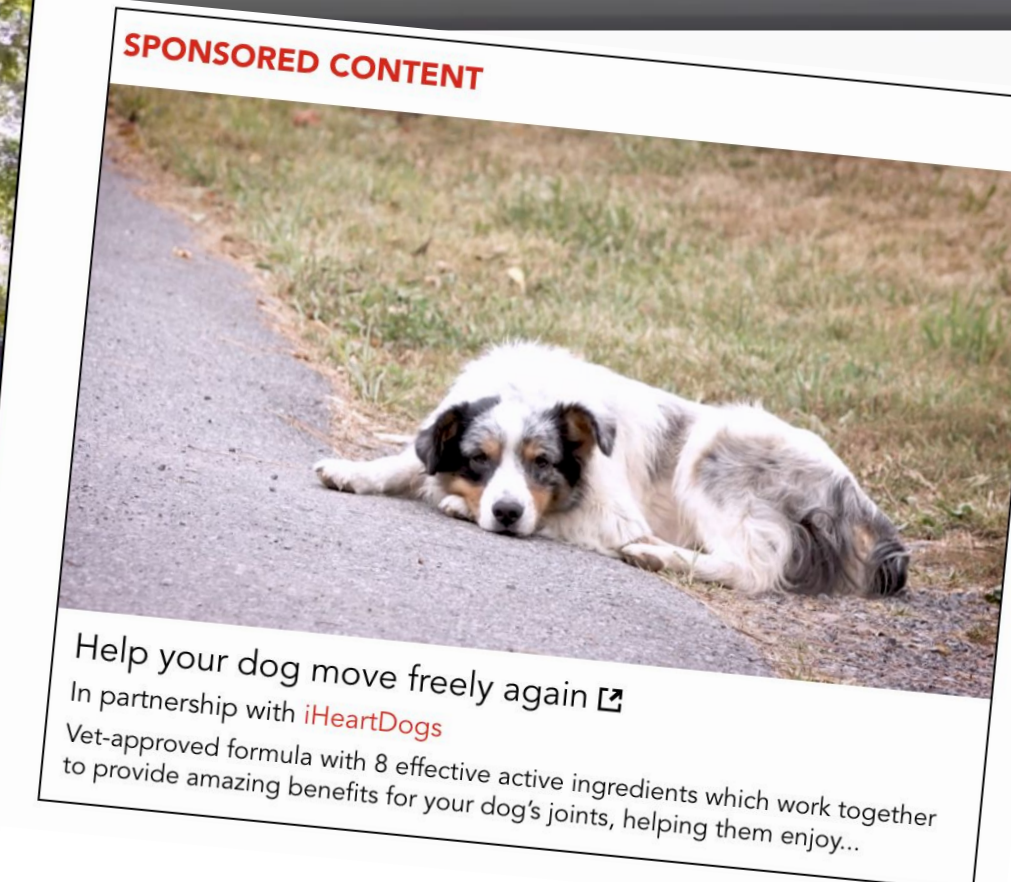
The SCOOP Video Product Review

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



Help your dog move freely again [🔗](#)
In partnership with **iHeartDogs**
Vet-approved formula with 8 effective active ingredients which work together to provide amazing benefits for your dog's joints, helping them enjoy...



Help your dog move freely again [🔗](#)
In partnership with **iHeartDogs**
Vet-approved formula with 8 effective active ingredients which work together to provide amazing benefits for your dog's joints, helping them enjoy...

[Video Example](#)



MEDIA BUNDLE

ONSITE PROMOTIONS

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


Media Bundle

4 days ago


 **Leading Vet Reveals The One Meat You Should Never Feed Your Cat**

Are you harming your cat by feeding them the wrong food? These 3 dangerous ingredients are in many common cat foods. [Click here to learn more.](#)

6 days ago


 **Personalize your fur baby's blanket!**

We'll embroider your pup's name on our new You Had Me At Woof premium dog blanket – and then donate a blanket to a shelter dog on your behalf.





[discover more >](#)

1 week ago

 **Keep your pup warm and close ❤️**

Cuddle with your pup while you're out and about!



