



*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

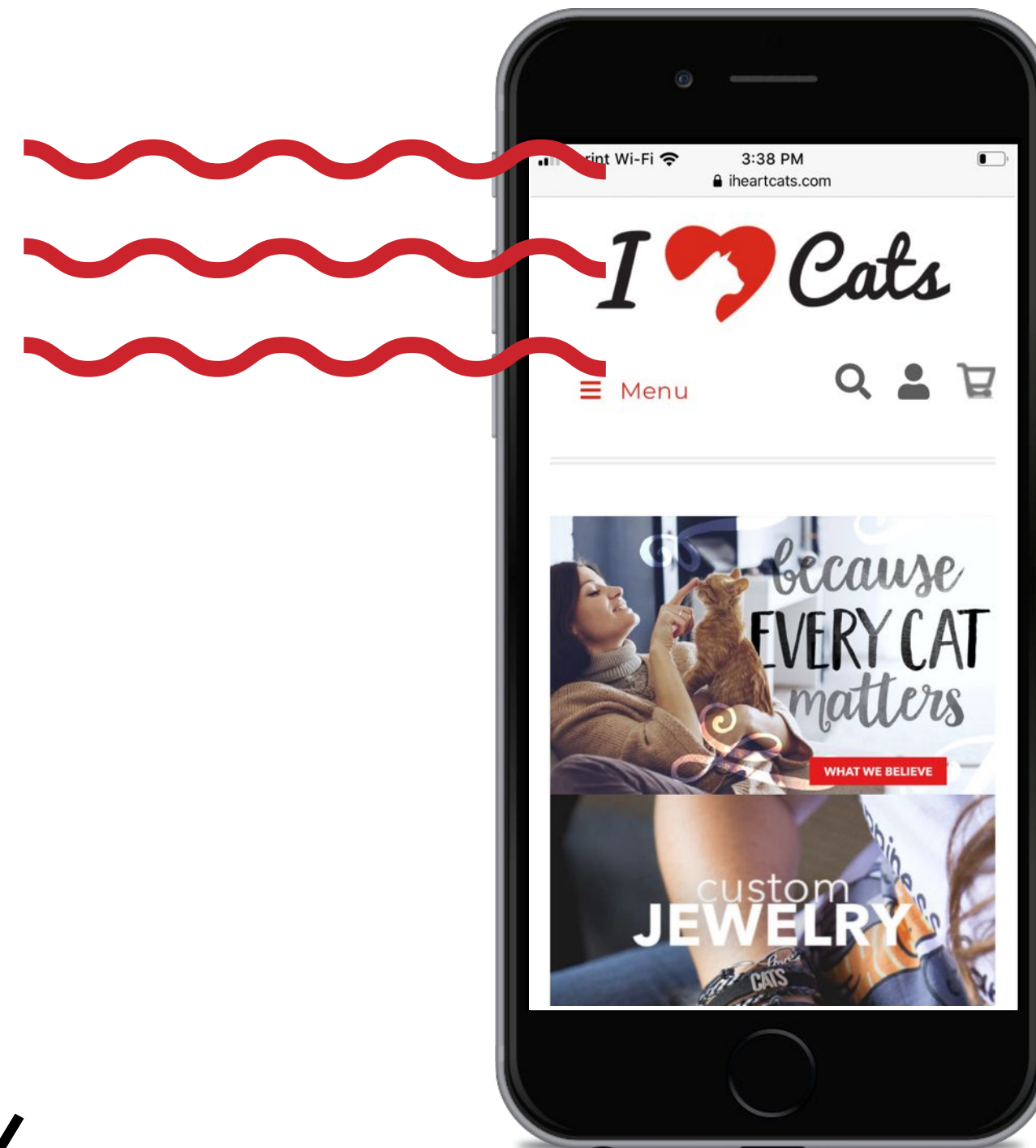


TRAFFIC SOURCES

Mobile: 72%

Tablet : 16%

Desktop: 12%







# #picsforpaws



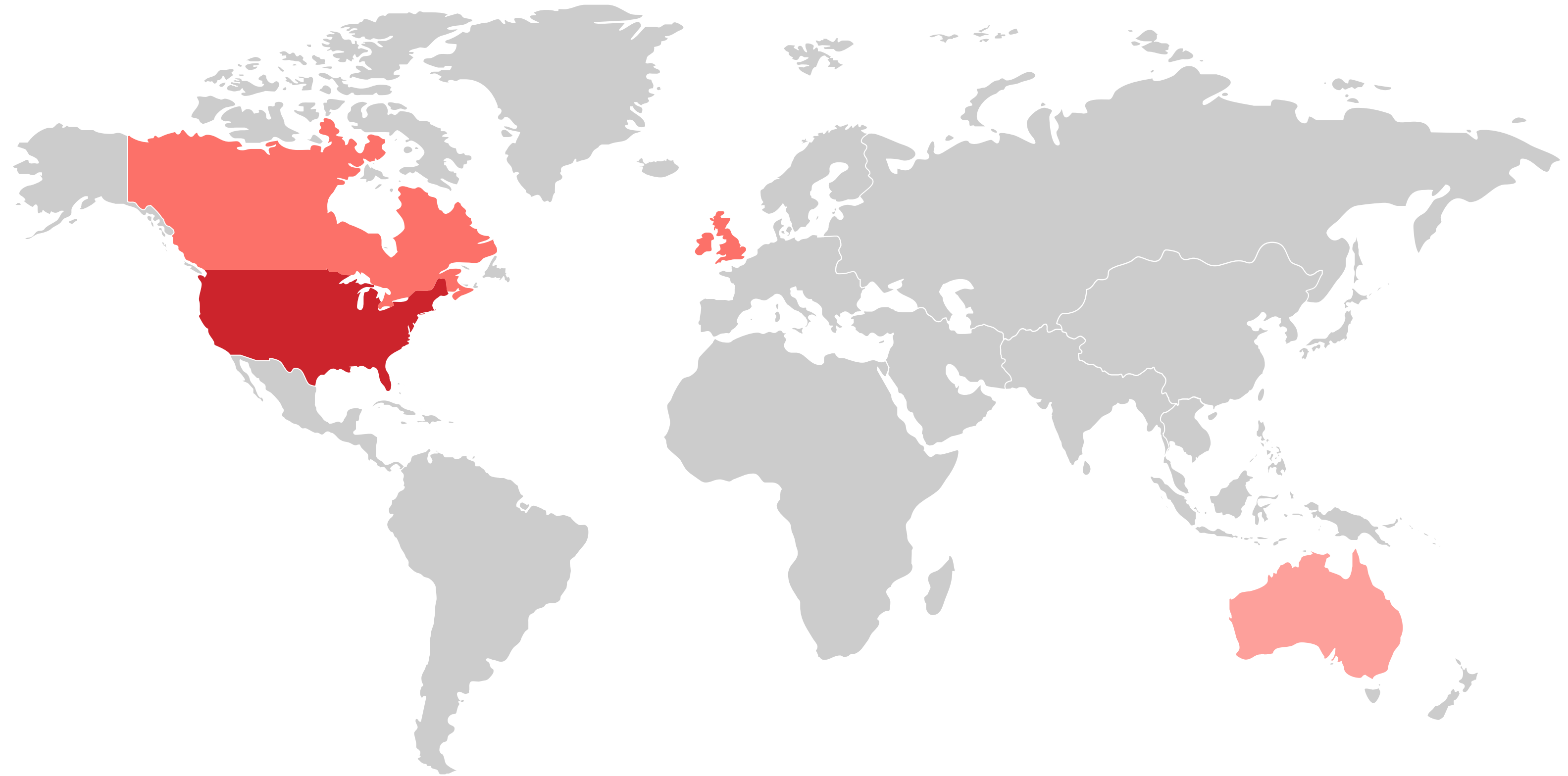
Thousands of loyal customers  
post product images to  
instagram under this hashtag





