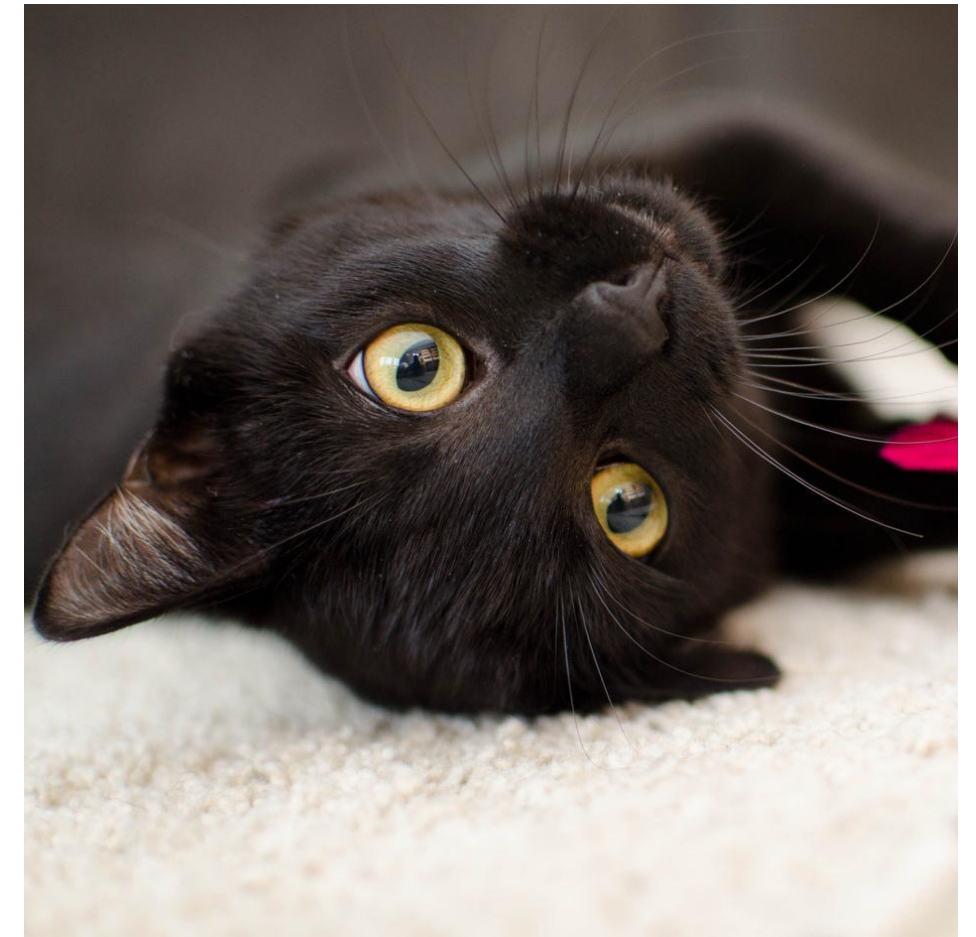
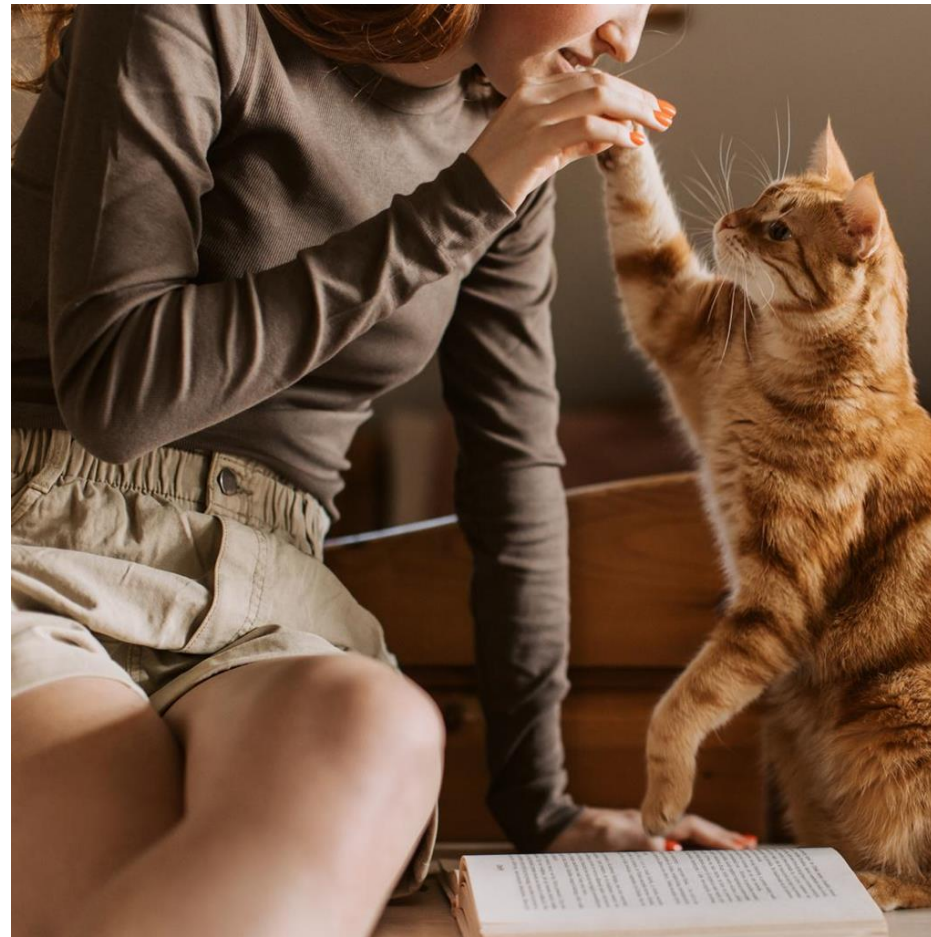