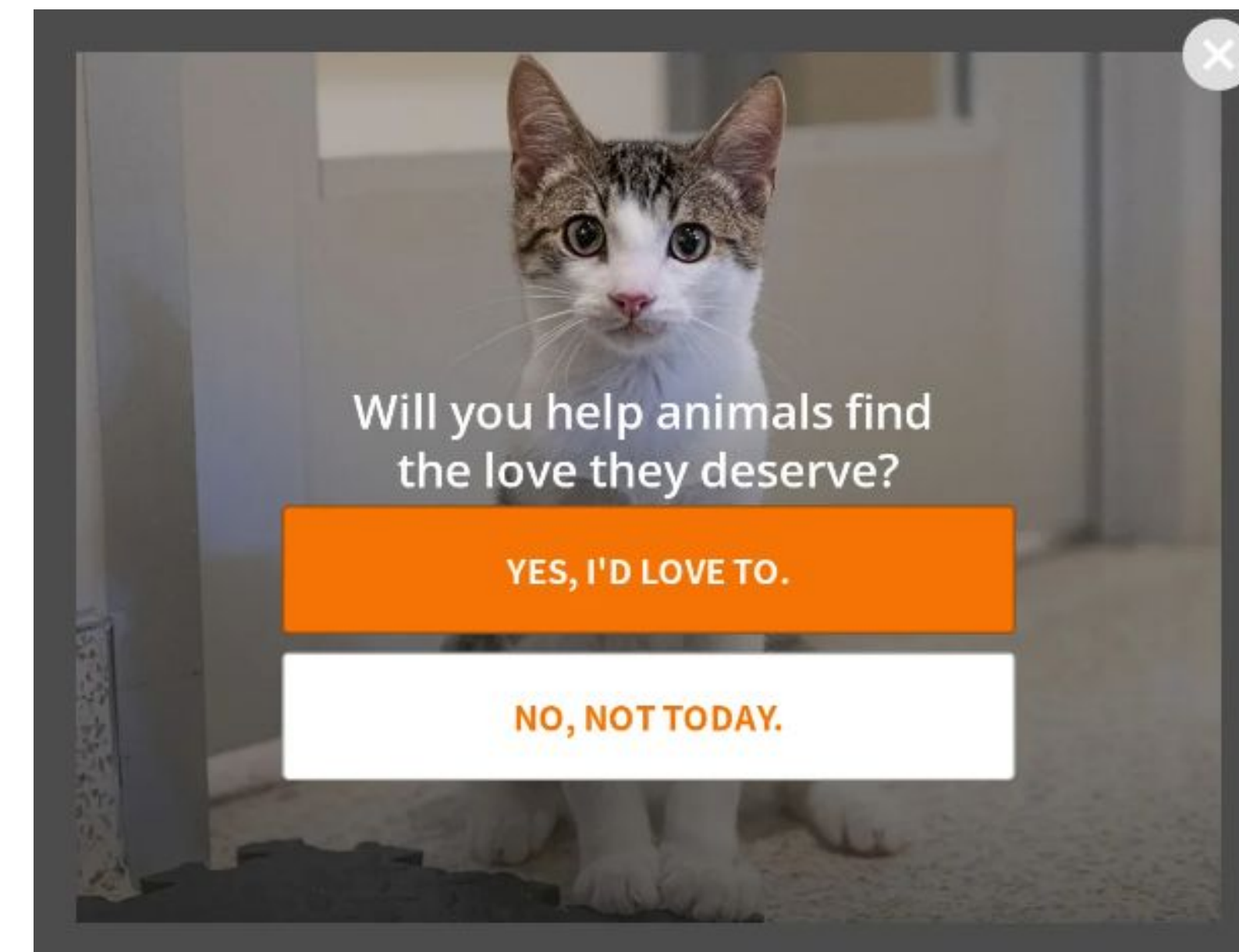
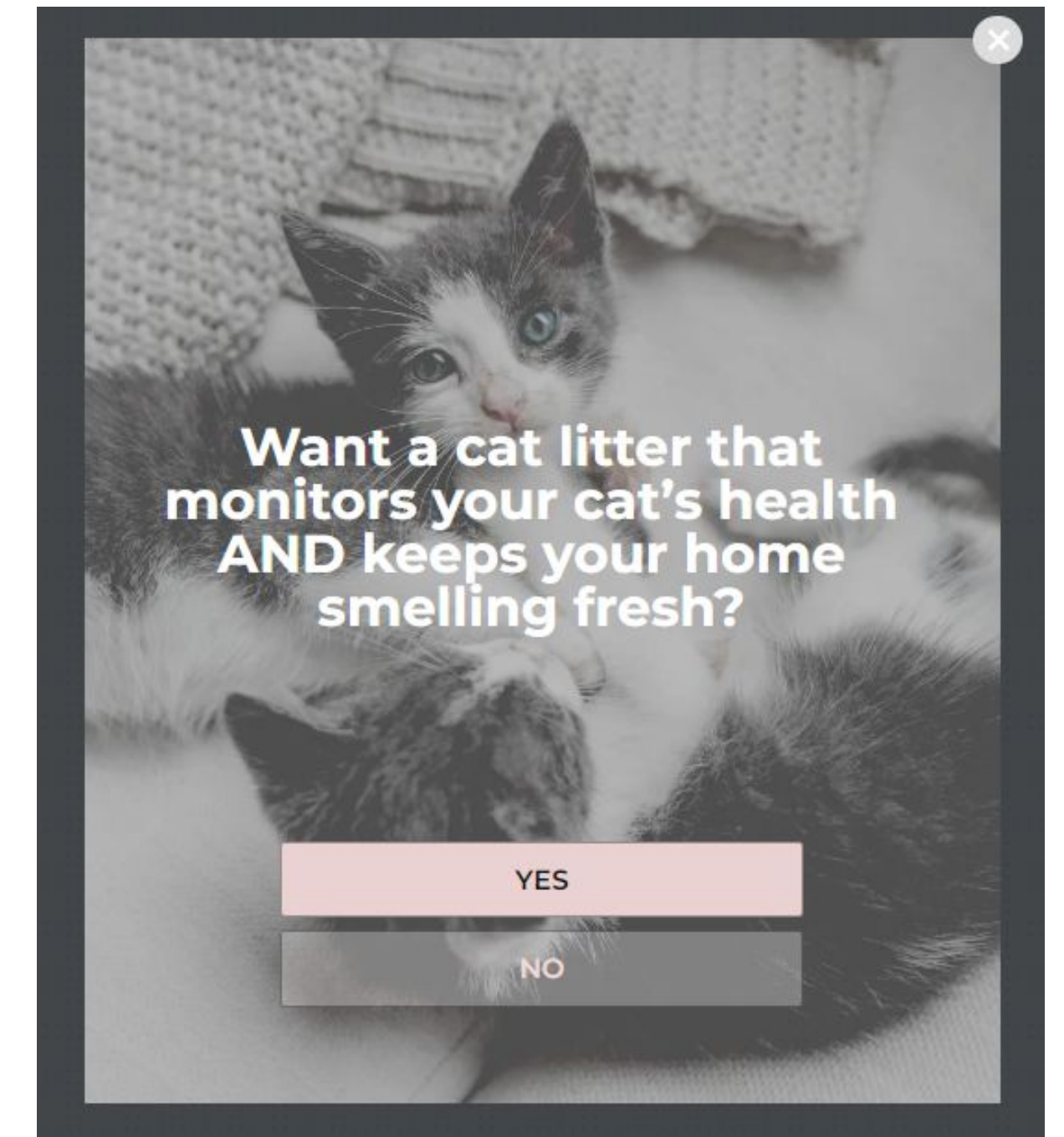
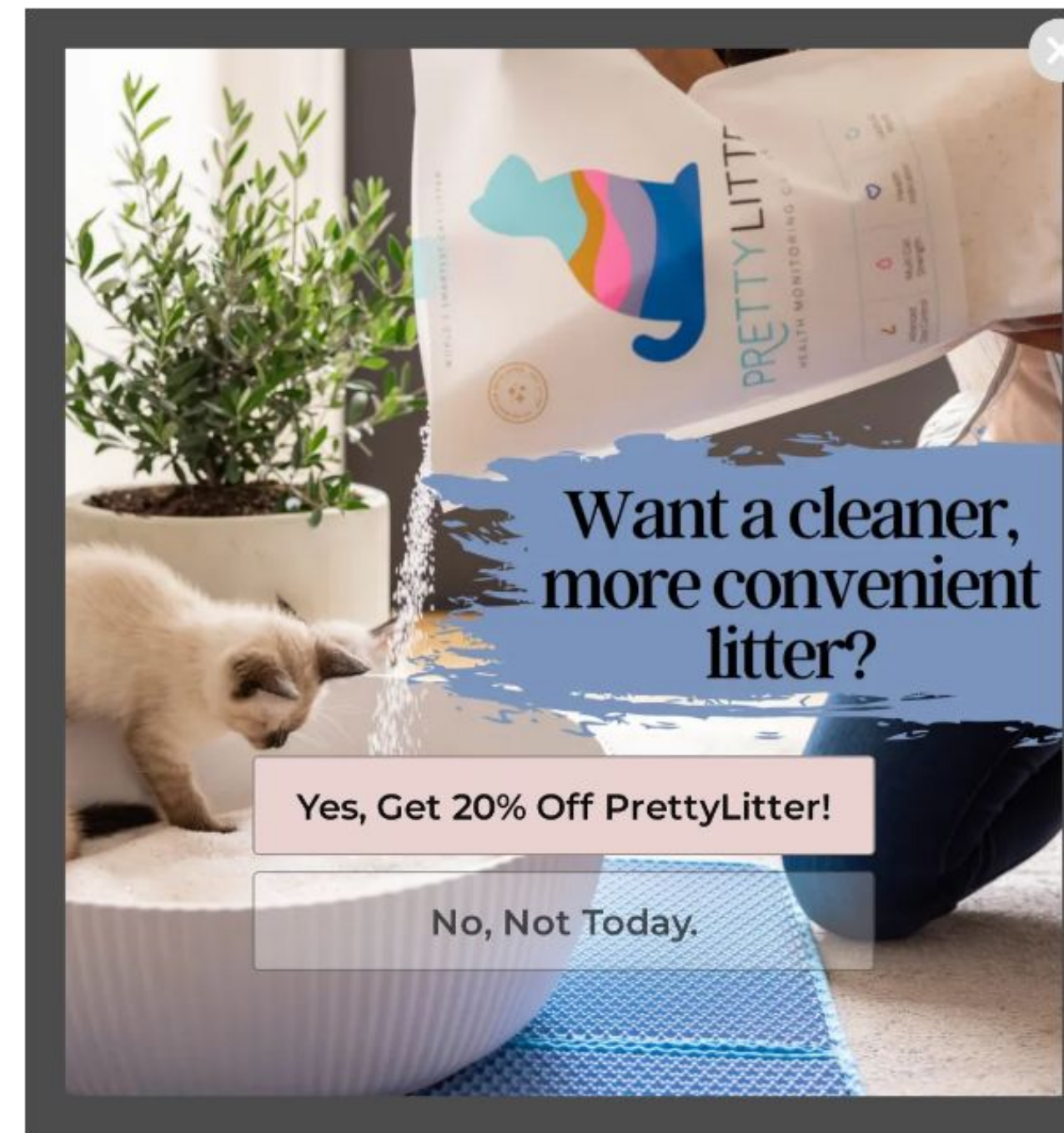