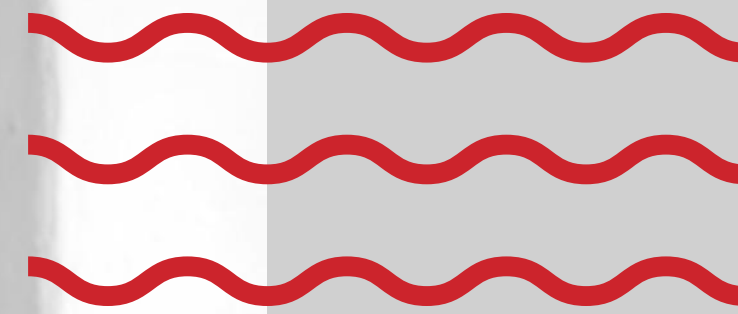
GEOGRAPHIC DEMOGRAPHIC

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





DEMOGRAPHIC STATISTICS



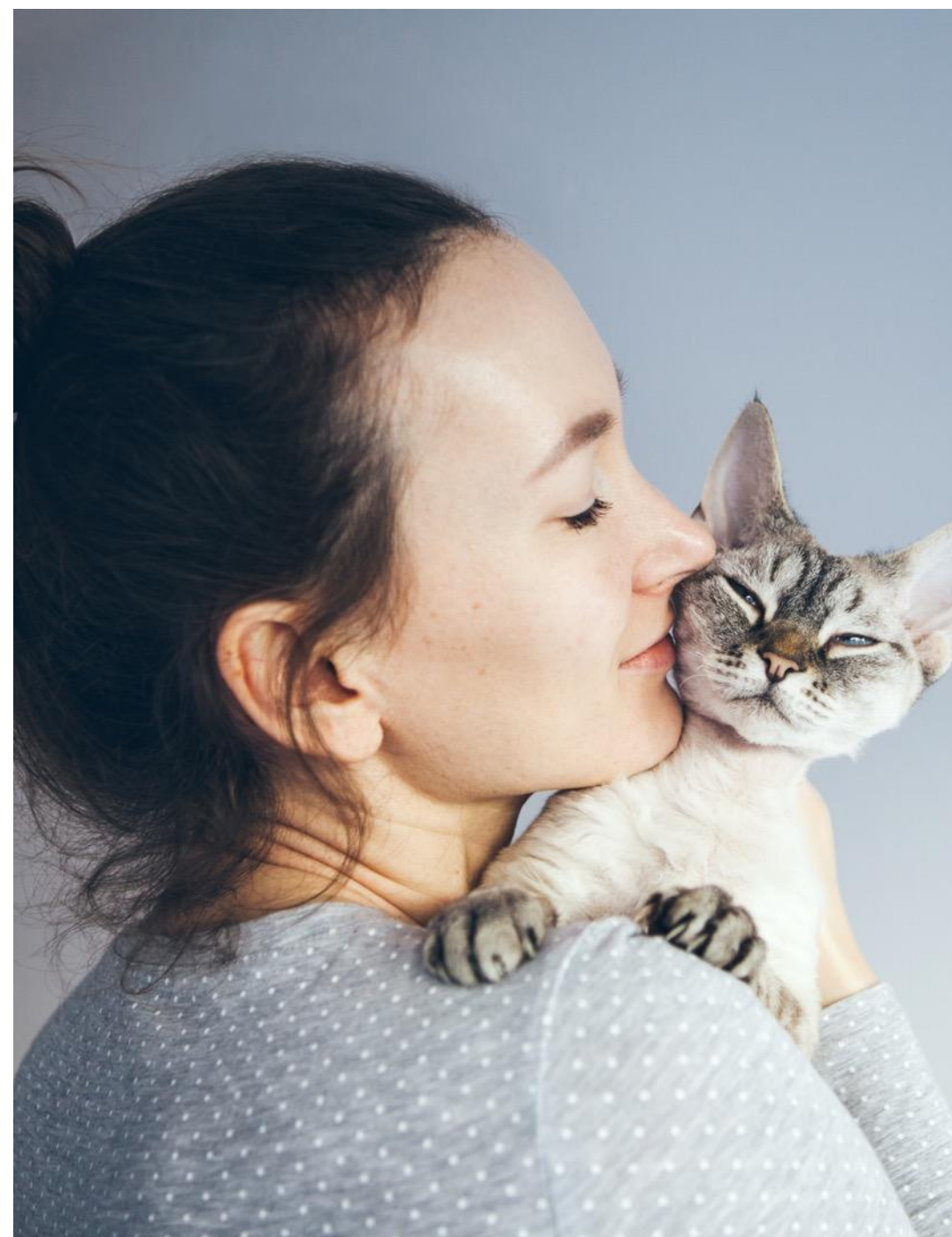
85%  
FEMALE

15% MALE



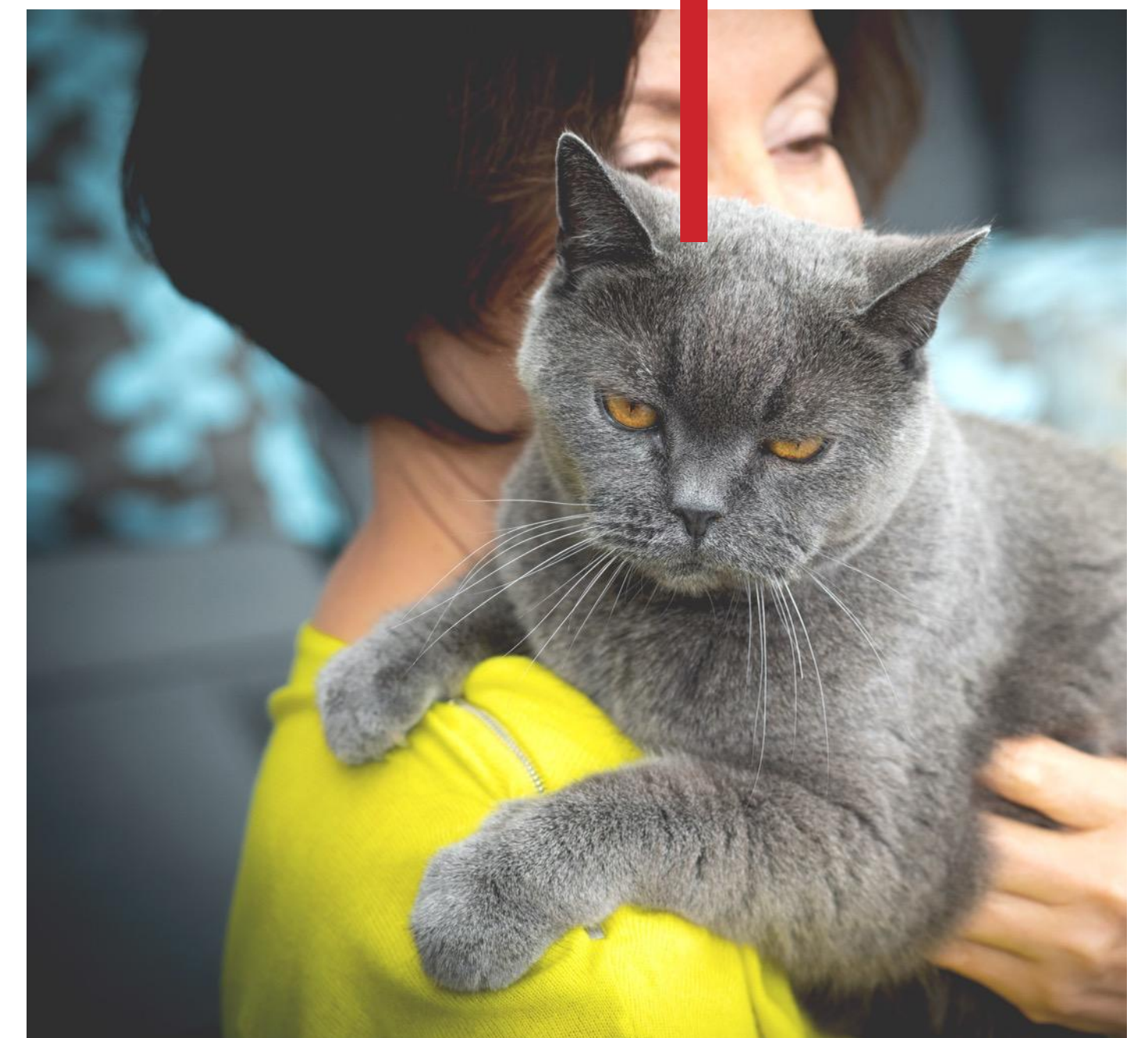


age 18-44  
32%



age 45-64  
41%

age 65+  
27%







45%  
Attended  
College



16%  
Attended  
Grad School

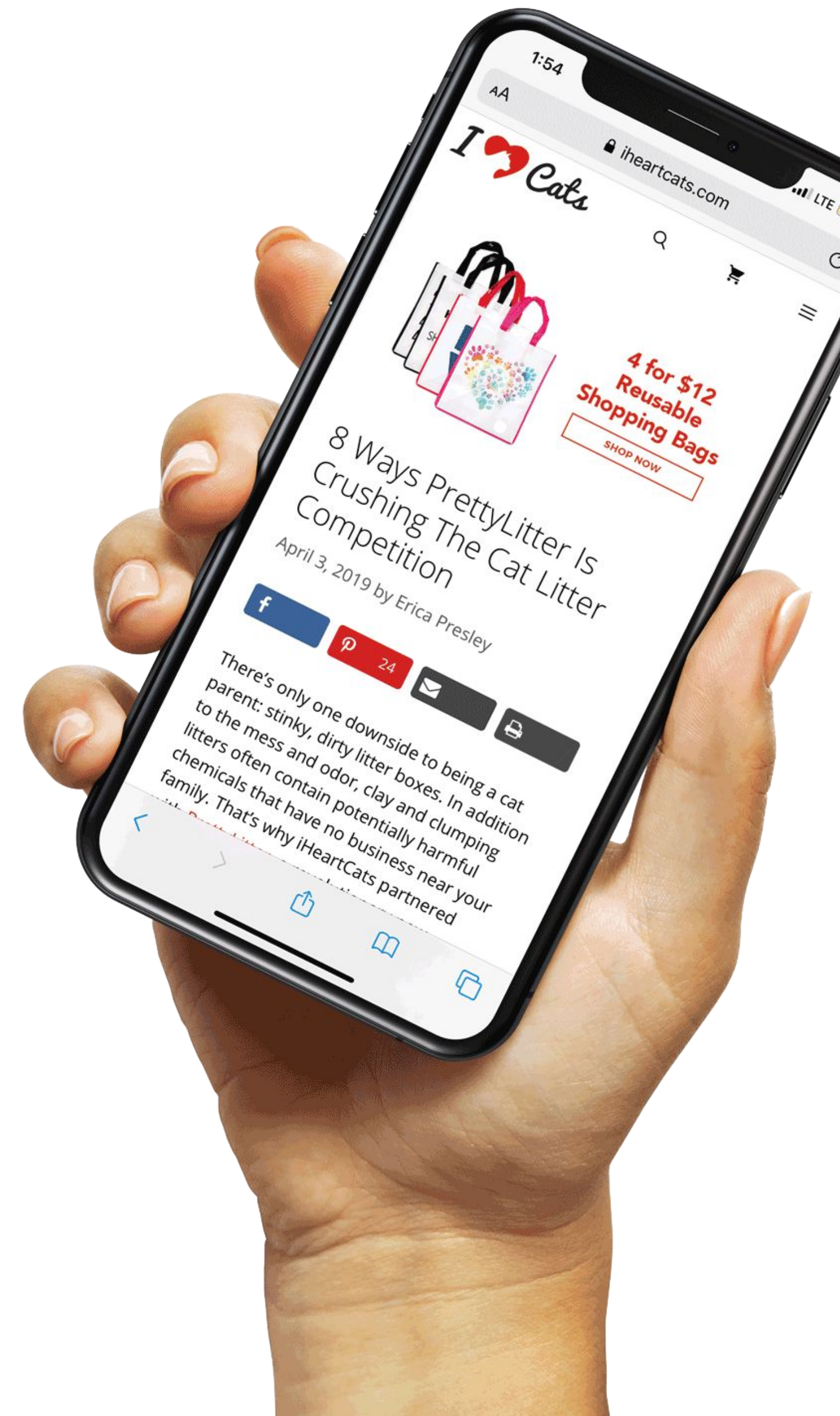
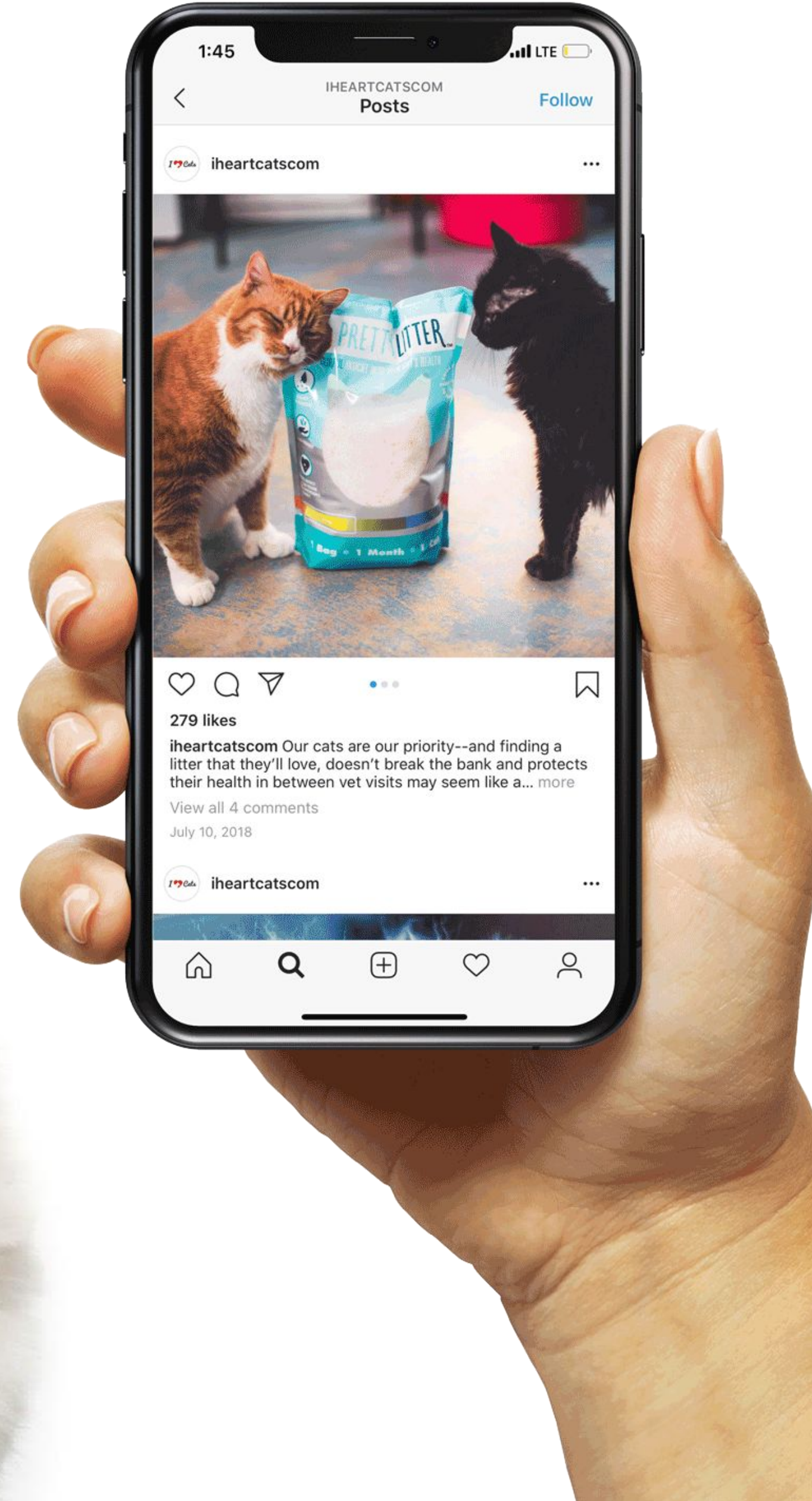