*I*  *Cats*

2025

iHeartCats  
Media Kit







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

**1MM**  
Monthly Page  
Views

**700,000**  
Unique Visitors

**2MM**  
Social Media  
Followers

**300,000**  
Newsletter  
Subscribers

**10MM**  
Display Ad  
Impressions



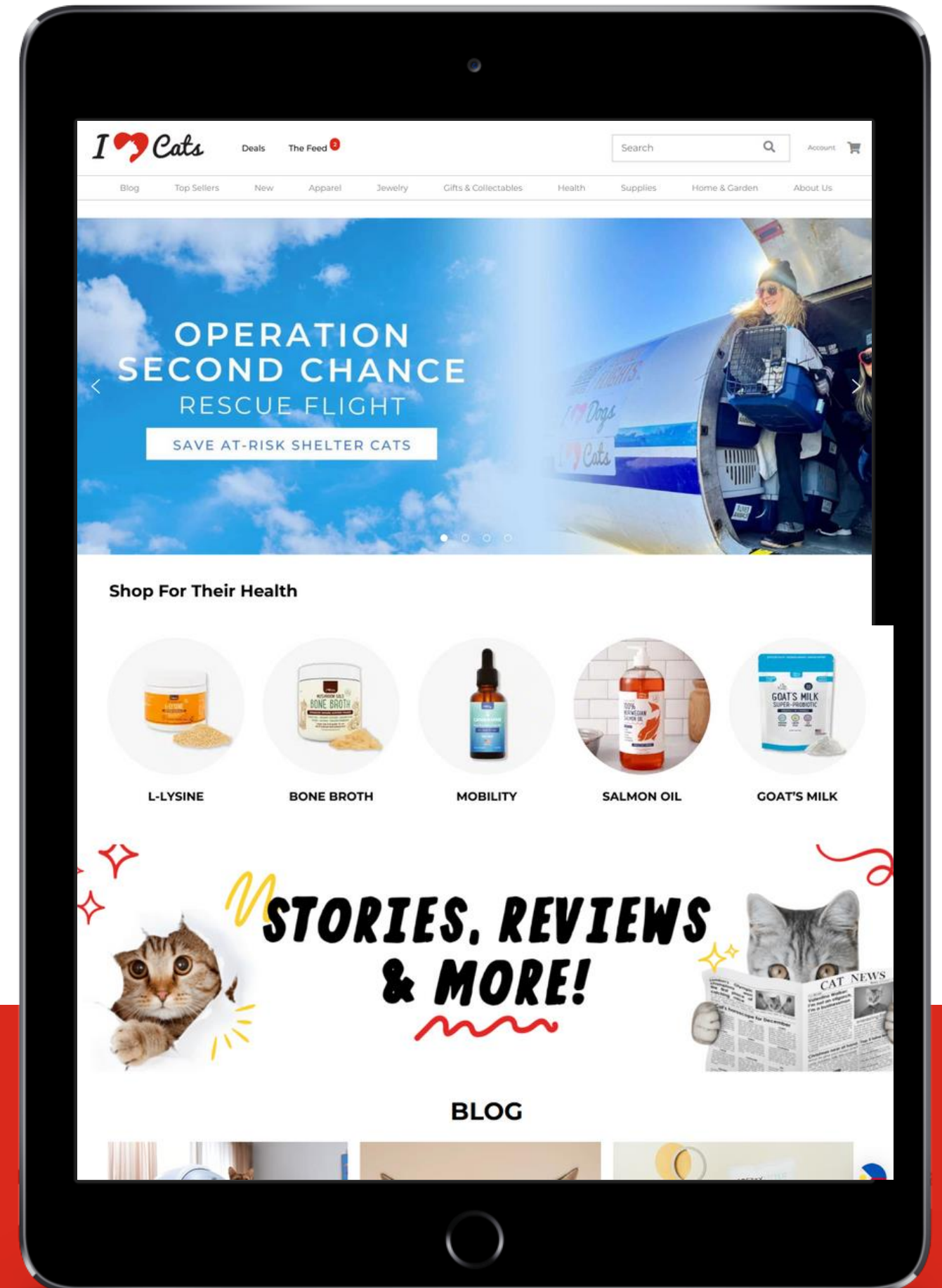


TRAFFIC SOURCES

Mobile: 65%

Desktop: 25%

Tablet : 5%

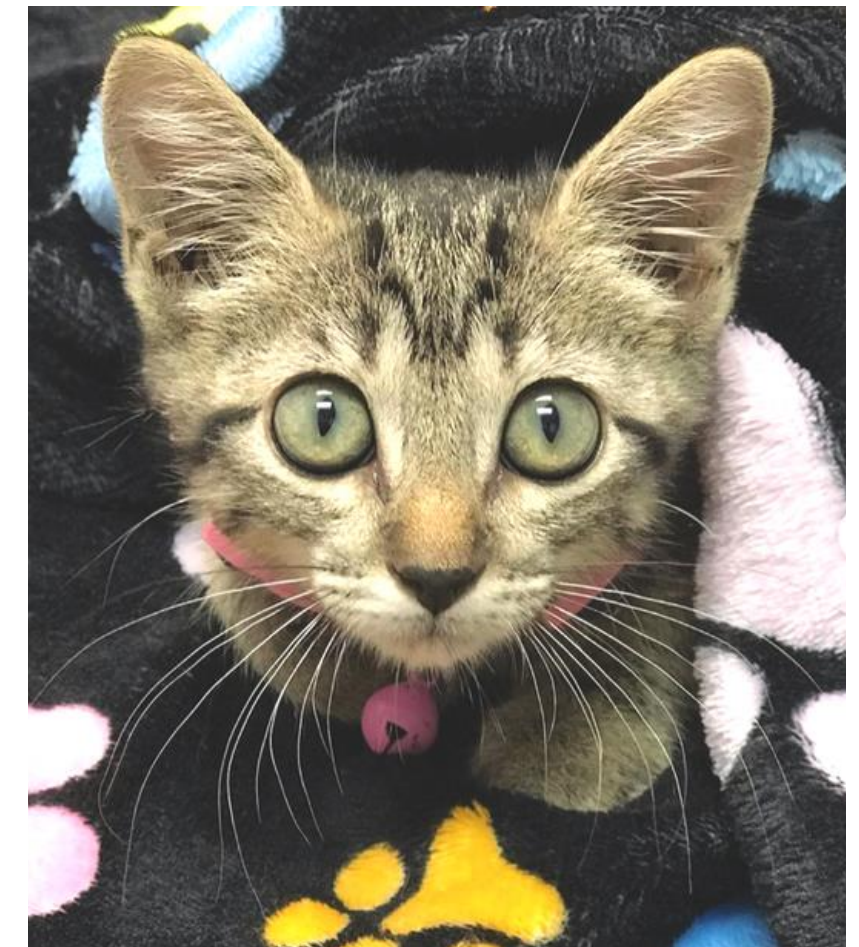
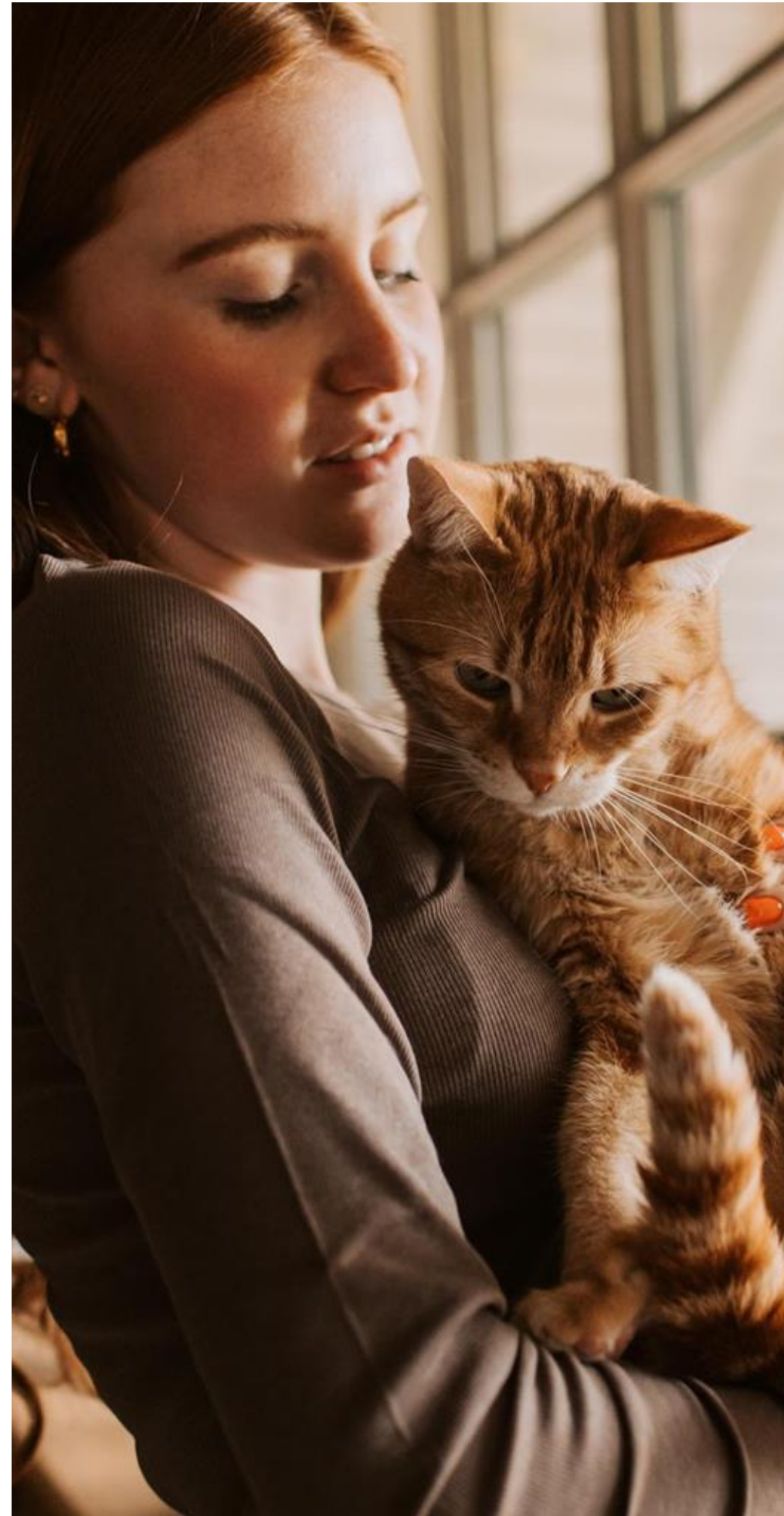