[discover more >](#)

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

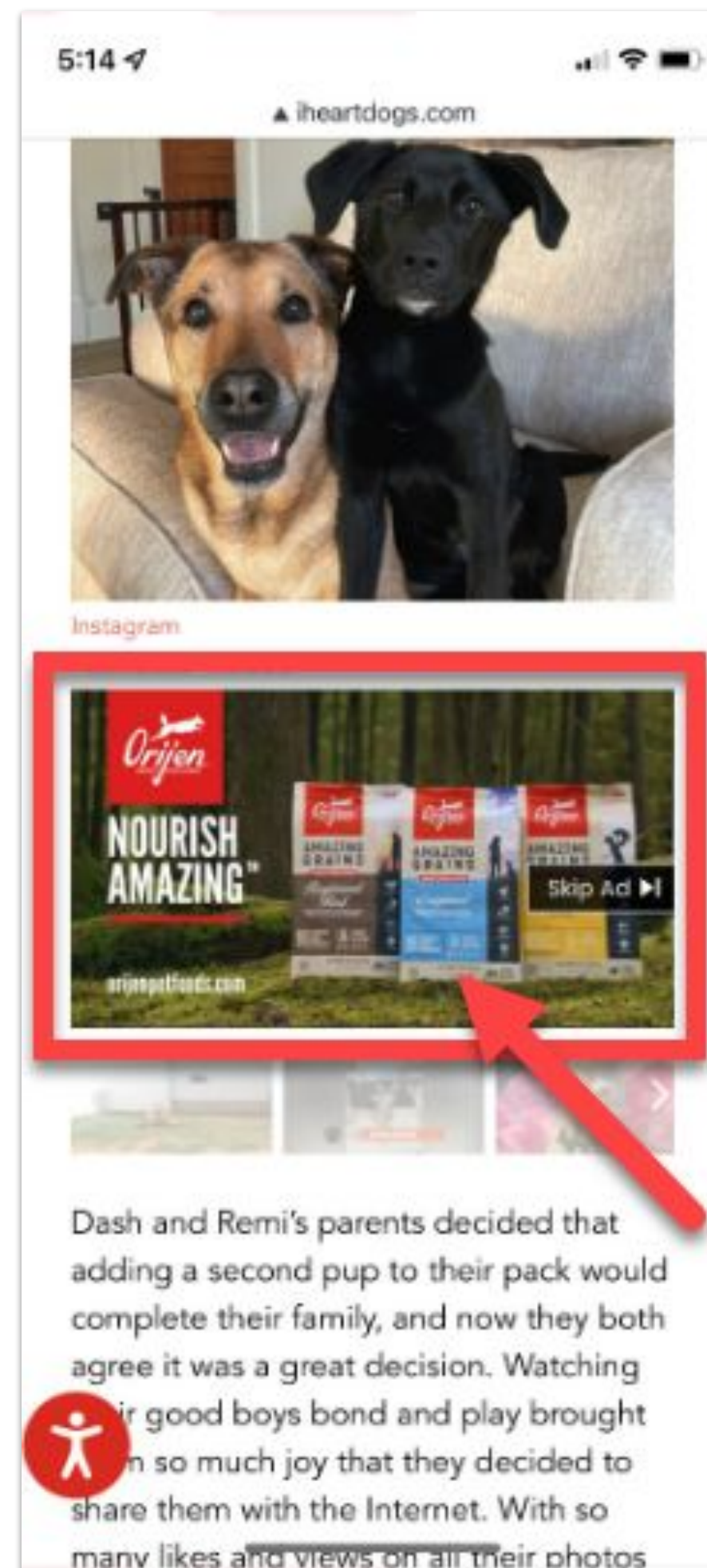
- 300x250, 300x600, 300x50, 728x90 ad sizes available
- ROS or geo, section and device targeting available
- Rotate up to five sets of creatives