\$50K-\$100K  
HHI Average





# Media Bundle







MEDIA BUNDLE

# EMAIL OPTIONS



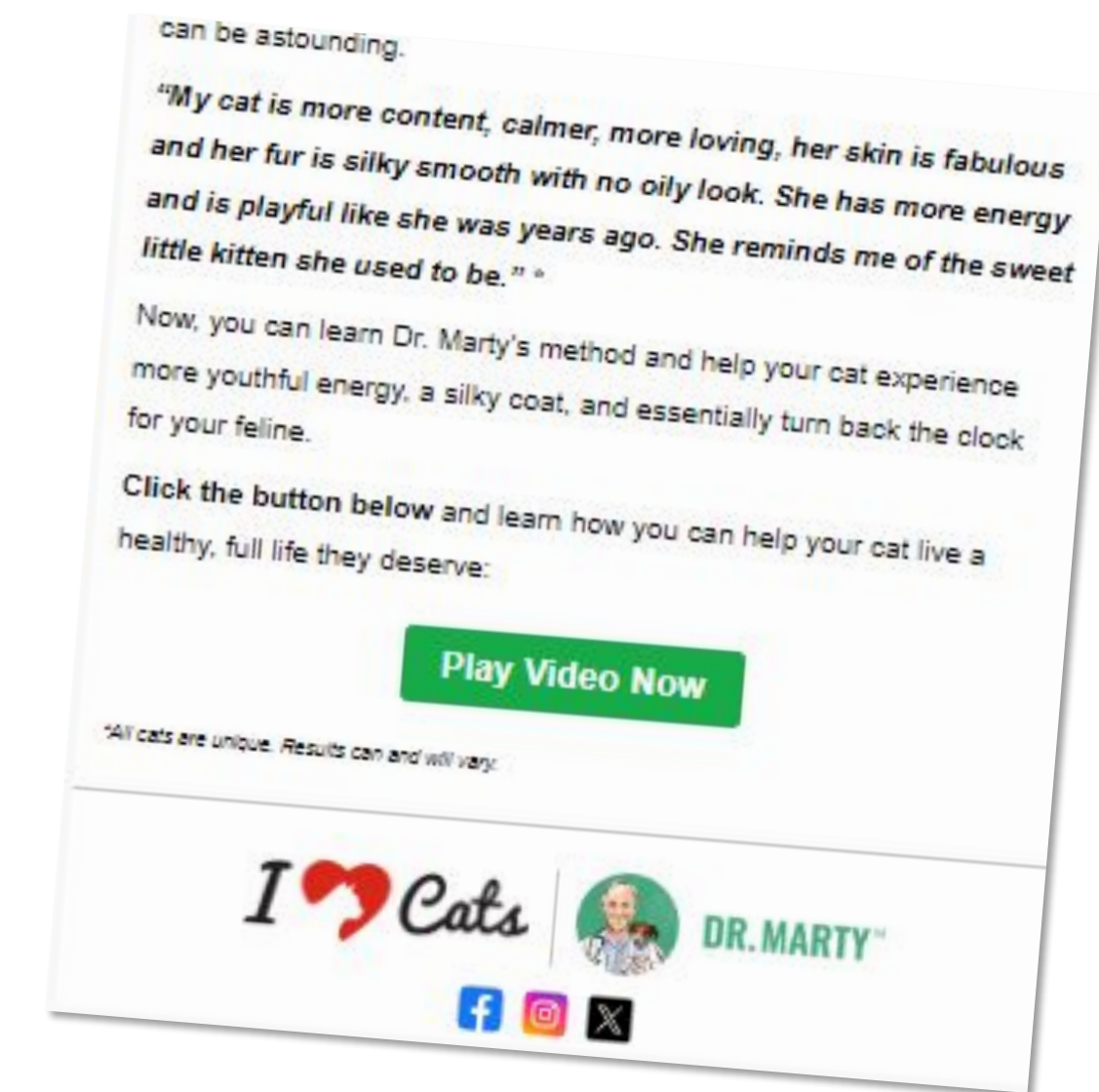
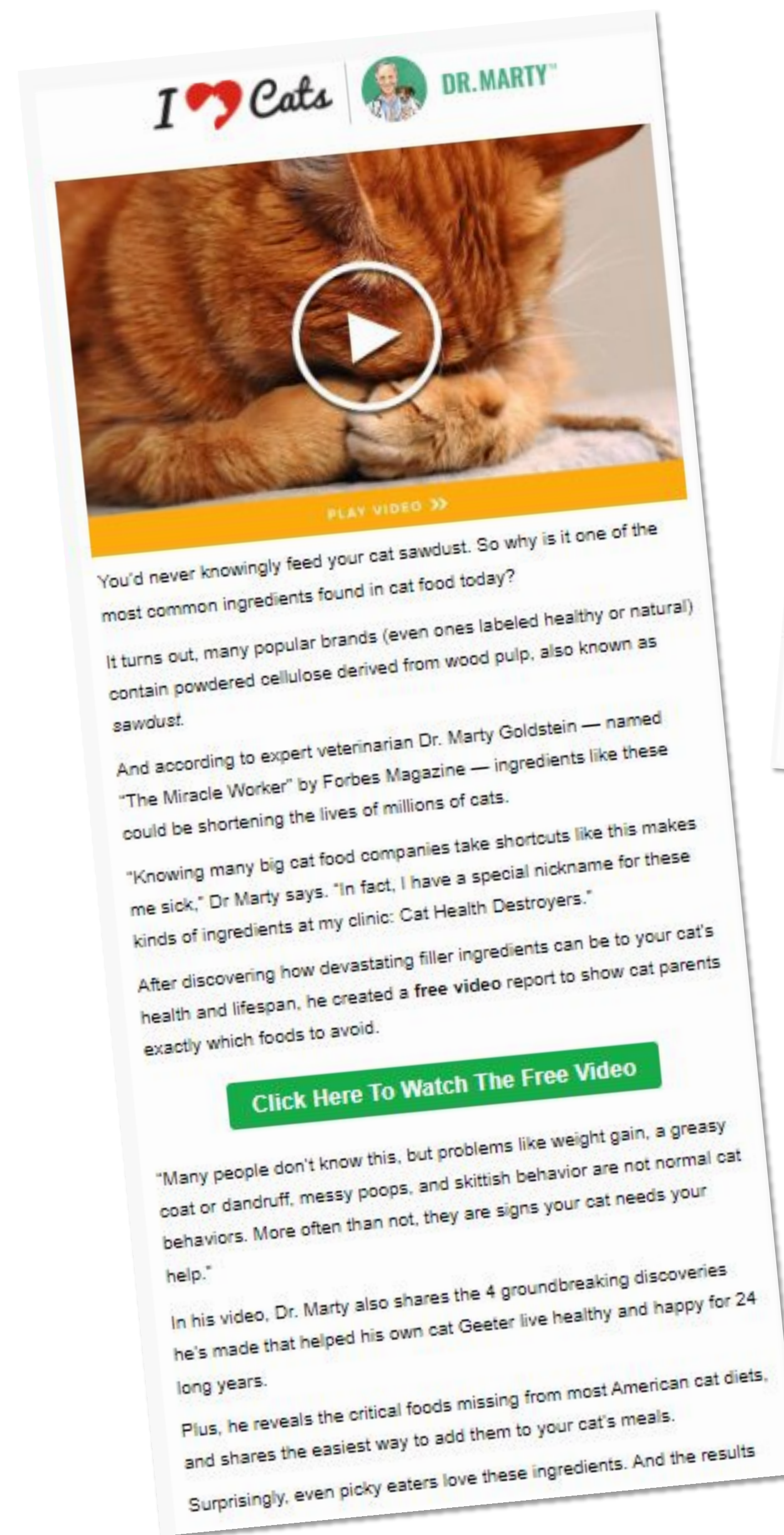
# iHeartCats Direct Email

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 banner features a light blue header with a cupcake icon and the text "BIRTHDAY CLUB" in colorful, stylized letters. Below this, a teal banner reads "FREE SCOOPER + 20% OFF FOR YOU". The main body of the email has a white background. On the left, it says "Ditch dusty litter and crusty scoops in one go when you order PrettyLitter today!" next to an image of a litter scoop. On the right, there's a blue starburst graphic with "+20% OFF" and an image of a PrettyLitter bag. Below the bag, it says "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's a blue button that says "SCOOP THIS DEAL" and a code "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

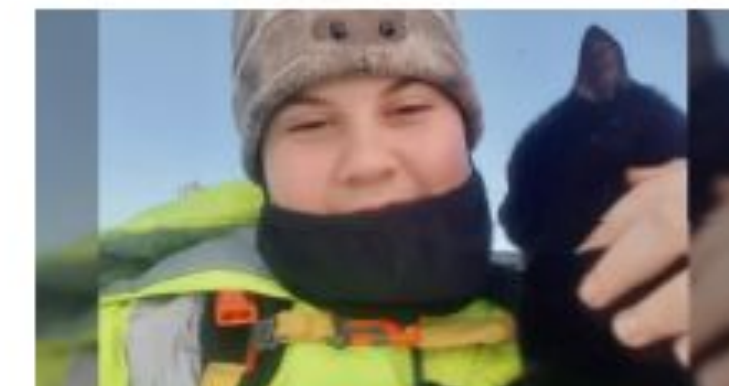
Your Product Promoted to 200,000 Active Weekly Newsletter Subscribers

- 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](#)