## #picsforpaws

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





GEOGRAPHIC DEMOGRAPHIC

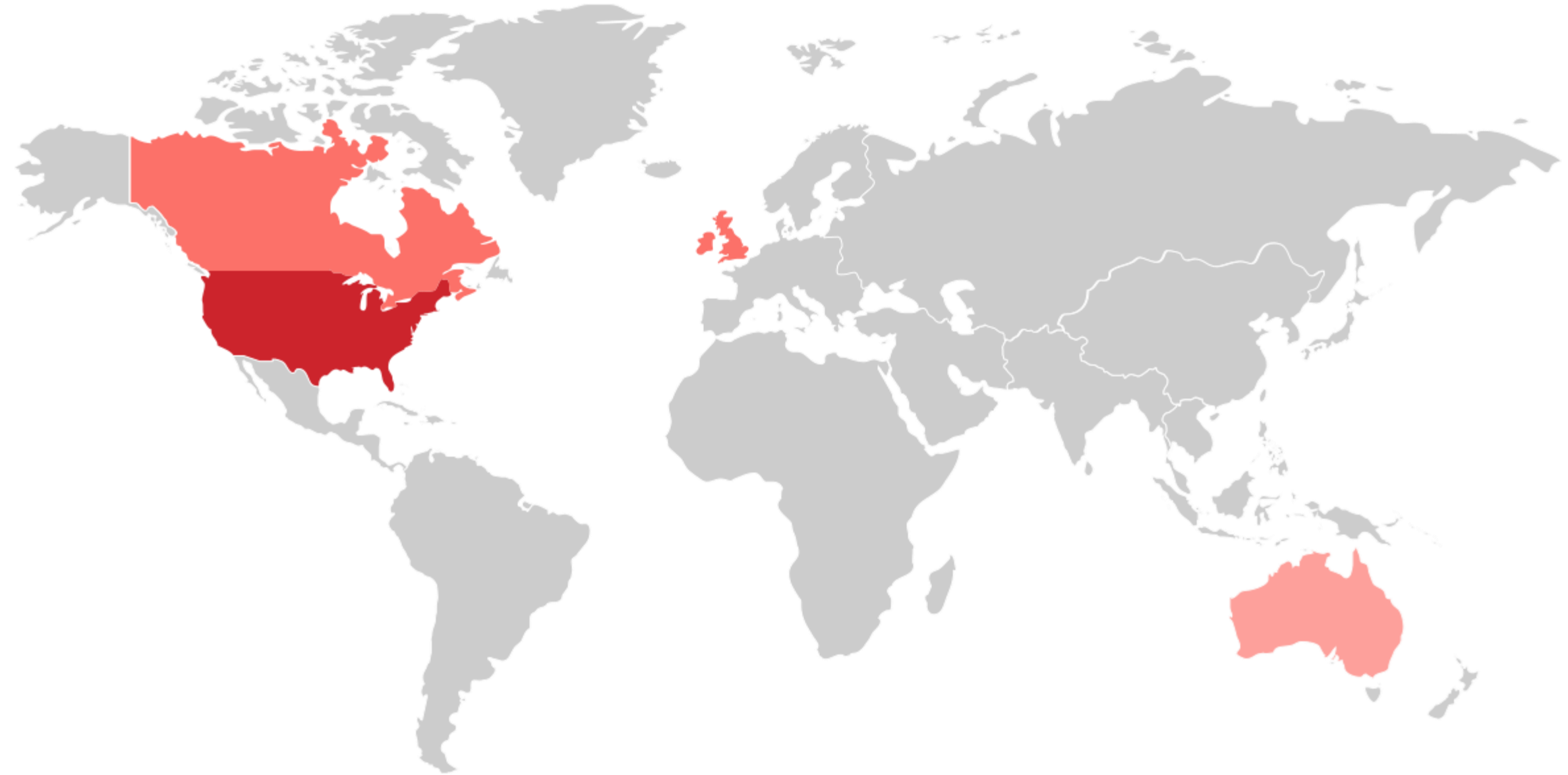
**USA 77%**

**UK 8%**

**Canada 7%**

**Australia 3%**

**Misc. Int. 5%**

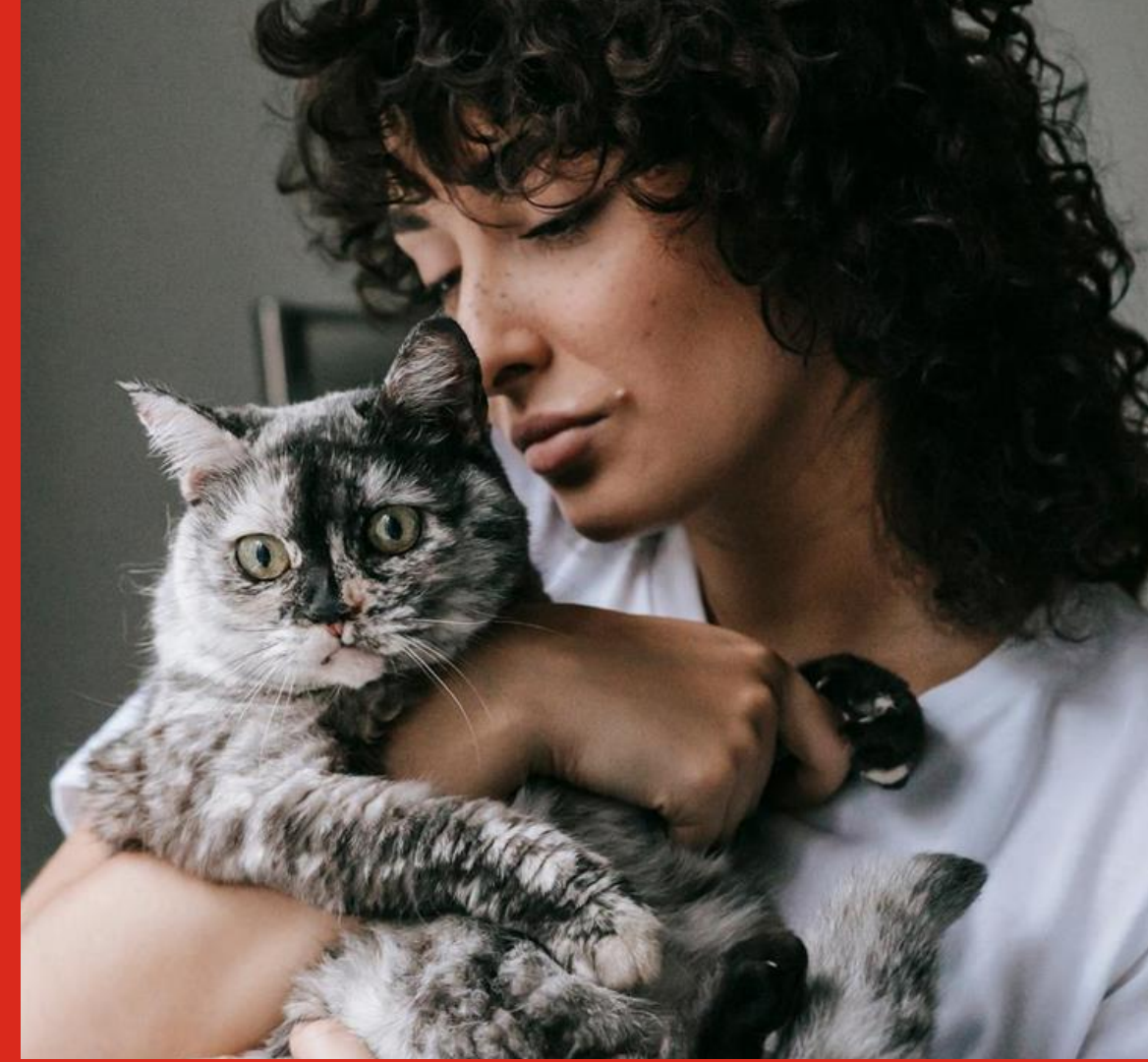




I **DEMOGRAPHIC STATISTICS**