The screenshot shows the iHeartCats website with several display ads for PrettyLitter. The main navigation bar includes 'Shop', 'Read', 'Community', and 'Impact'. A large banner at the top features the text 'Kitty Litter That Keeps Tabs On Your Cat's Health By Changing Color' with an image of two cats and a litter box, and a 'Learn More' button. Below this, a section titled 'This New Cat Litter Is Changing Lives For Owners And Their Cats!' by Karen Tietjen includes a video player titled 'PrettyLitter - Our Origin Story' and a paragraph about the product. To the right, there is a section for 'THE ULTIMATE Email for Cat Lovers' with a 'Subscribe Free' button and an email input field. Below the email section, there are two more ads: '5 REASONS PRETTYLITTER IS THE BEST CAT LITTER' and 'YOUR CAT IS YOUR UNIQUE, TREAT HIM TO A FOOD THAT'S JUST AS SPECIAL AS HE IS'.



Pre-roll and mid-roll video content

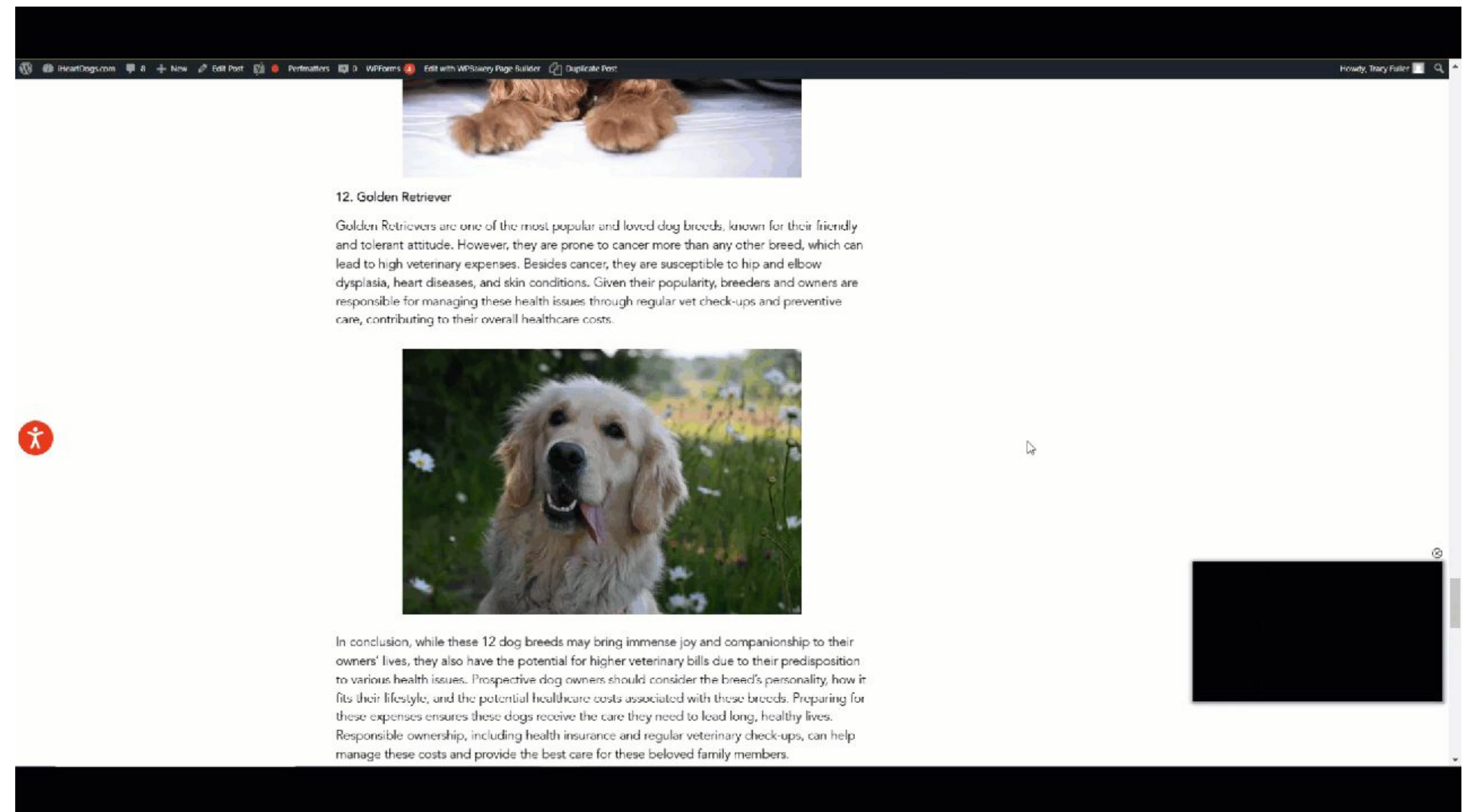
Video ads in run in the center of iHeartCats Blog on mobile and pop-up on the right-hand side on desktop with a clear X button to close