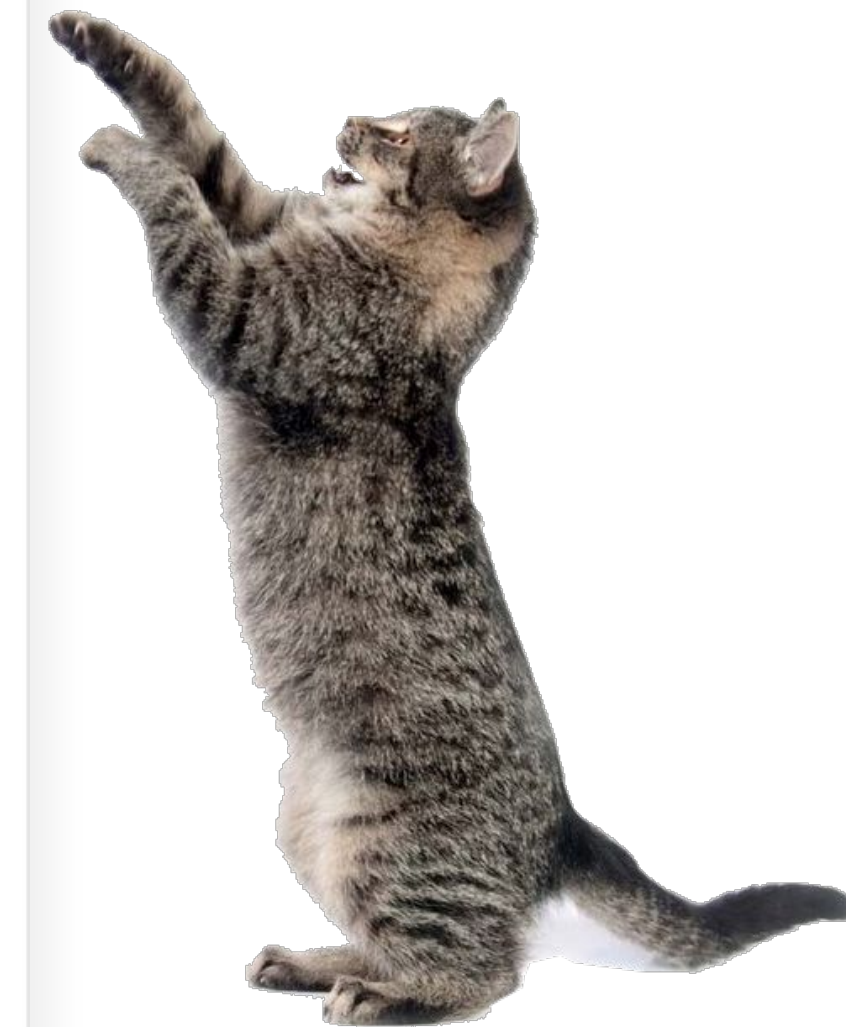
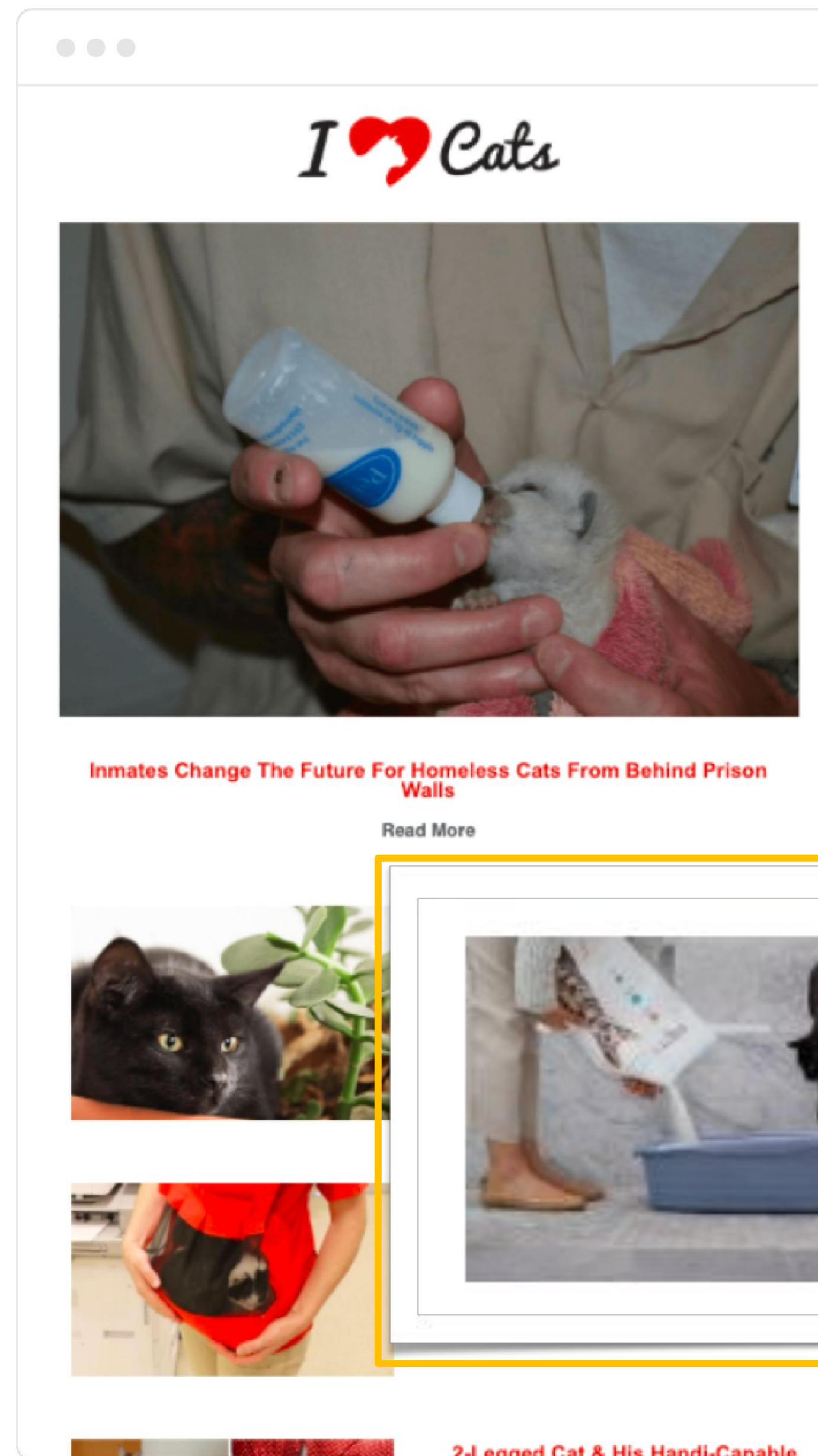
# Newsletter Editorial Mention

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](#)

A screenshot of a web browser displaying the iHeartCats website. The page title is "Cat Feeding: Scheduled Feeding Time or Free Feeding?". The author is Molly Weinfurter, dated November 22, 2019. The article discusses the importance of feeding cats and compares scheduled and free feeding methods. It mentions a partnership with NomNomNow. The page includes social media sharing buttons for Facebook, Pinterest, Email, and Print. On the right side, there is a sidebar with a search bar, a newsletter sign-up for "THE ULTIMATE Email for Cat Lovers", and several article teasers with images: "CBD Oil for Cats and Dogs: Here's What You Need To Know", "3 Amazing Ways To Honor A Cat That Has Passed Away", "What To Do When You Have To Leave Your Anxious Cat At Home All Day", and "If You Love These 12 Things, You're Definitely A Cat Person!".

**I♥Cats** Shop ▾ Read ▾ Community ▾ Impact ▾ 🔍 🛒 1

## Cat Feeding: Scheduled Feeding Time or Free Feeding?

November 22, 2019 by Molly Weinfurter

f 8 3


Feeding our cats is an important part of their daily care, however, the way this food is served is often overlooked. While cats might not need a set schedule like a dog would, they still need some type of feeding plan in order to obtain the appropriate amounts of calories and nutrients. iHeartCats has partnered with **NomNomNow**, and they have shared this beneficial information with us!

Some cat parents stick to free feeding, others prefer scheduling specific meal times, and some even use a combination of the two. One method isn't necessarily better than the others as long as your cat is given the nutritional requirements that they need each day. Their age, health conditions, and activity levels can all affect the amount of calories and nutrients that they need. So, it is important to keep this in mind when feeding your cat.

### Cat Feeding vs. Dog Feeding

Cats have been domesticated for about 6,000 years now. While this might sound like a large number, dogs have actually been living with humans for twice as long. Because of this, cats will often still show some of their natural instincts as a predator much more than a dog would.

In the wild, cats are intelligent hunters that hunt constantly. Each of their meals in the wild is very small in size, only containing a small portion of the cat's daily needs. A typical wild cat will eat 8 to 12 small meals throughout the day to add up to that necessary calorie and nutrient count.



Even today, feral cats still use these methods to sustain themselves. Many cat parents feel that feral cats look too skinny, but a **study** has actually shown that these cats have a healthy weight and a healthy body fat distribution, making their methods of hunting very effective.

Dogs will hunt in packs in the wild, but cats prefer to rely on themselves. They only hunt food to get proper nutrients for themselves, and they don't let entertainment or social status get in the way of

Search ...

**THE ULTIMATE**  
Email for Cat Lovers

Health & training advice, inspirational stories, & deals for cat lovers!

ENTER EMAIL HERE

Enter email...

**SUBSCRIBE FREE**

**CBD Oil for Cats and Dogs: Here's What You Need To Know**

**3 Amazing Ways To Honor A Cat That Has Passed Away**

**What To Do When You Have To Leave Your Anxious Cat At Home All Day**

**If You Love These 12 Things, You're Definitely A Cat Person!**



# 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

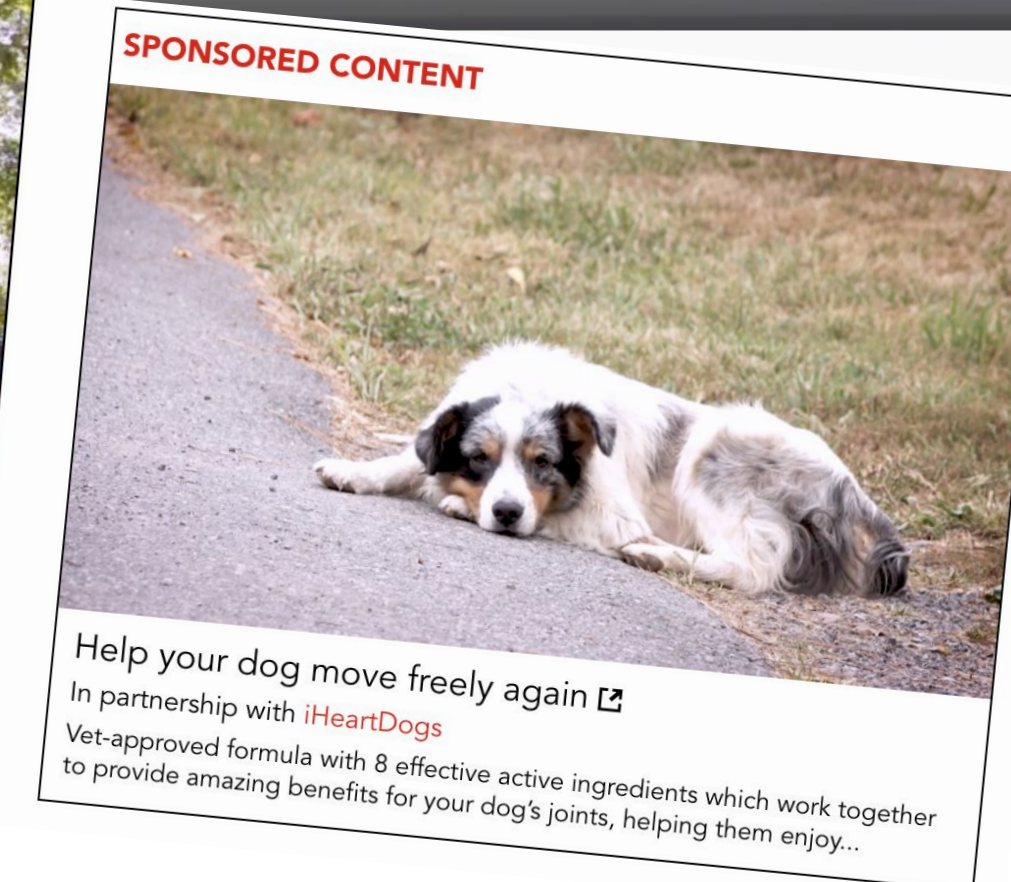
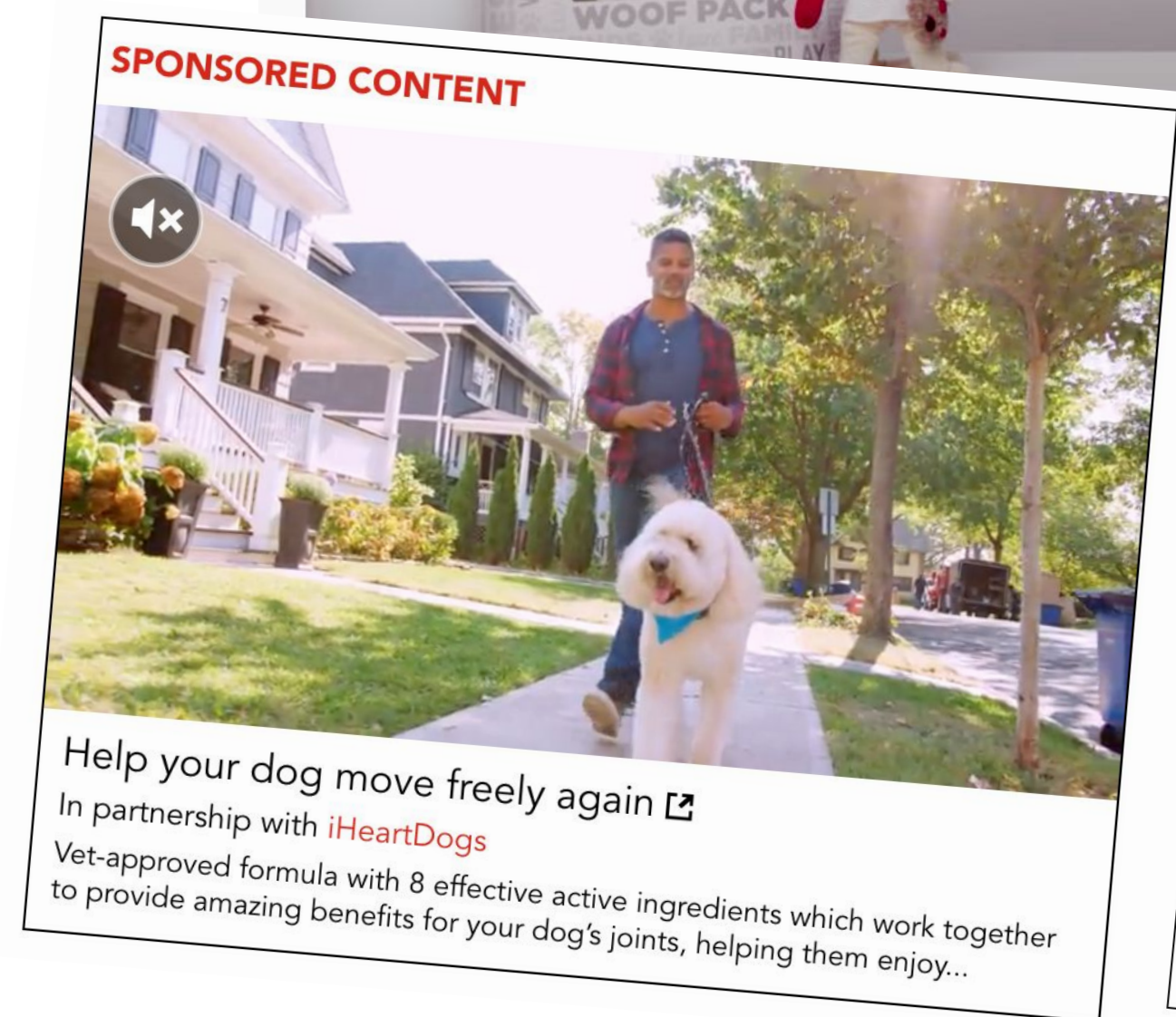
The screenshot displays the iHeartCats website interface. At the top, the logo "I ♥ Cats" is visible alongside navigation links for Shop, Read, Community, and Impact. A banner ad at the top right features a cat wearing sunglasses with the text "DINNER WITH ALL THE PURRKS!" and a "SWIPE A BAG" button. Below this, a "PROMOTED CONTENT" label is placed above the article title "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, followed by a paragraph of text about cat eating habits. A large image of a cat eating from a bowl with orange paw prints is shown. To the right of the article, there is a vertical stack of ads: a "DINNER WITH ALL THE PURRKS!" ad, a Facebook page ad for "I and love and you" with 168,475 likes, and a Twitter feed snippet. At the bottom, two more promoted content cards are visible: "Ready To Start Hating Your Kitty Litter?" by PrettyLitter and "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