**85%**  
**FEMALE**

**15%**  
**MALE**







Age 45-64

41%



Age 18-44

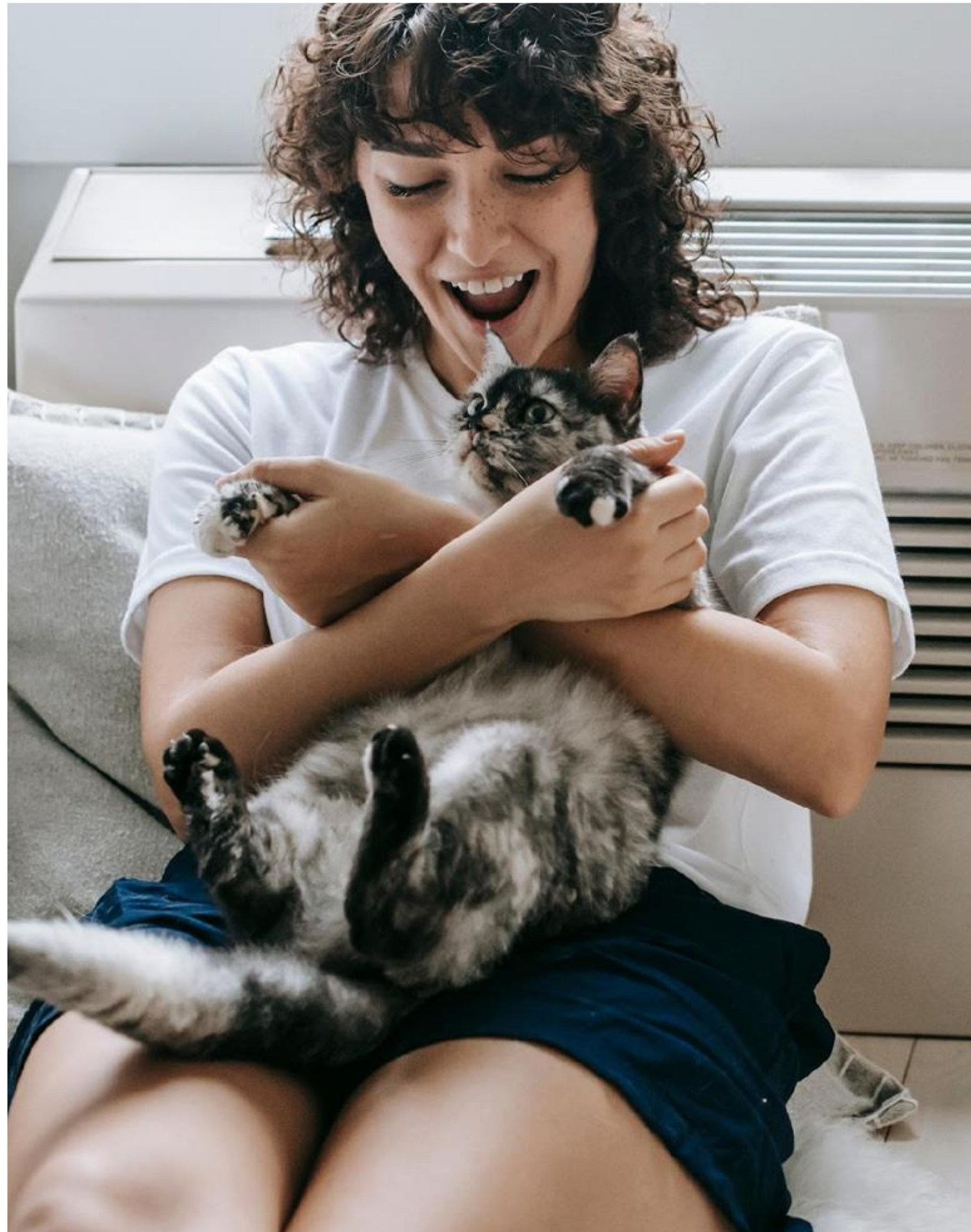
32%



Age 65+

27%





# DEMOGRAPHIC

**60%**

Attended College

**20%**

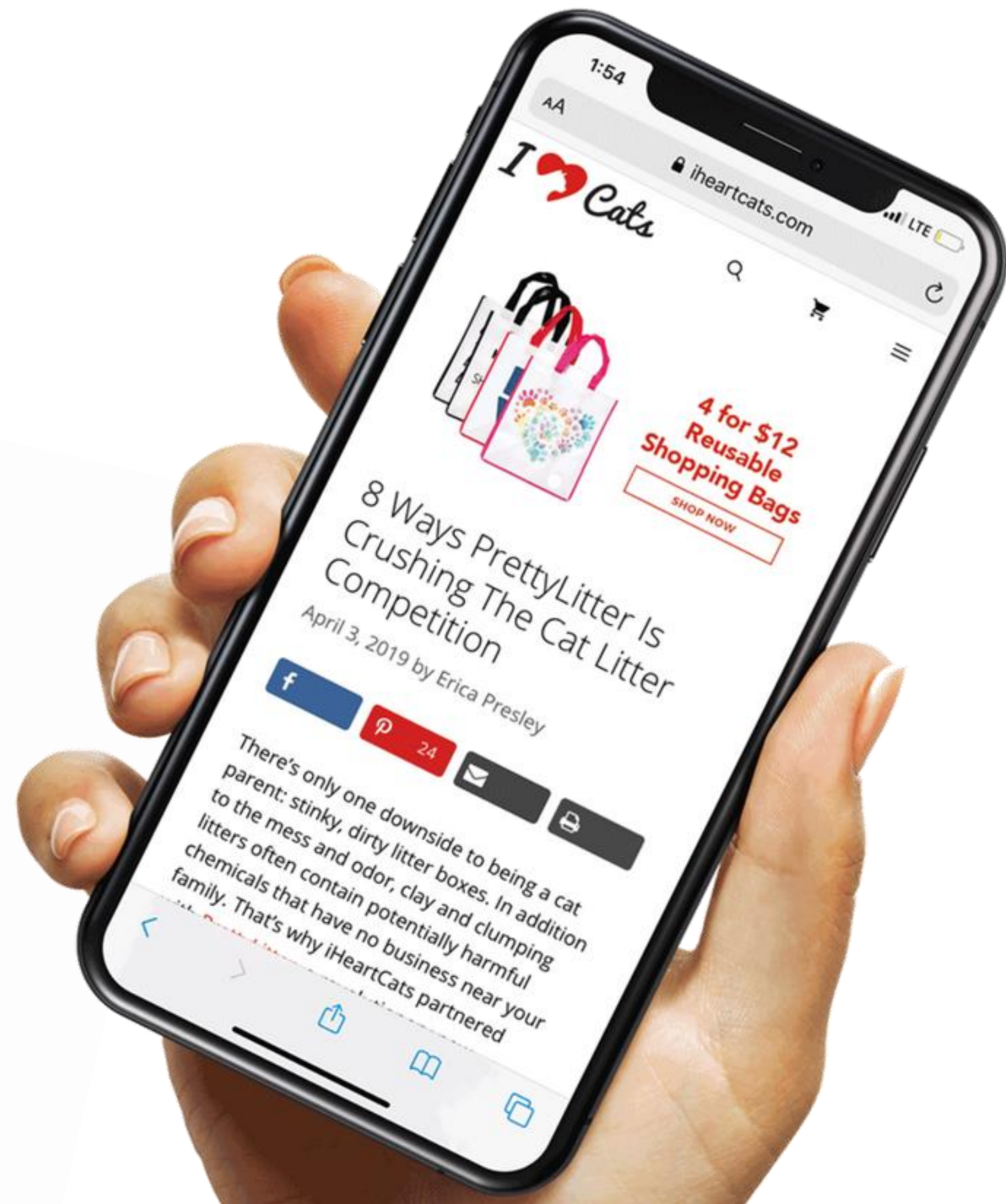
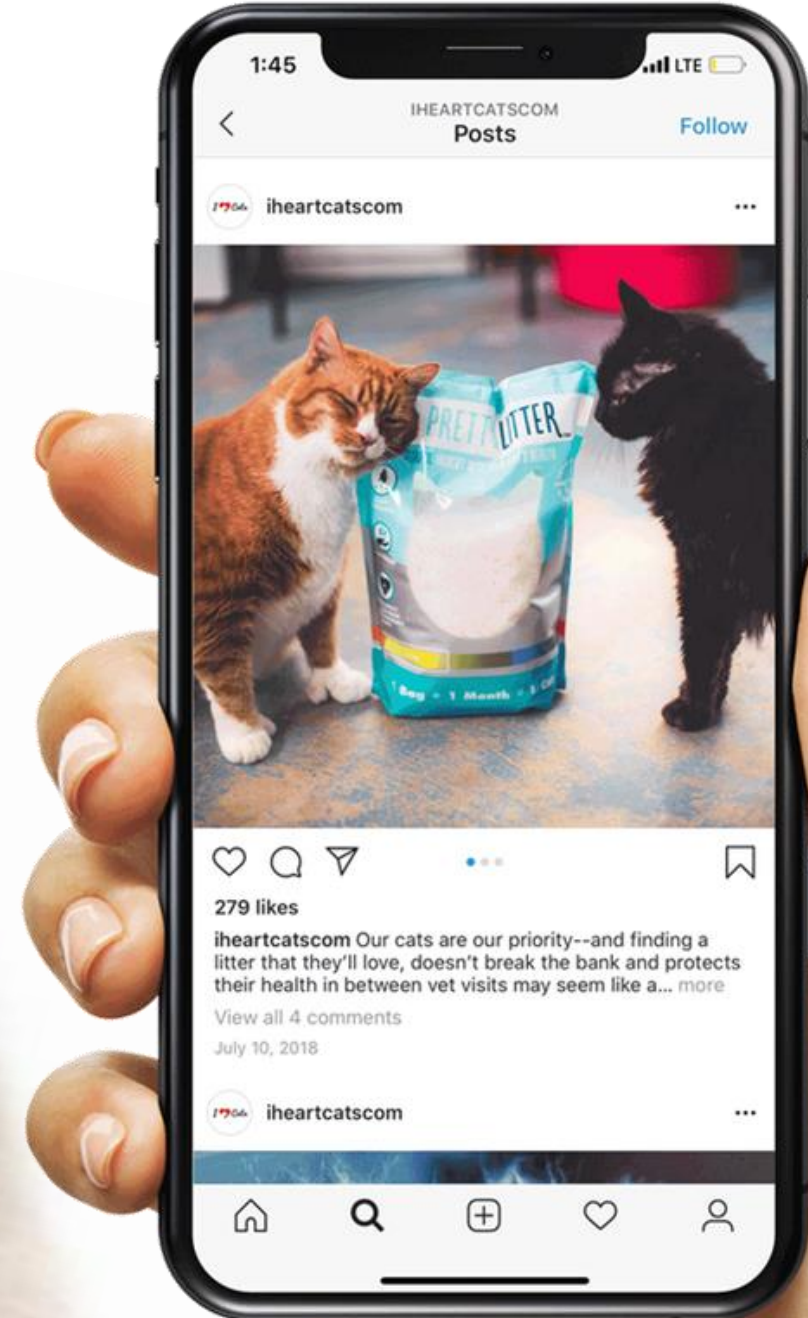
Attended Grad School