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 ever 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

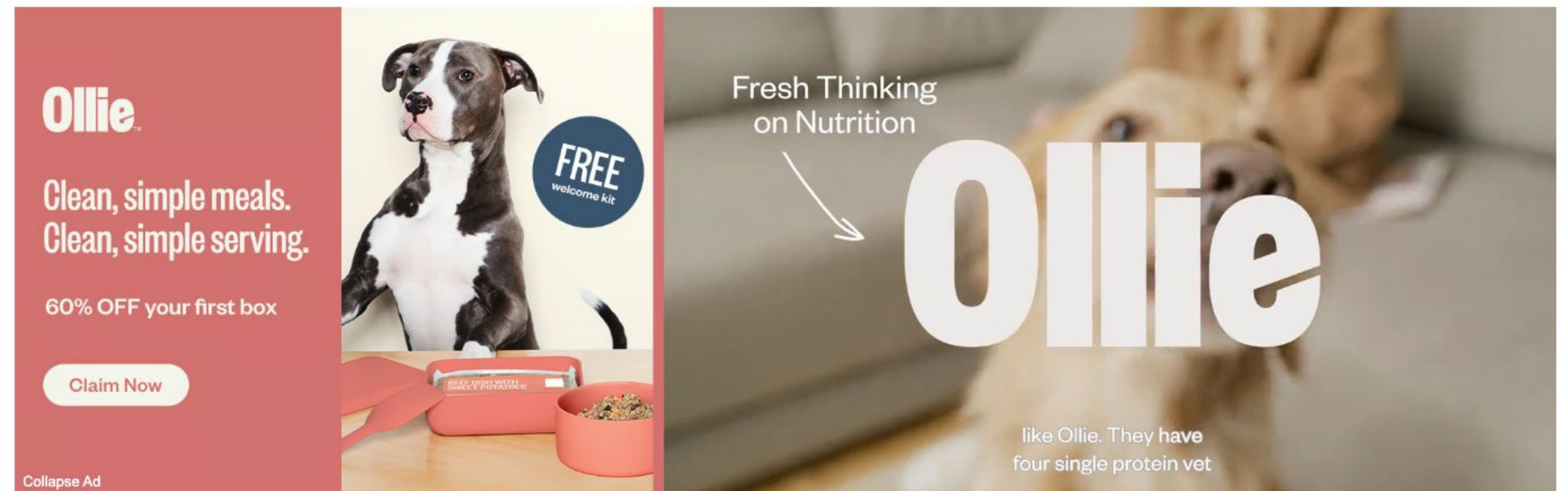
High-Impact Rich Media Placement at the Top of the Blog Page

- 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](#)