[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

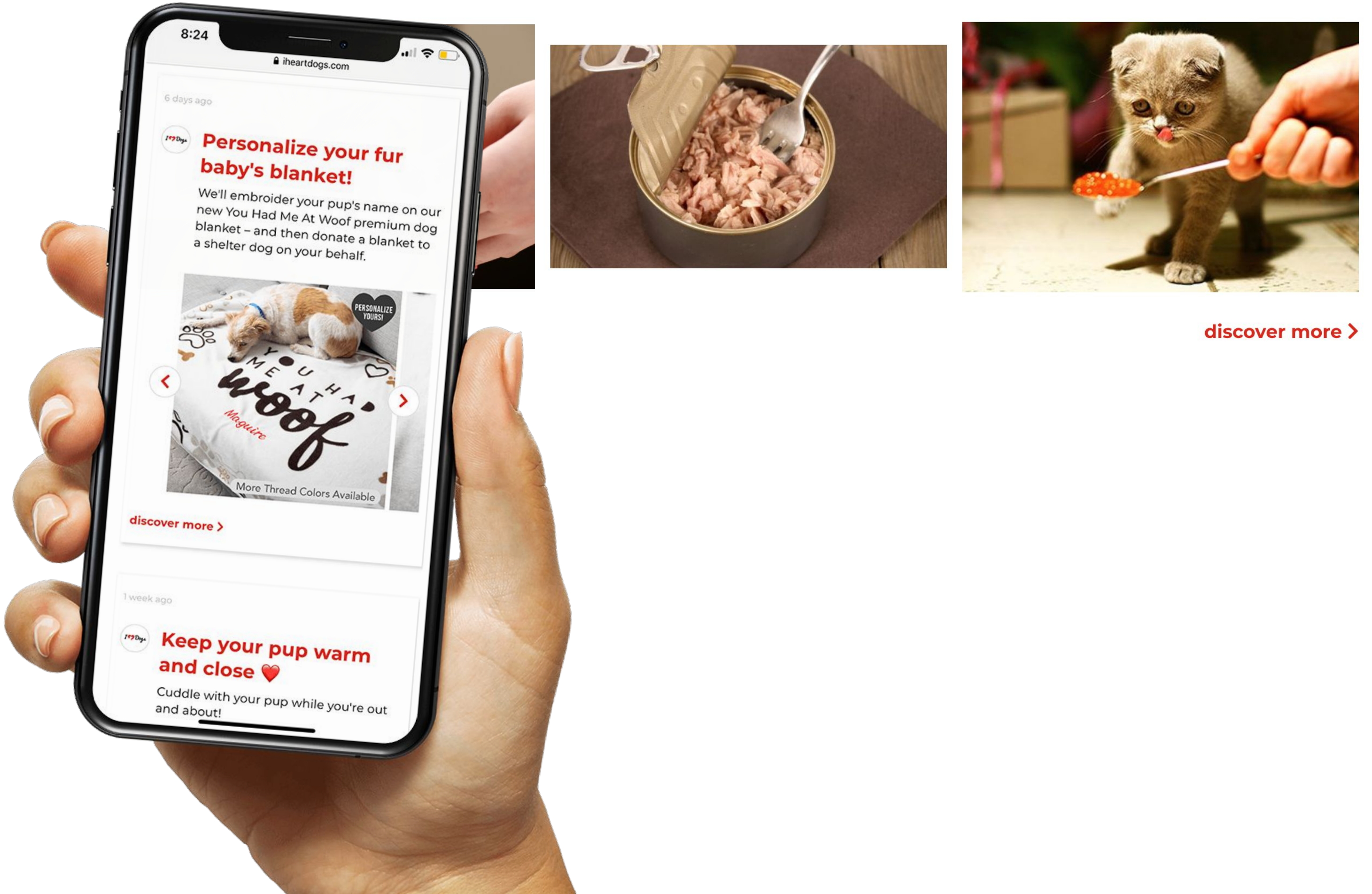
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Media Bundle

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.](#)