**\$100K-\$150K**

HHI Average



# Media Bundle





**MEDIA BUNDLE**  
**EMAIL OPTIONS**





## I 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



You'd never knowingly feed your cat sawdust. So why is it one of the most common ingredients found in cat food today?

It turns out, many popular brands (even ones labeled healthy or natural) contain powdered cellulose derived from wood pulp, also known as sawdust.

And according to expert veterinarian Dr. Marty Goldstein — named "The Miracle Worker" by Forbes Magazine — ingredients like these could be shortening the lives of millions of cats.

"Knowing many big cat food companies take shortcuts like this makes me sick," Dr. Marty says. "In fact, I have a special nickname for these kinds of ingredients at my clinic: Cat Health Destroyers."

After discovering how devastating filler ingredients can be to your cat's health and lifespan, he created a **free video** report to show cat parents exactly which foods to avoid.

[Click Here To Watch The Free Video](#)

"Many people don't know this, but problems like weight gain, a greasy coat or dandruff, messy poops, and skittish behavior are not normal cat behaviors. More often than not, they are signs your cat needs your help."

In his video, Dr. Marty also shares the 4 groundbreaking discoveries he's made that helped his own cat Geeter live healthy and happy for 24 long years.

Plus, he reveals the critical foods missing from most American cat diets, and shares the easiest way to add them to your cat's meals.

Surprisingly, even picky eaters love these ingredients. And the results

can be astounding.



*"My cat is more content, calmer, more loving, her skin is fabulous and her fur is silky smooth with no oily look. She has more energy and is playful like she was years ago. She reminds me of the sweet little kitten she used to be."* \*

Now, you can learn Dr. Marty's method and help your cat experience more youthful energy, a silky coat, and essentially turn back the clock for your feline.

Click the button below and learn how you can help your cat live a healthy, full life they deserve:

[Play Video Now](#)

\*All cats are unique. Results can and will vary.





## I Media Bundle

# 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%

**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



## I Media Bundle

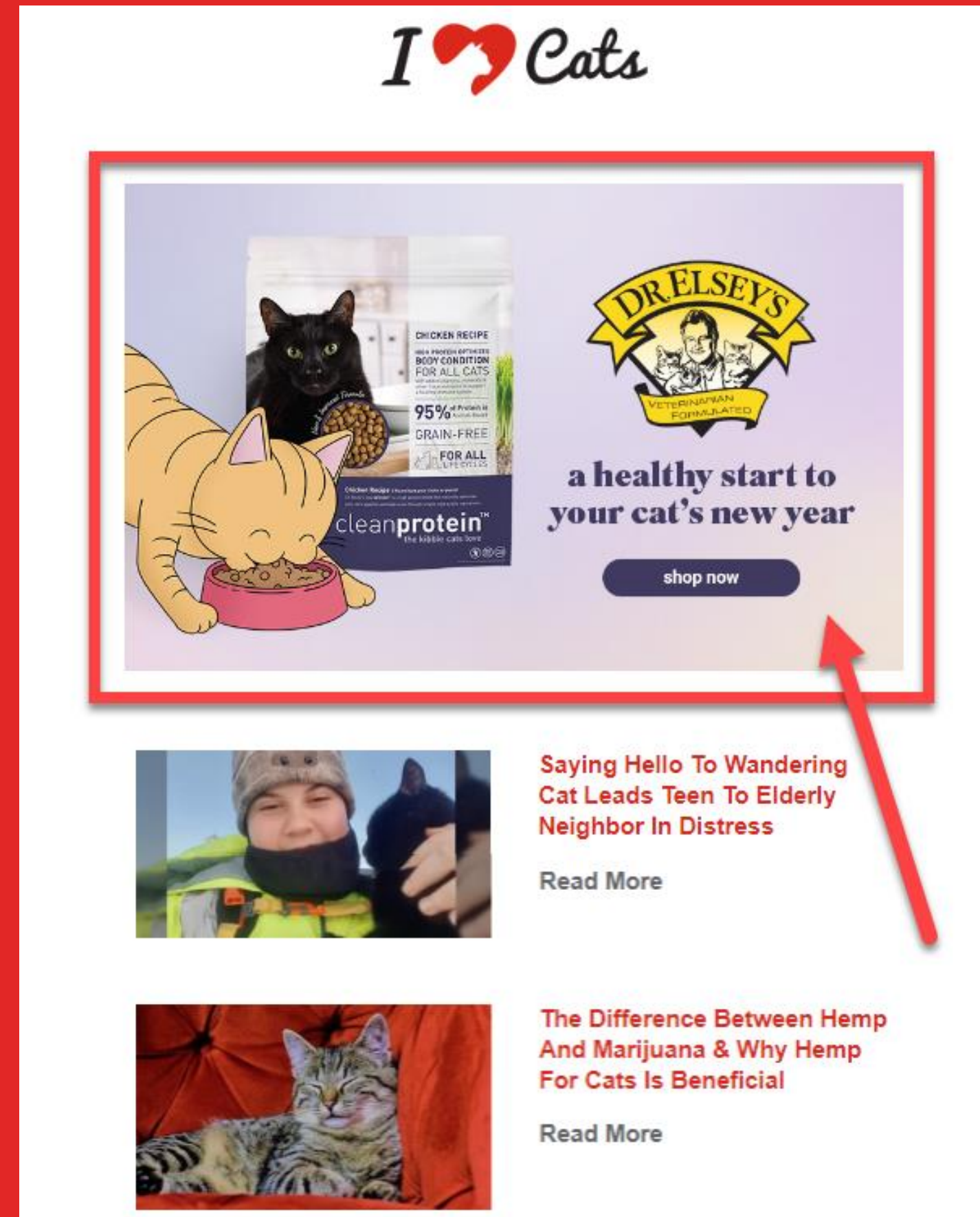
# Newsletter Featured Product

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 Love Cats**

**DR. ELSEY'S**  
VETERINARIAN FORMULATED

**a healthy start to your cat's new year**

[shop now](#)

**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](#)



## I Media Bundle

# 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

I  Cats



**Fecal Matter Found in Home  
with 37 Hoarded Cats**

[Read More](#)



**Revolutionize Your Cat's Care  
With EIs Pet Self-Cleaning  
Litter Boxes**

[Read More](#)





**MEDIA BUNDLE  
CUSTOM CONTENT**





## I Media Bundle

# 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 Organic Blog Post](#)



The screenshot shows a web browser displaying a blog post from iHeartCats. The page features the iHeartCats logo, navigation menus for Shop, Read, Community, and Impact, and a search bar. The main article is titled "Cat Feeding: Scheduled Feeding Time or Free Feeding?" and is dated November 22, 2019, by Molly Weinfurter. It includes social media sharing buttons for Facebook, Pinterest (8 shares), Email (3), and Print. The article text discusses the importance of feeding plans for cats and mentions a partnership with NomNomNow. A section titled "Cat Feeding vs. Dog Feeding" compares the domestication of cats and dogs. A photograph shows a black and white kitten and a mouse in a nest. The article concludes by noting that feral cats still use hunting methods. On the right side of the page, there is a sidebar with a search bar, a subscription form titled "THE ULTIMATE Email for Cat Lovers" with a "SUBSCRIBE FREE" button, 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", and "What To Do When You Have To Leave Your Anxious Cat At Home All Day".