Media Bundle





WAYS TO ENGAGE
TEXT MESSAGE

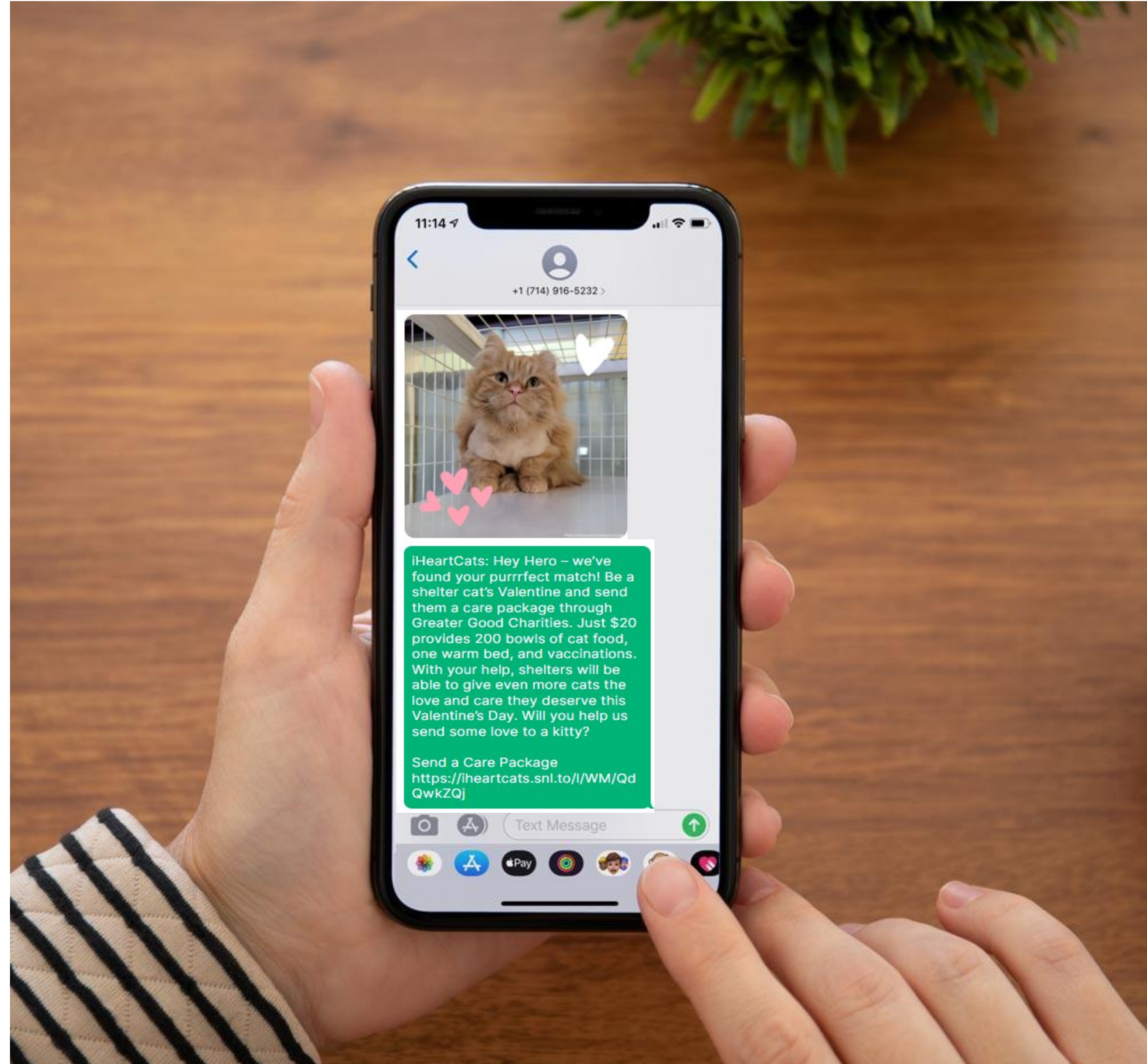
iHeartCats SMS Text Message

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



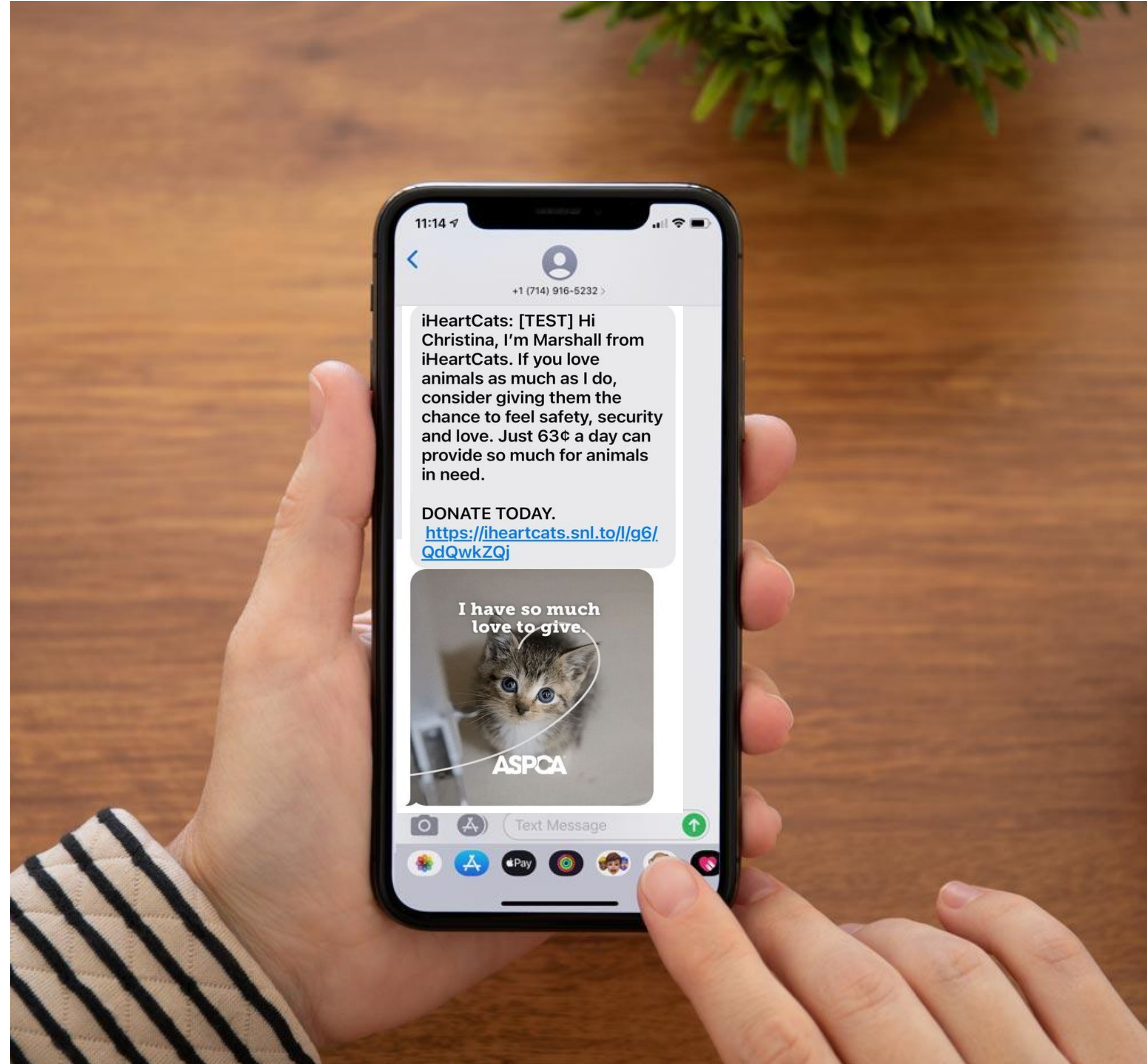