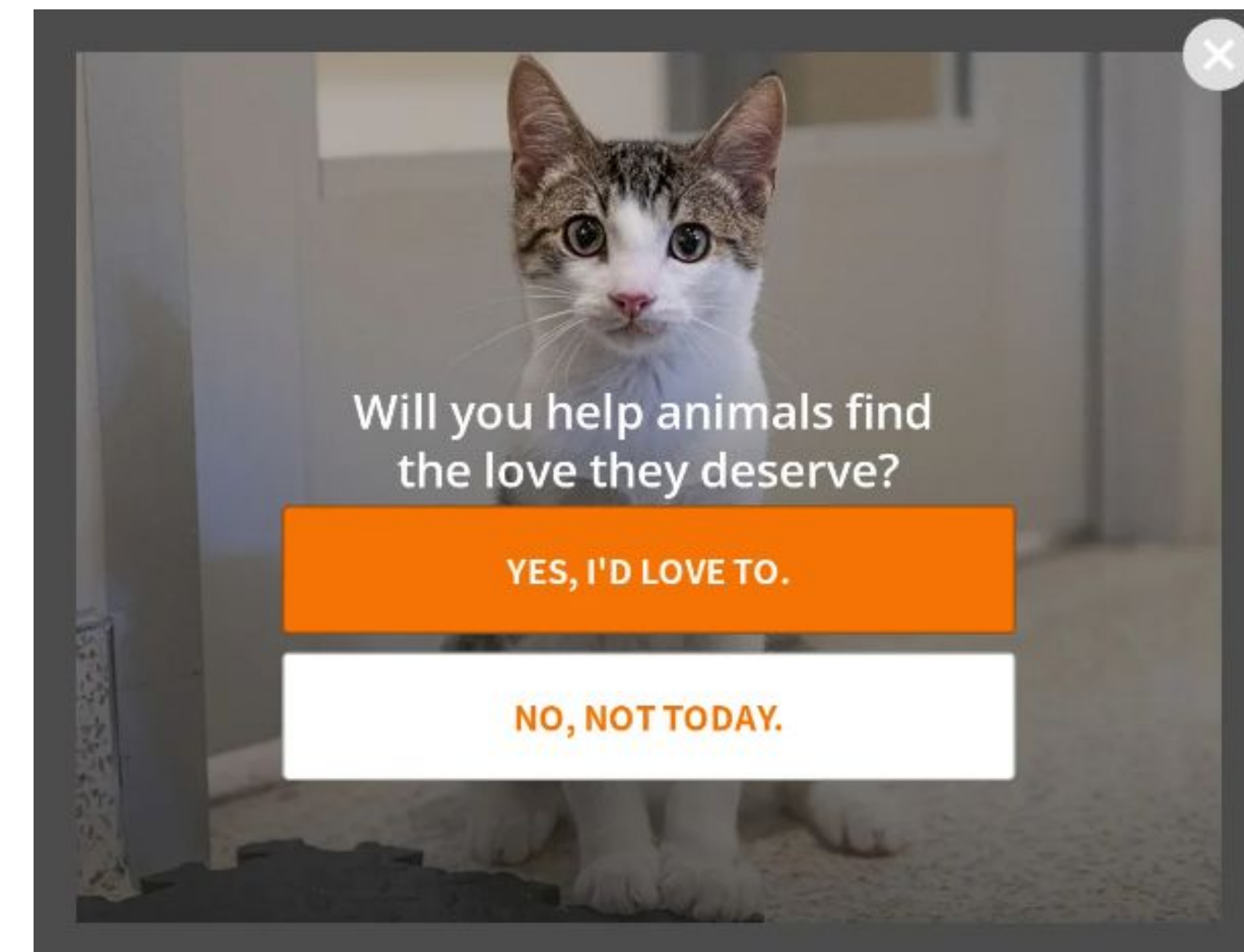
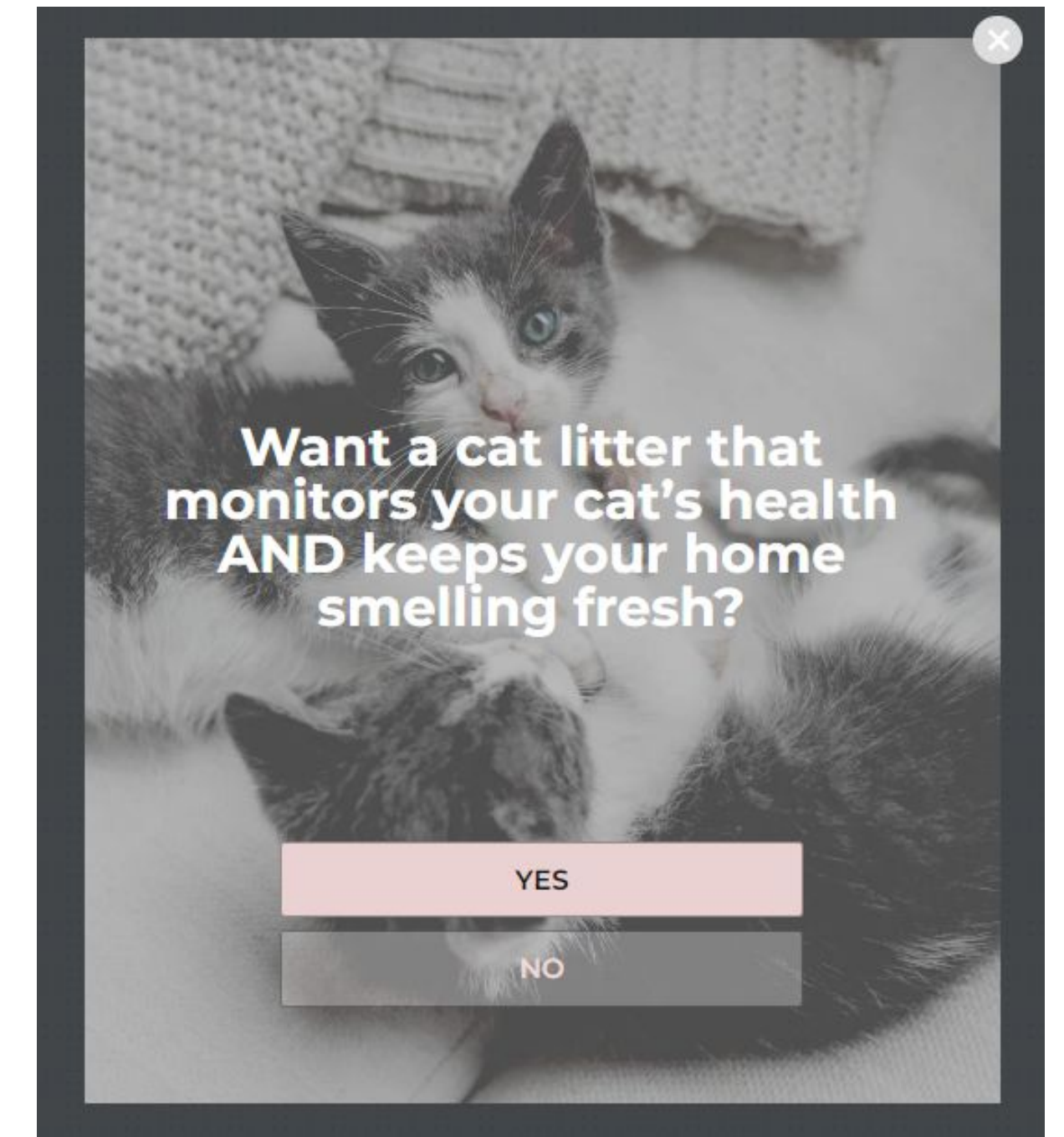
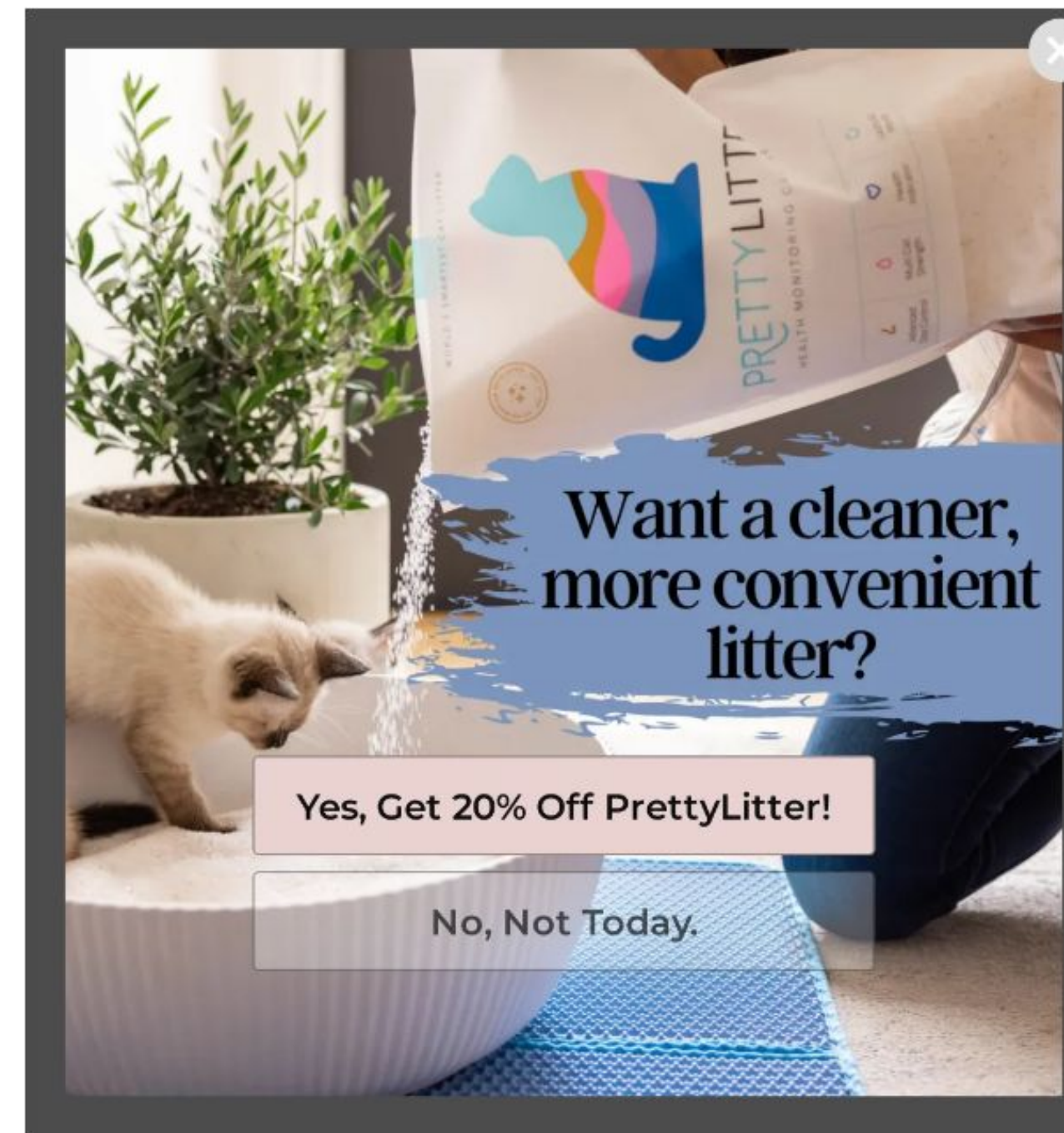
[discover more >](#)