## I Media Bundle

# 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.

## Content Example



A screenshot of the iHeartCats website. At the top, the logo "I ♥ Cats" is visible, along with navigation links for Shop, Read, Community, and Impact. A banner ad for "DINNER WITH ALL THE PURRKS!" featuring a cat wearing sunglasses is displayed. Below the banner, a "PROMOTED CONTENT" label is shown above the article title "Why Does My Kitty Eat Like a Little Piggy?". The article is dated October 1, 2019, and is by "I and love and you". Social sharing icons for Facebook, Pinterest, and Email are present. The article text discusses why cats eat like little piggy and offers tips for managing their appetite. To the right of the article, there is a social media feed for the "I and love and you" page, showing 168,475 likes and a "Shop Now" button. Below the article, a "Promoted Content" section is visible, featuring a video thumbnail and the title "Ready To Start Hating Your Kitty Litter?" by PrettyLitter.

A snippet of promoted content. It features a video thumbnail showing a black cat sitting on a litter box. The text reads: "Ready To Start Hating Your Kitty Litter?" by PrettyLitter. Below the title, it says "Ready To Start Hating Your Kitty Litter?".

A snippet of promoted content. It features a thumbnail image of a cat sitting next to a bag of PrettyLitter. The text reads: "8 Ways PrettyLitter Is Crushing The Cat Litter Competition" by PrettyLitter.



**MEDIA BUNDLE**  
**ONSITE PROMOTIONS**





# Media Bundle 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



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.](#)



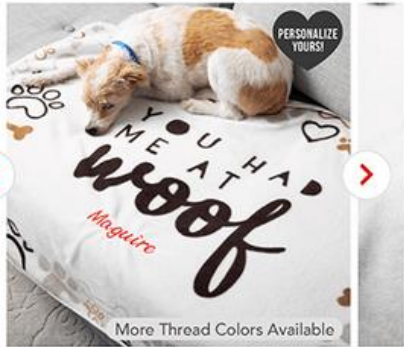
[discover more >](#)

8:24  
iheartdogs.com

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!

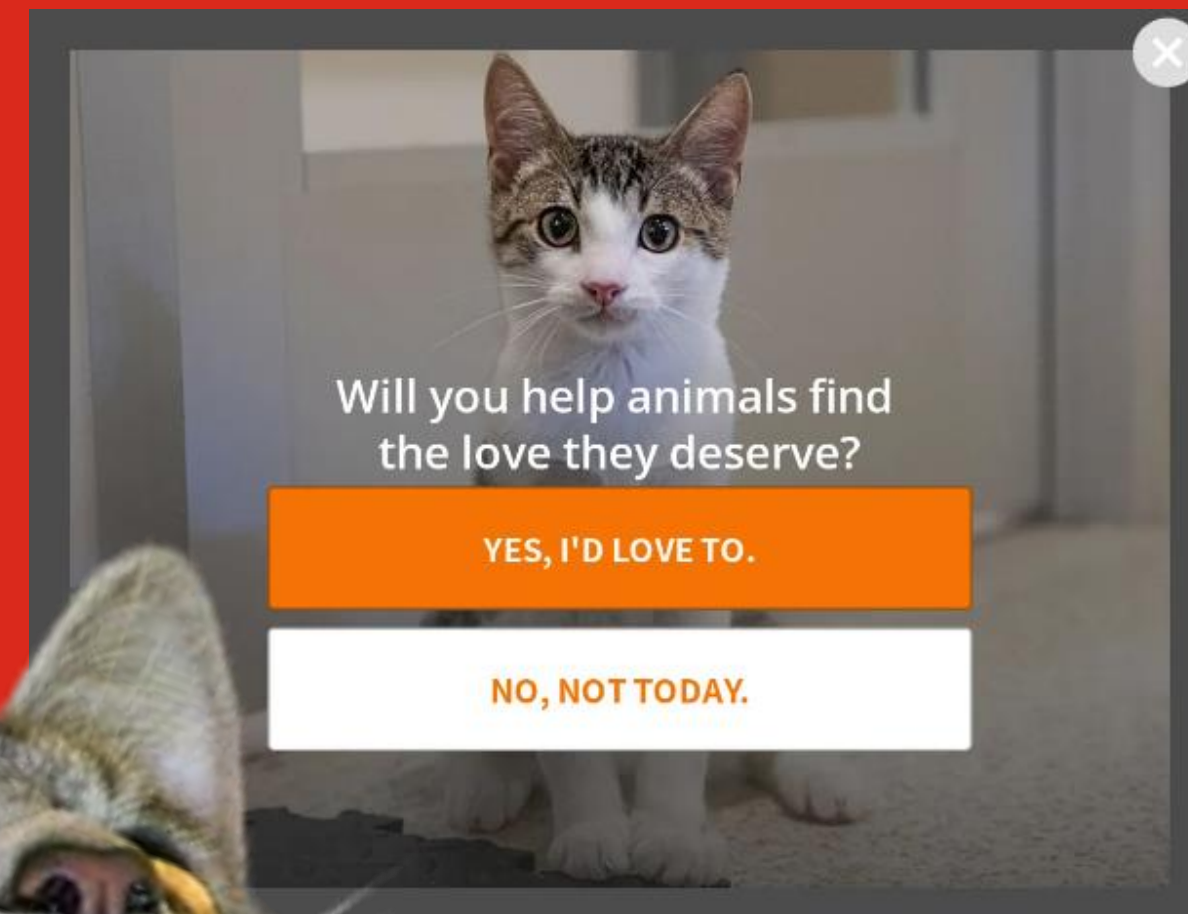
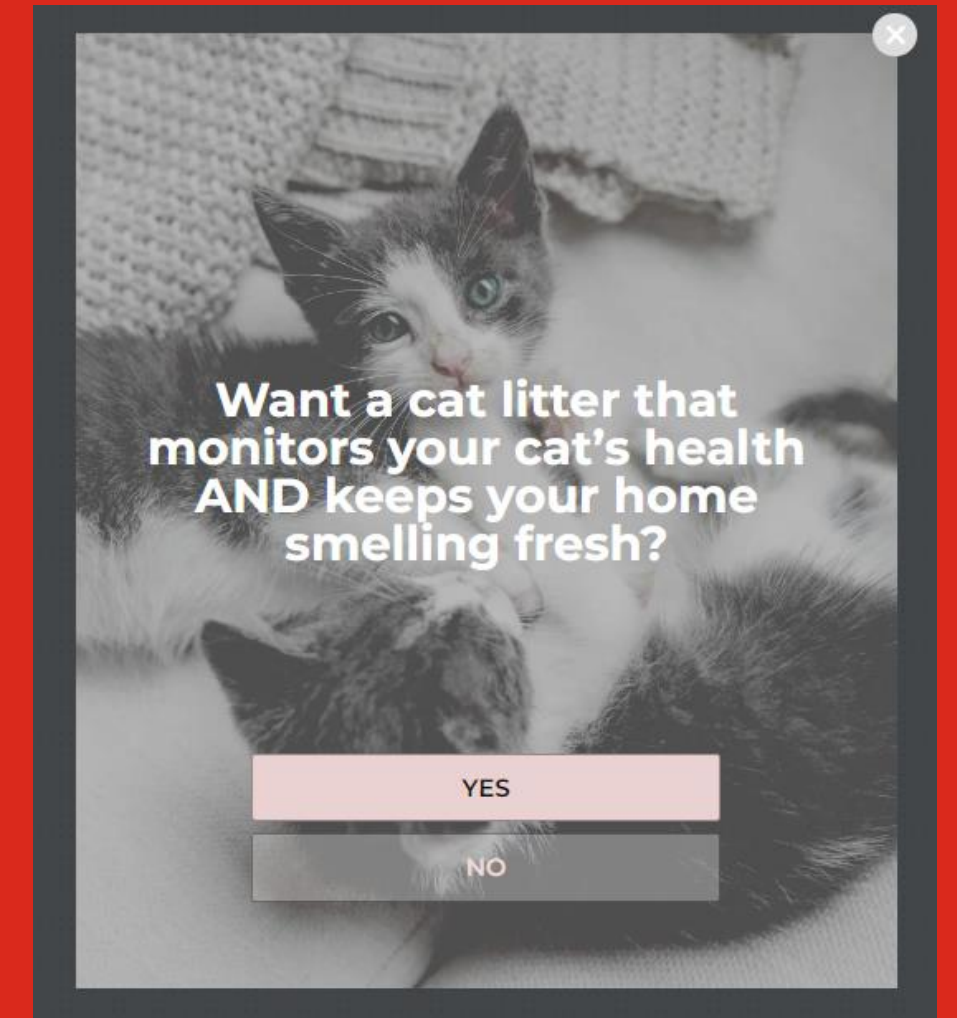
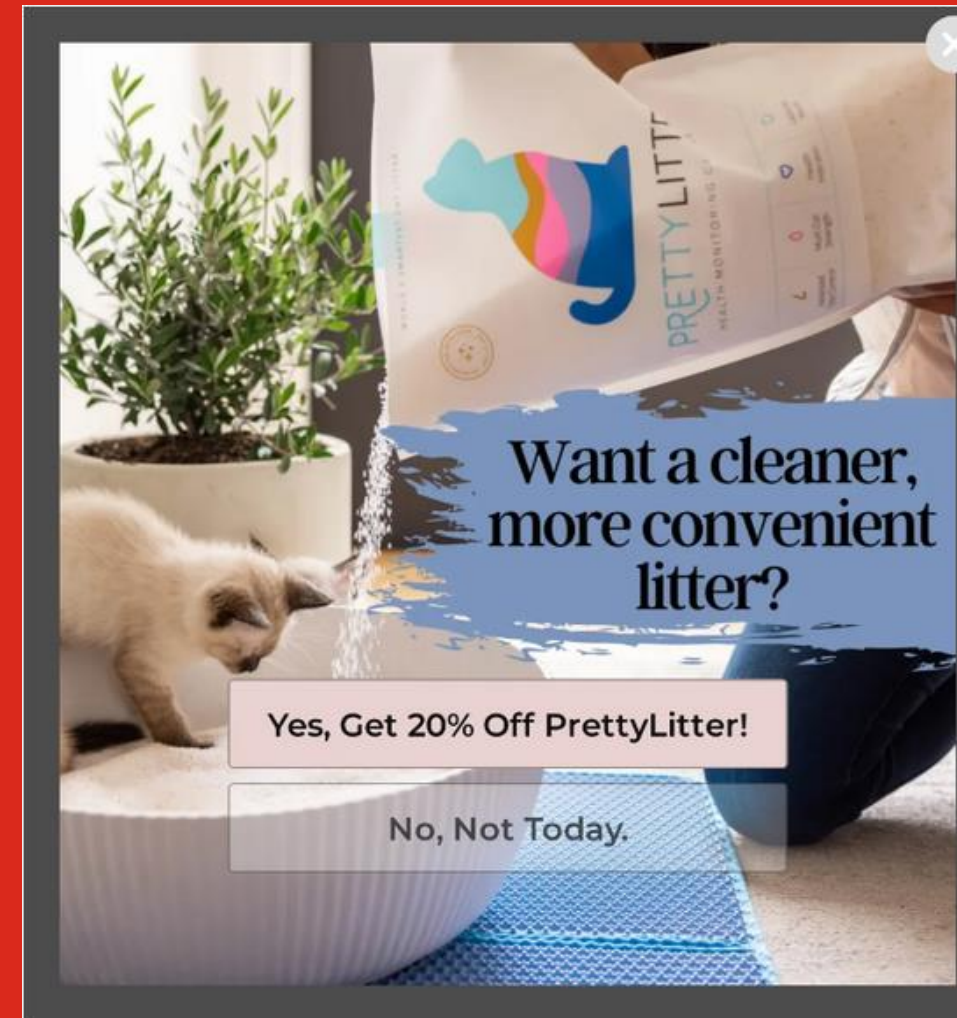