Birthday Club SMS Text Message

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





MEDIA BUNDLE

SOCIAL MEDIA

Instagram Social Post

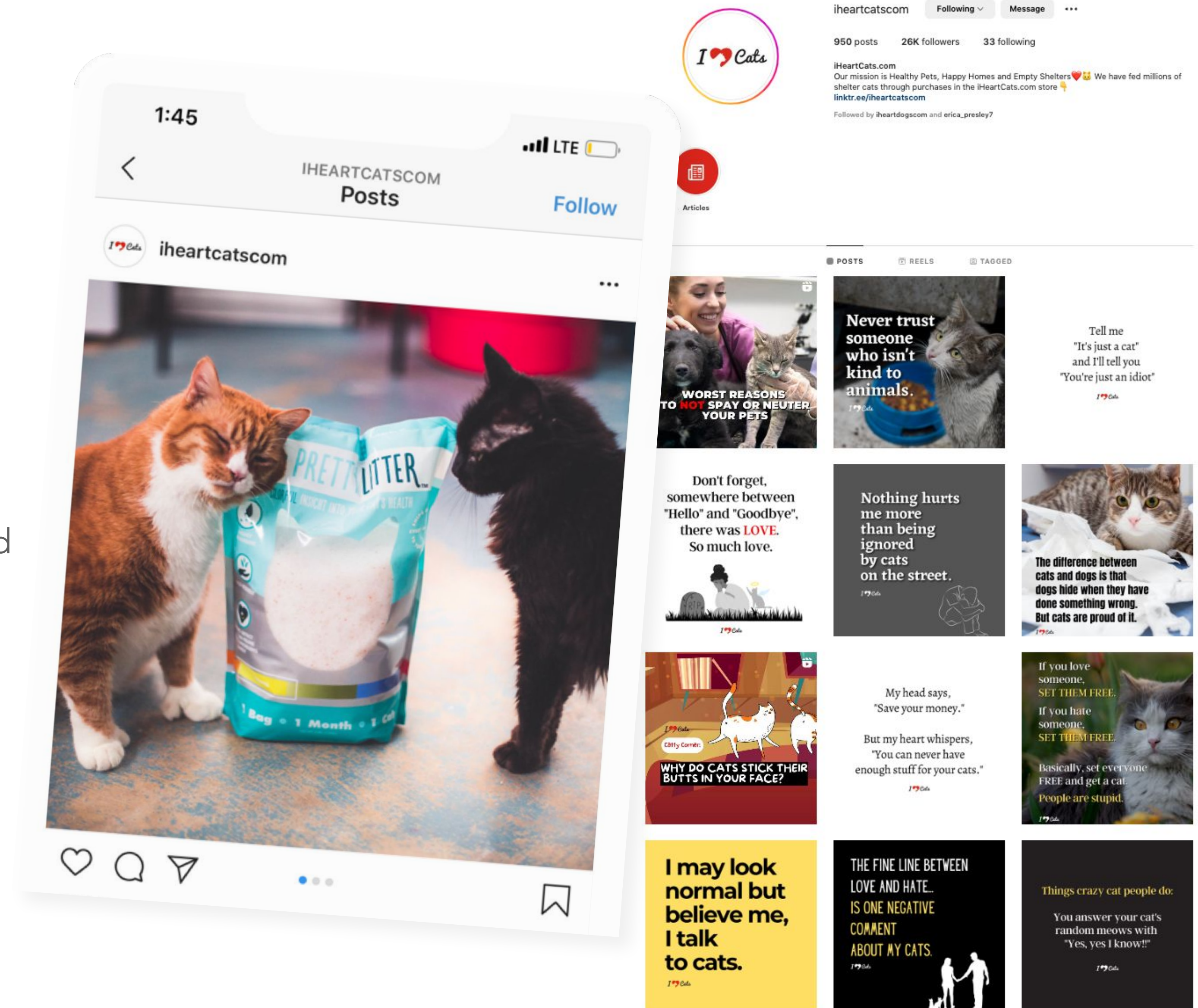
Branded Post to iHeartCats' 83K+ Instagram Followers