# 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





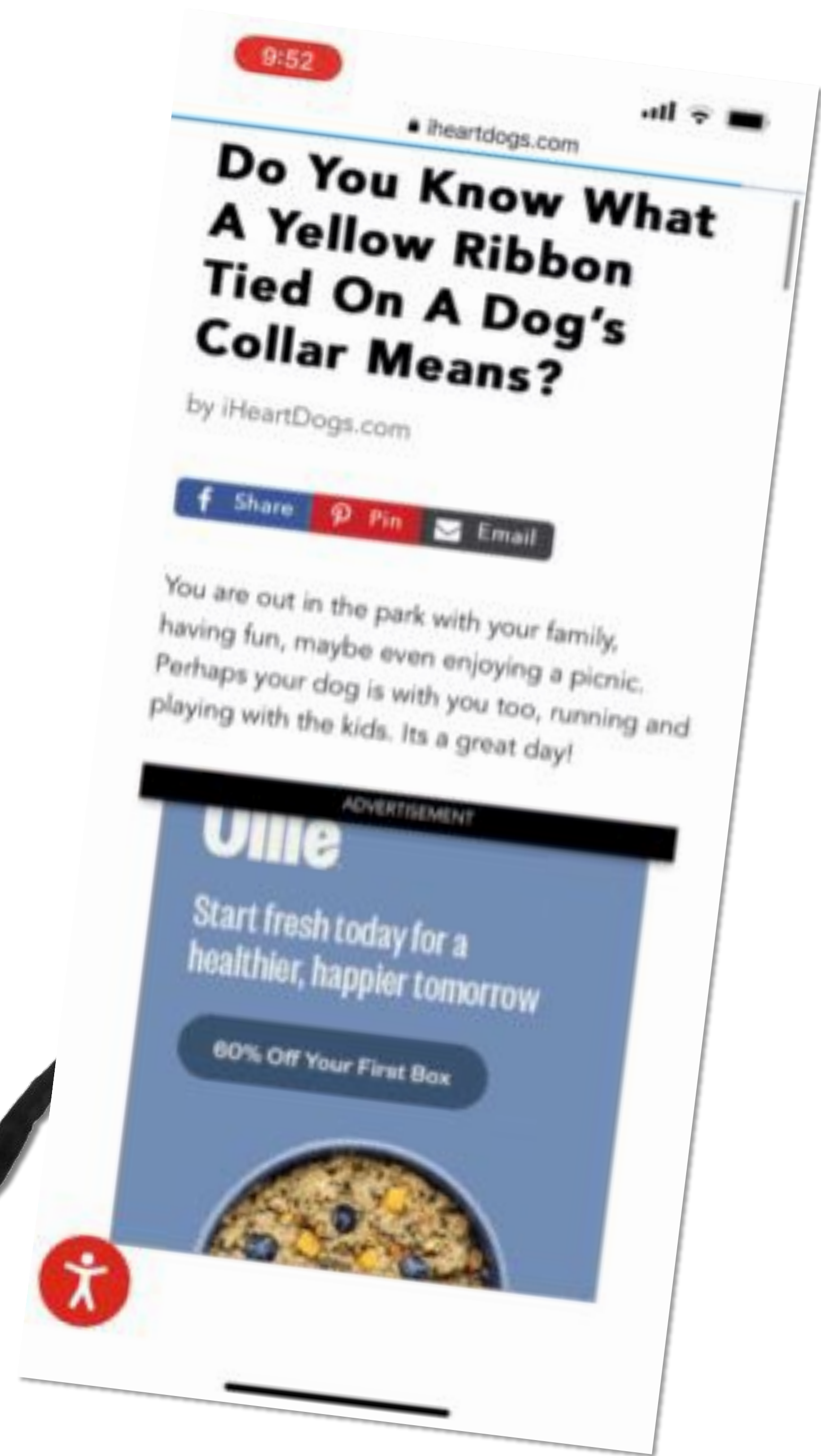
# Parallax Rich Media Ads

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

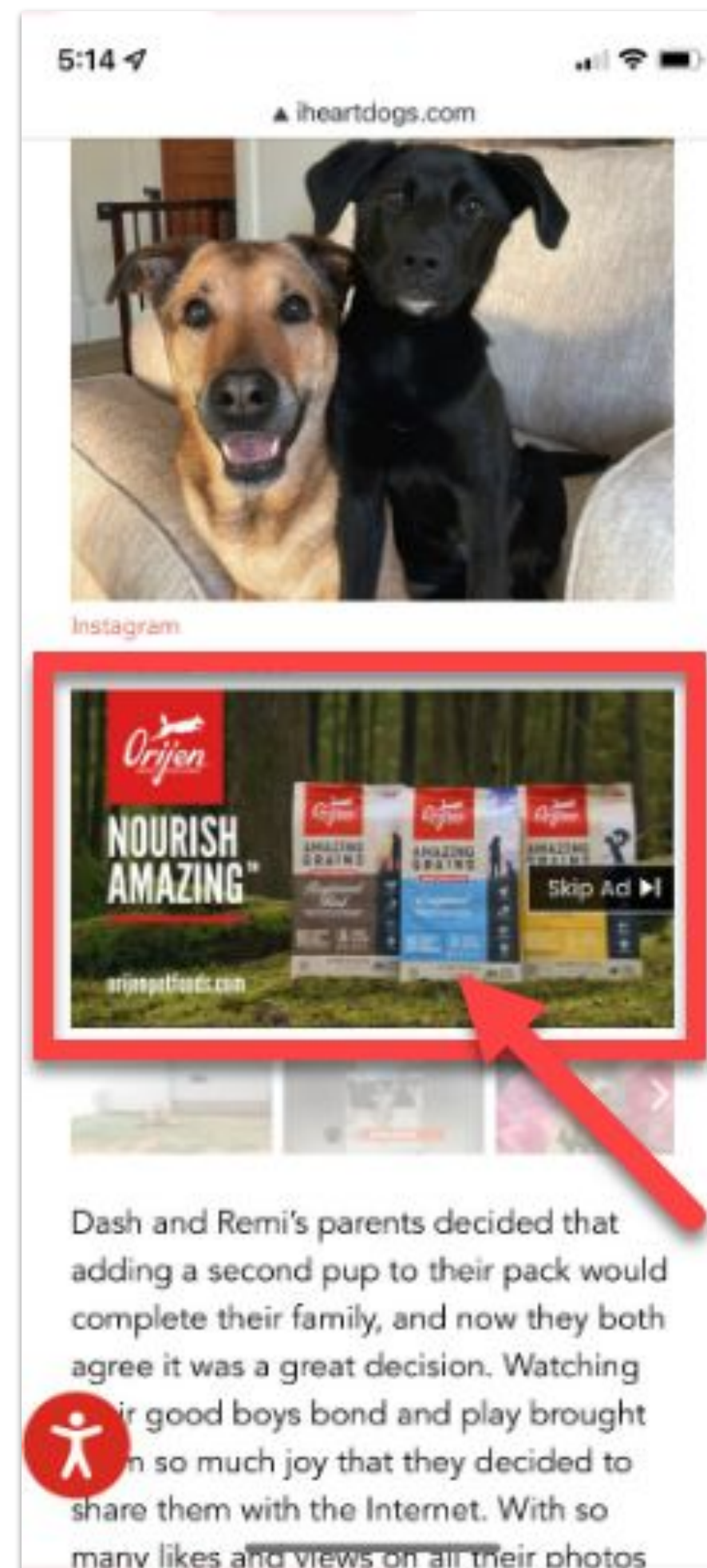
The screenshot shows the iHeartCats website with several display ads for PrettyLitter. The main navigation bar includes 'Shop', 'Read', 'Community', and 'Impact'. A large banner at the top features the text 'Kitty Litter That Keeps Tabs On Your Cat's Health By Changing Color' with an image of two cats 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

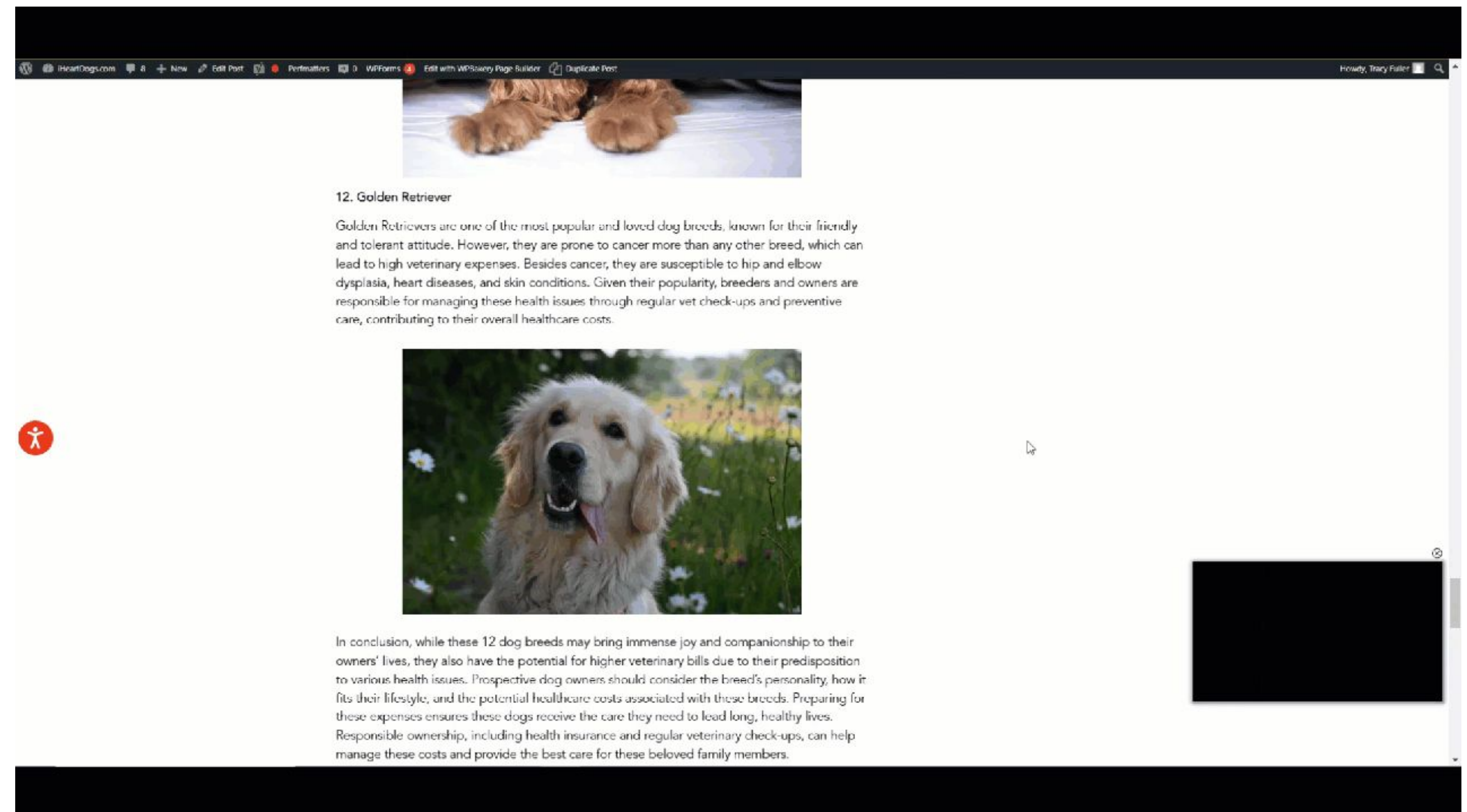
Video ads in run in the center of iHeartCats Blog on mobile and pop-up on the right-hand side on desktop with a clear X button to close