## I Media Bundle

# 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





## I Media Bundle

# 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 viewability
- Native ad serves across all content

### BENCHMARKS

- 0.25- 0.35% CTR

A mobile advertisement for Ollie dog food. The ad is displayed on a smartphone screen. At the top, the time is 9:07 and the battery is at 68%. The ad features a woman smiling next to a French Bulldog, with several boxes of Ollie dog food in front of them. Below the image, the text reads "Ollie Start fresh today for a healthier, happier tomorrow" and "60% Off Your First Box". At the bottom, there is a red circular icon of a person and the URL "iheartdogs.com".

9:07 68

and raw.

ADVERTISEMENT

Ollie

Start fresh today for a healthier, happier tomorrow

60% Off Your First Box

iheartdogs.com



## I Media Bundle

# 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

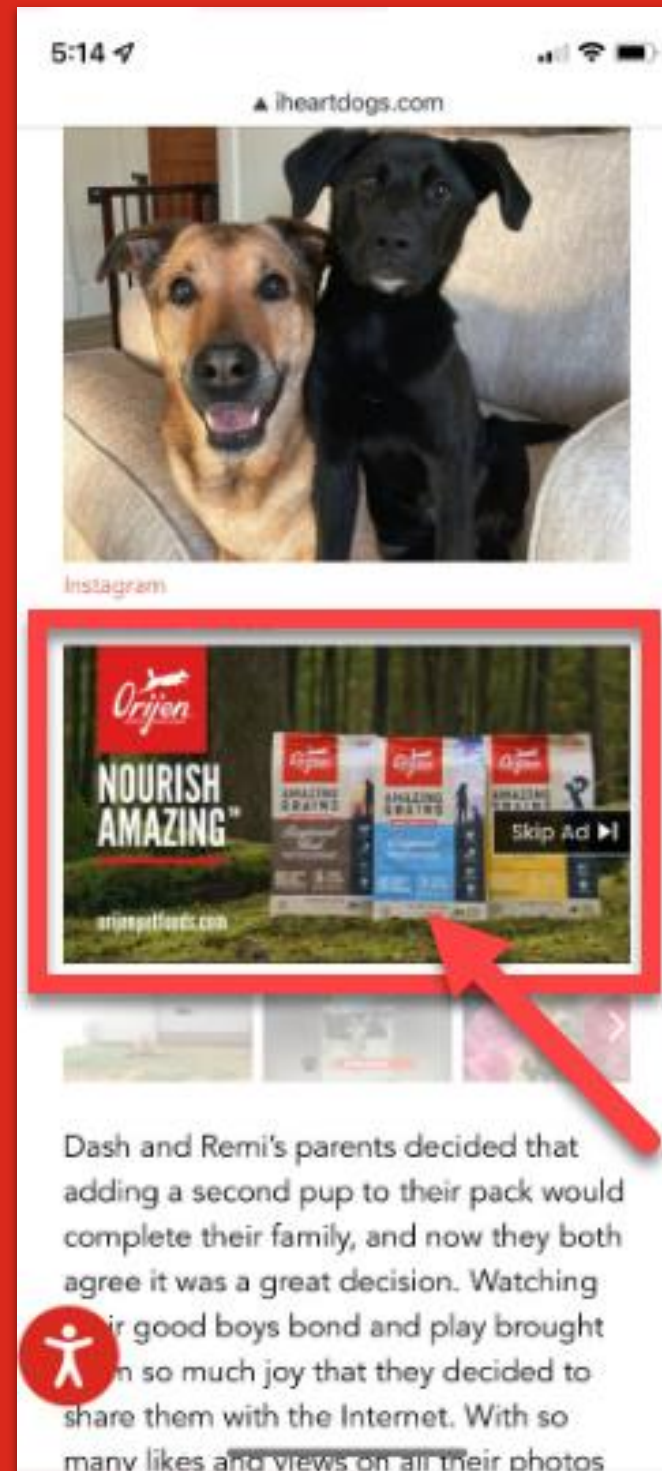


The screenshot shows the iHeartCats website interface. At the top, the logo "I ♥ Cats" is visible, along with navigation links for "Shop", "Read", "Community", and "Impact". A search bar and user profile icon are also present. A prominent banner ad for "PRETTYLITTER" is highlighted with a red border. The banner features the headline "Kitty Litter That Keeps Tabs On Your Cat's Health By Changing Color" and includes images of two cats and a litter box. Below the banner, a news article snippet is visible, starting with "This New Cat Litter Is Changing Lives For Owners And Their Cats!" and attributed to "by Karen Tietjen". The article text discusses the benefits of PrettyLitter for detecting health issues in cats. To the right of the article, there is a newsletter sign-up form titled "THE ULTIMATE Email for Cat Lovers" with a "Subscribe Free" button and an "ENTER EMAIL HERE" field. Below the sign-up form, there are two more article snippets: "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".