- 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

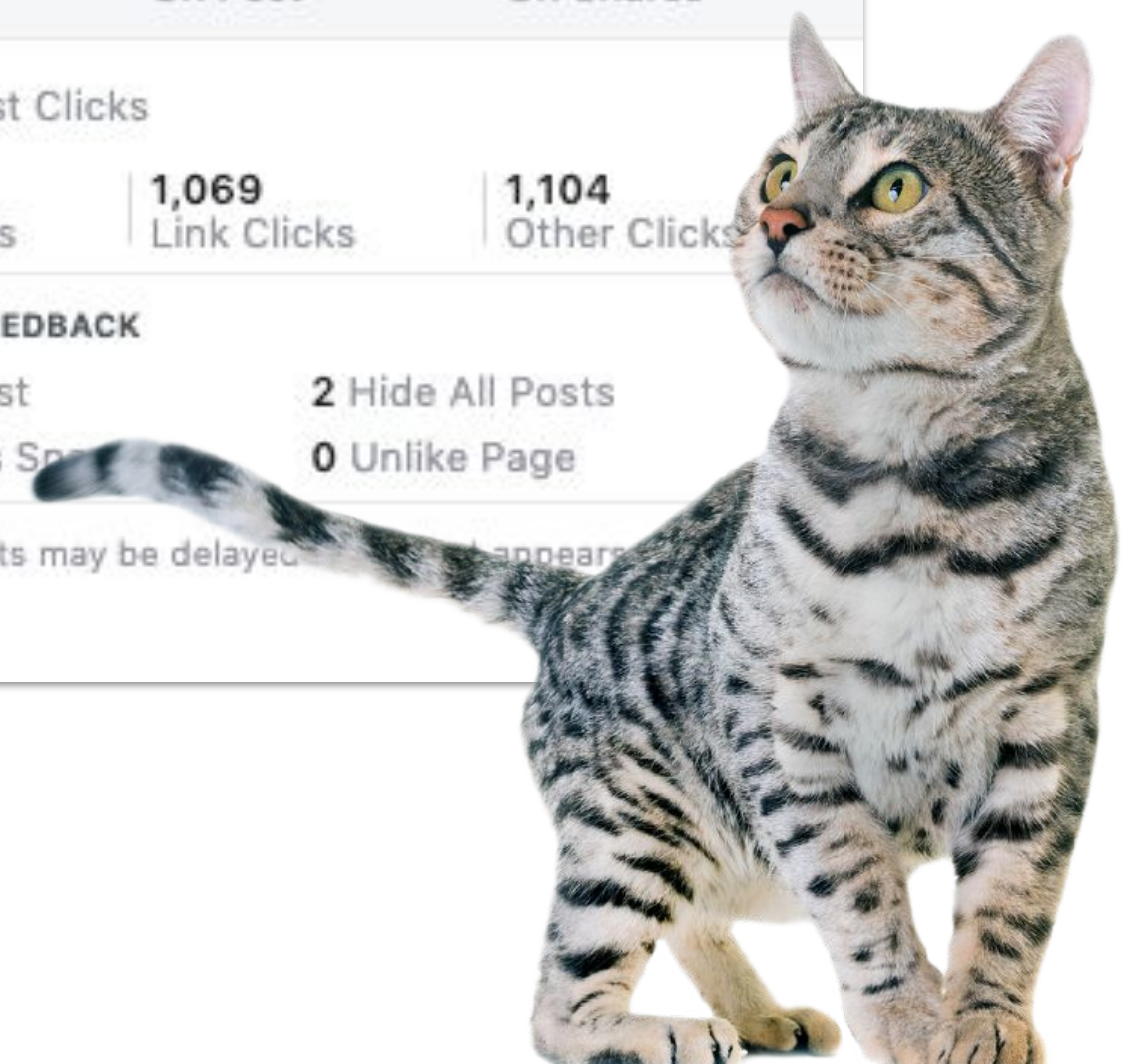
- 5,000 Followers Reached on Average



Sponsored Social Media Post Promoted to 1.1M Facebook Followers

- ## BENCHMARKS

- 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.






 iHeartCats.com  with "I and love and you". ***
Published by Adriana Sandoval [?] · Paid Partnership · 


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!

 About This Partnership

**NATURALLY AWESOME
PET FOOD
FUR REAL**





IHEARTCATS.COM
Choosing Food That Perfectly Fits Your Cat's Needs
When it comes to finding food for your cat, the number of options...



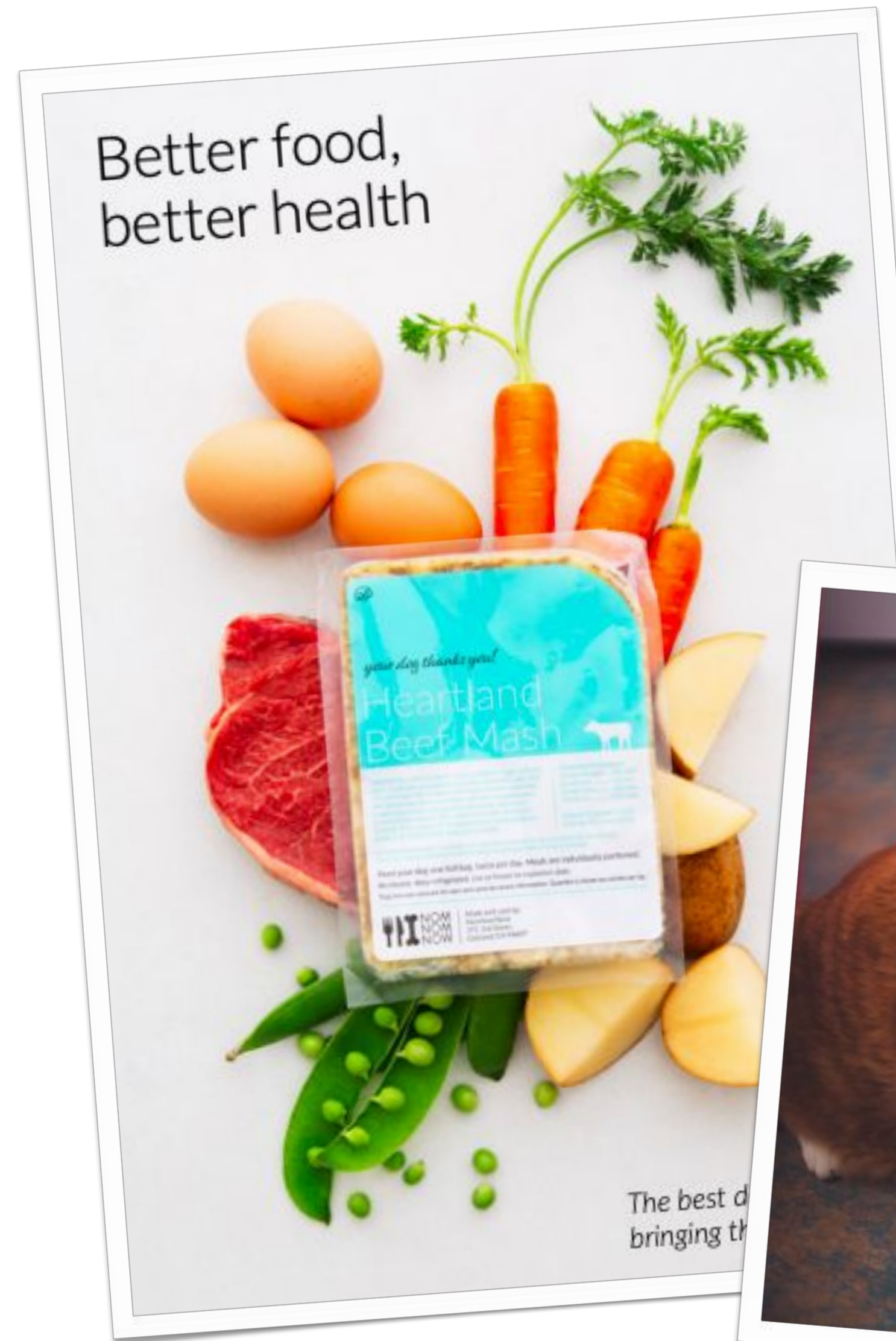
MEDIA BUNDLE

PRINT MAIL

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



Dear Hero -

When you shop the iHeartDogs Store this holiday season you'll be helping shelter dogs stay warm and have full bellies.

We've got new hot items perfect for gifting or spoiling yourself and a special pup in your life.

We're trying to raise 1 million meals over the next month! Share your love for iHeartDogs with your friends so we can reach this milestone!

Shelter dogs everywhere are thanking you!

I ♥ Dogs 



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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ERICA@HOMELIFEMEDIA.COM