## 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](#)

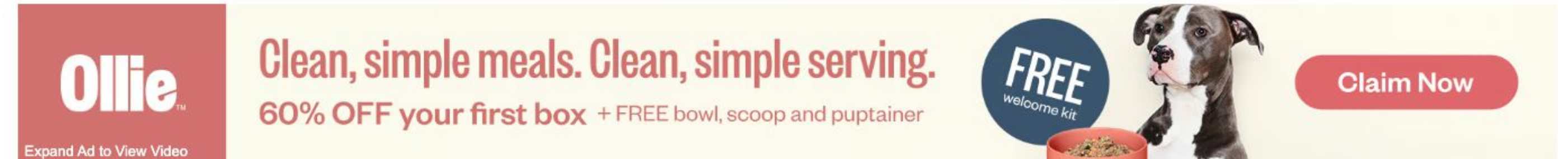




# Rich-Media Expandable Video Ad

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







WAYS TO ENGAGE  
**TEXT MESSAGE**



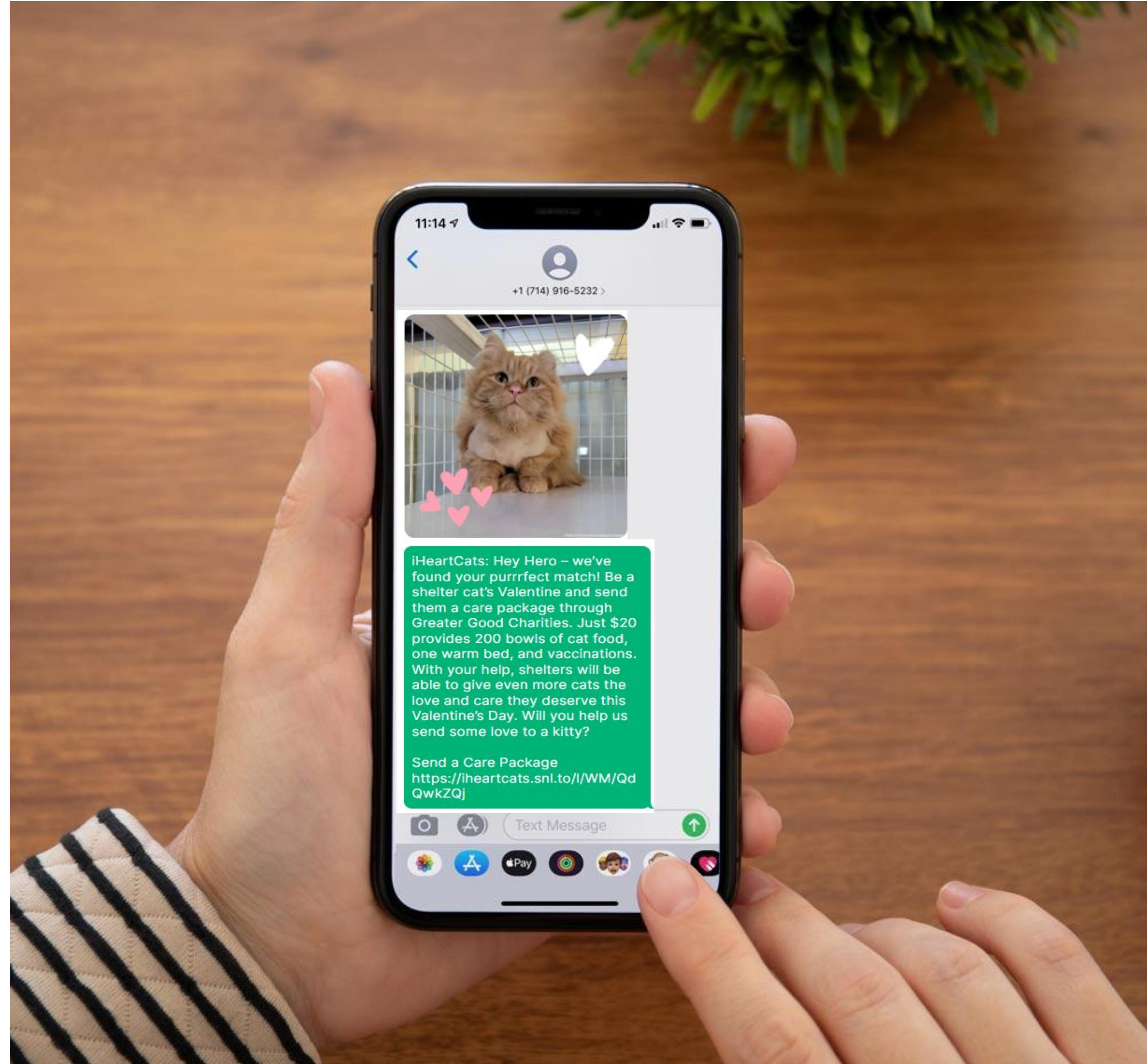
# iHeartCats SMS Text Message

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





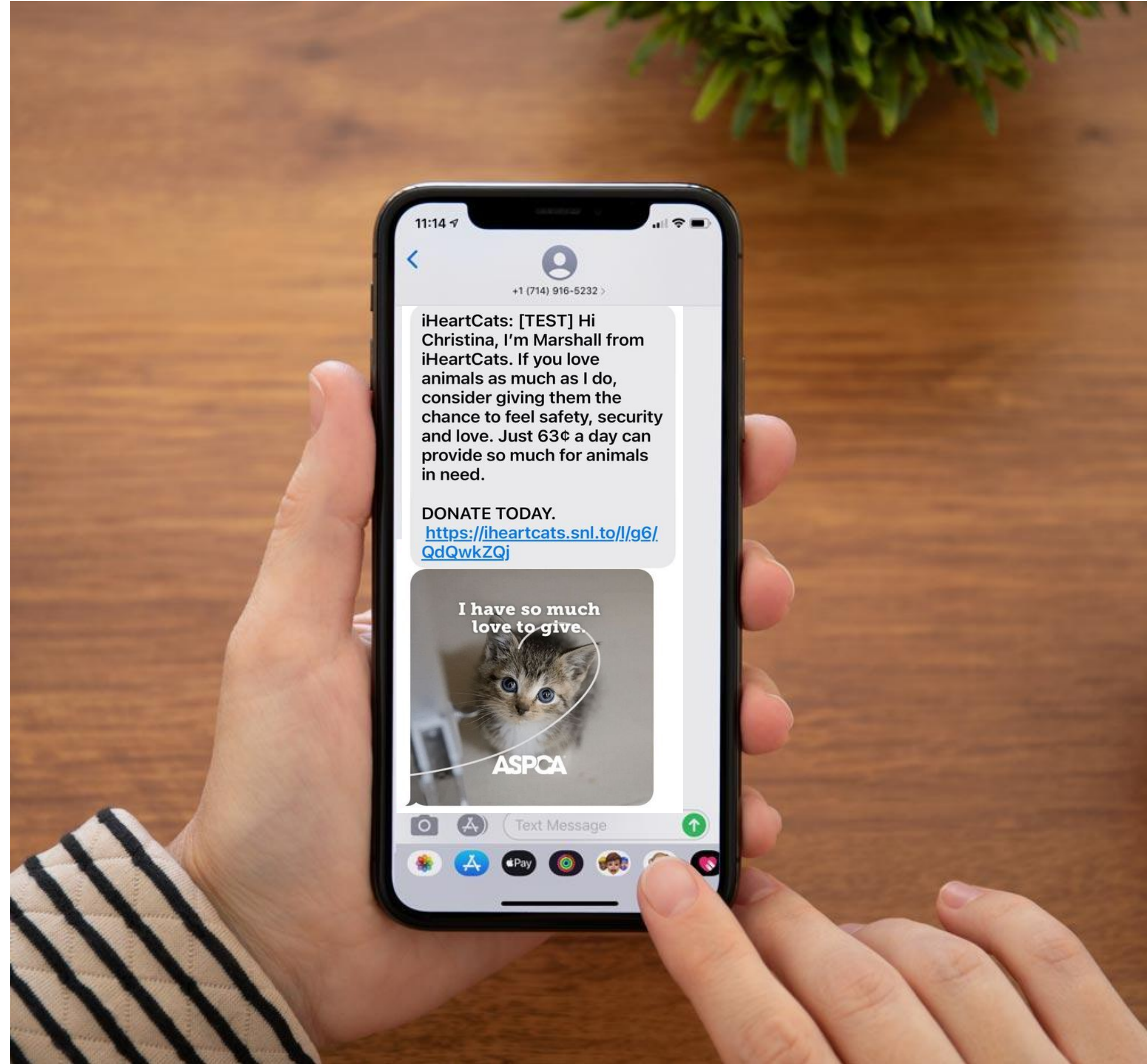
# Birthday Club SMS Text Message

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

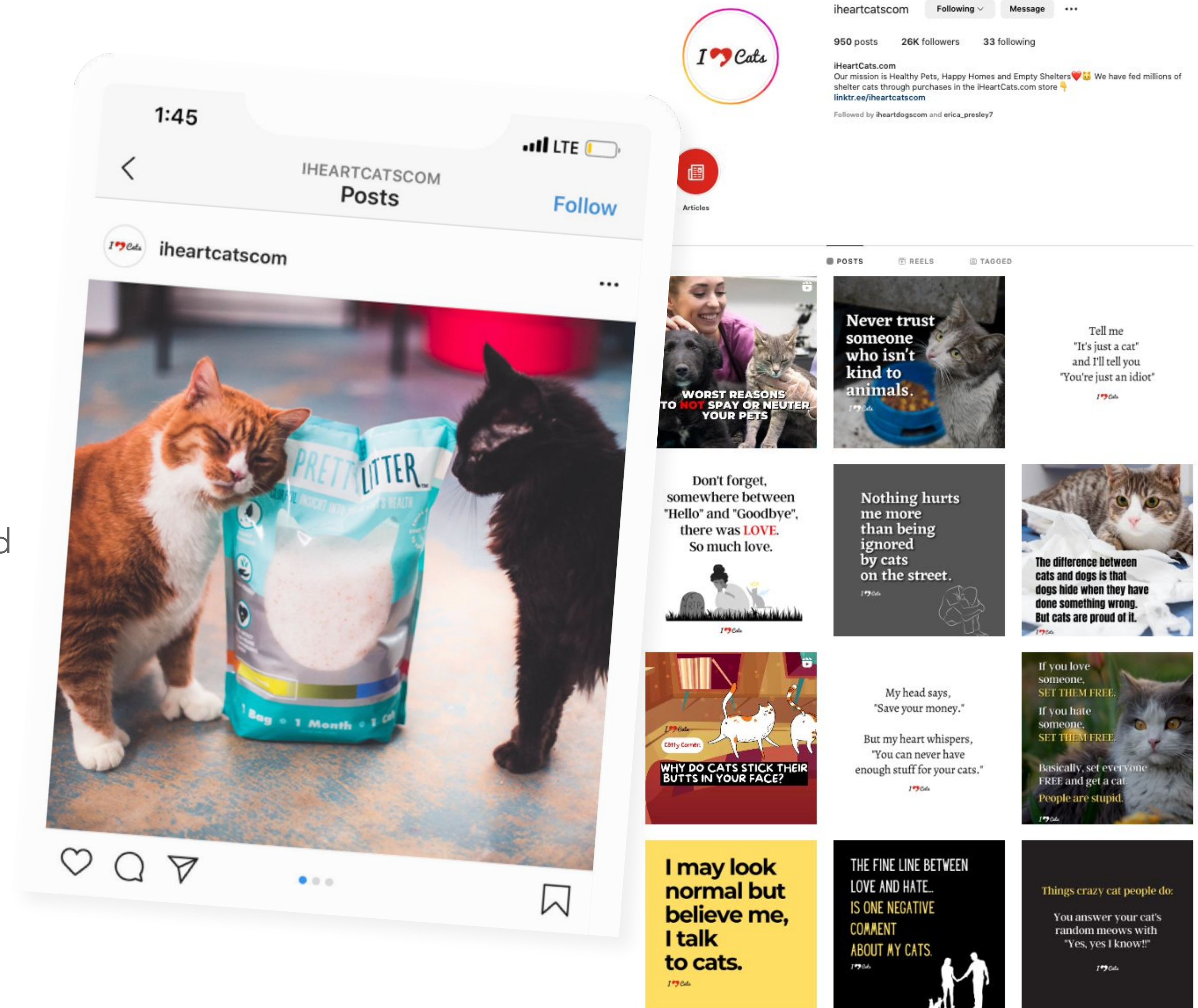
Branded Post to iHeartCats' 83K+ Instagram Followers

- 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](#)

A large, detailed image of a tabby cat with dark stripes on a lighter brown and white coat. The cat is standing on all fours, looking upwards and to the left with its mouth slightly open. The background is a blurred screenshot of a social media interface, showing elements like 'st Clicks', '1,069 Link Clicks', '1,104 Other Clicks', 'EDBACK', '2 Hide All Posts', '0 Unlike Page', and 'ts may be delayed... happens'.






# 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

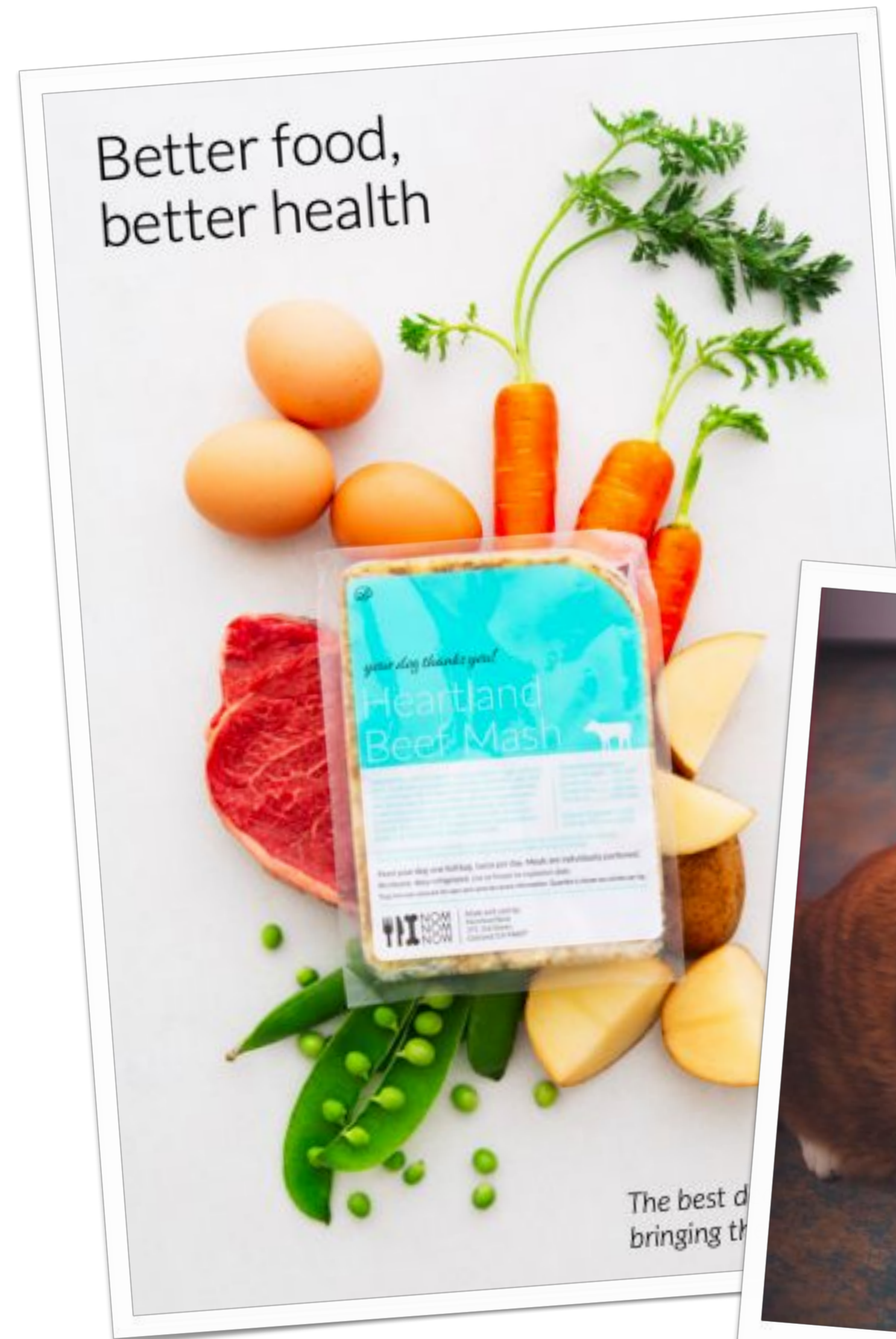
PRINT MAIL



# 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](mailto:ERICA@HOMELIFEMEDIA.COM)