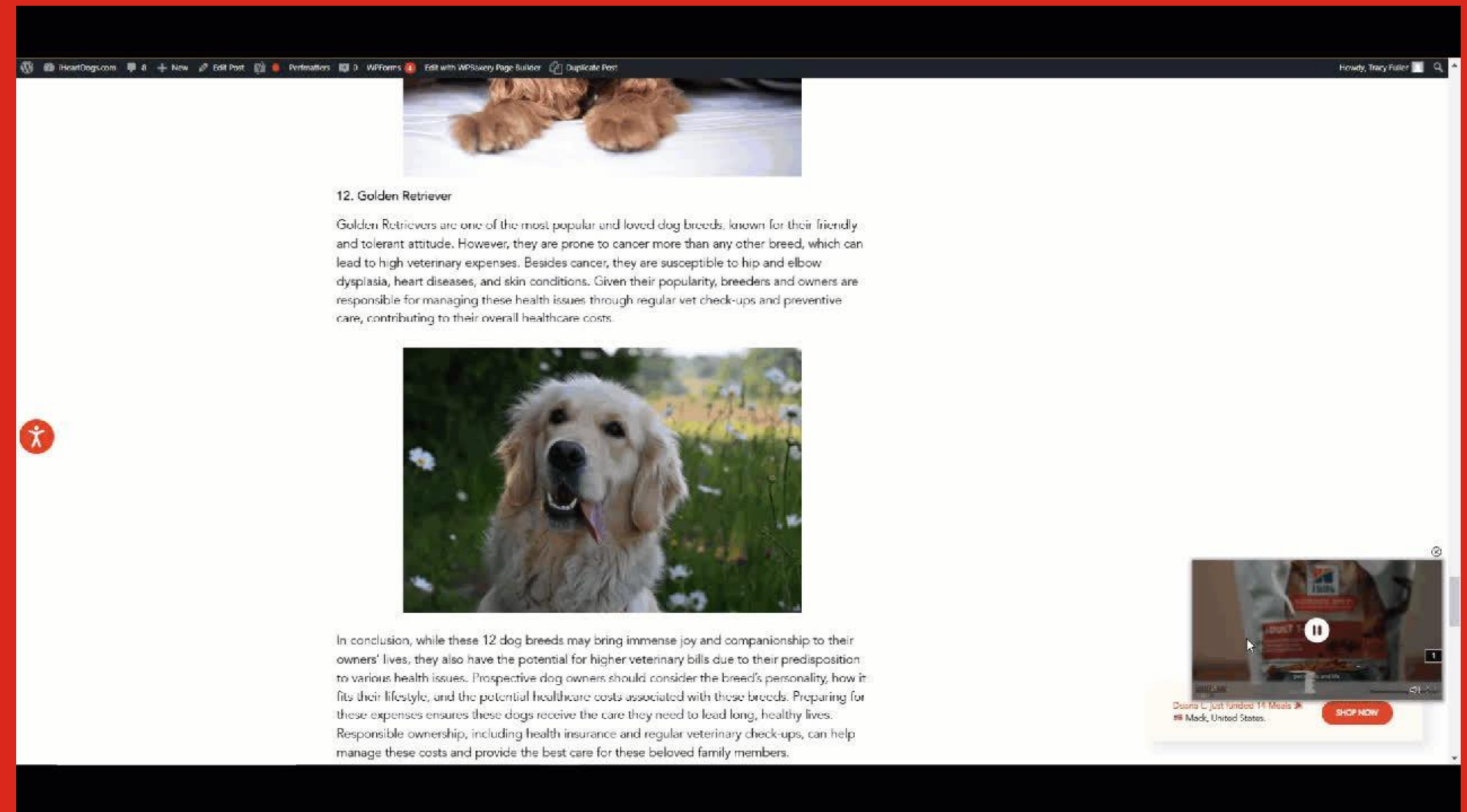
# Pre-roll and mid-roll video content

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%





## I Media Bundle

# Lead Generation Co-Branded Giveaway

- 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



A screenshot of the I Heart Cats website. The main headline reads "You Have A Chance To Win A 3 Month Supply Of Food For Your Feline BFF" by Amber LaRock, dated February 5, 2020. The page features social media sharing buttons for Facebook, Pinterest, Email, and Print. A paragraph of text describes the giveaway: "I and love and you" is back with another incredible giveaway to help you spoil your best furry friend. The text mentions that the giveaway is a free 3-month supply of a food that your cat is sure to love. Below the text is a photo of a long-haired cat eating from a bowl. A form is visible with a "Enter Giveaway" button and a "press ENTER" instruction. On the right side, there is a search bar and a section titled "THE ULTIMATE Email for Cat Lovers" with a "SUBSCRIBE FREE" button. Below that are several article teasers with images and titles: "CBD Oil for Cats and Dogs: Here's What You Need To Know", "3 Amazing Ways To Honor A Cat That Has Passed Away", and "What To Do When You Have To Leave Your Anxious Cat At Home All Day".



## I Media Bundle

# 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](#)





## I Media Bundle

# 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](#)



Ollie™  
Expand Ad to View Video

Clean, simple meals. Clean, simple serving.  
60% OFF your first box + FREE bowl, scoop and puptainer

FREE  
welcome kit

Claim Now



Ollie™

Clean, simple meals.  
Clean, simple serving.

60% OFF your first box

Claim Now

Collapse Ad

Fresh Thinking  
on Nutrition

Ollie

like Ollie. They have  
four single protein vet



**WAYS TO ENGAGE  
TEXT MESSAGE**





## | Media Bundle

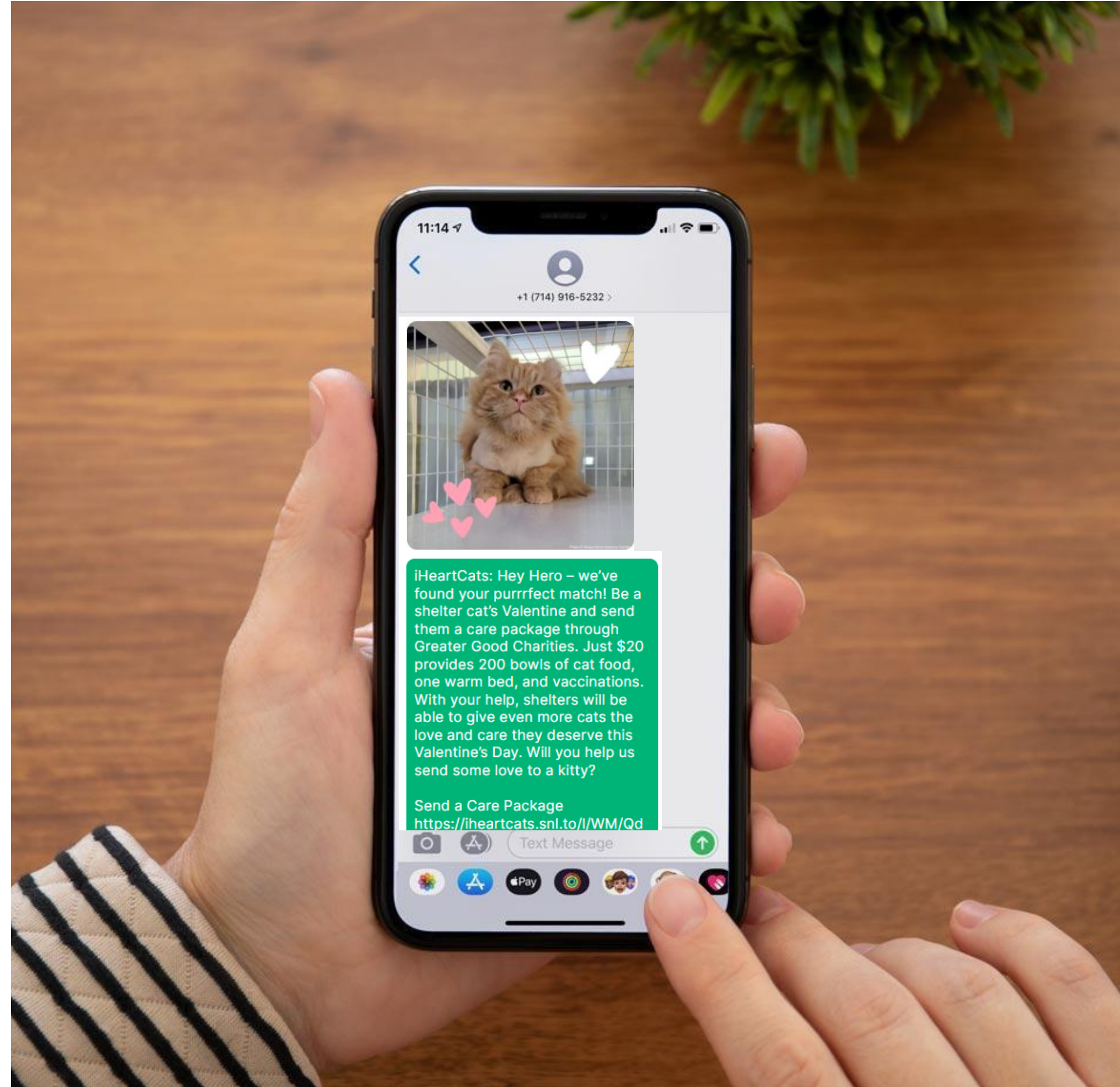
# iHeartCats SMS Text Message

100% SOV SMS Message to 15,000 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





**MEDIA BUNDLE**  
**SOCIAL MEDIA**





## Media Bundle

# Instagram Social Post

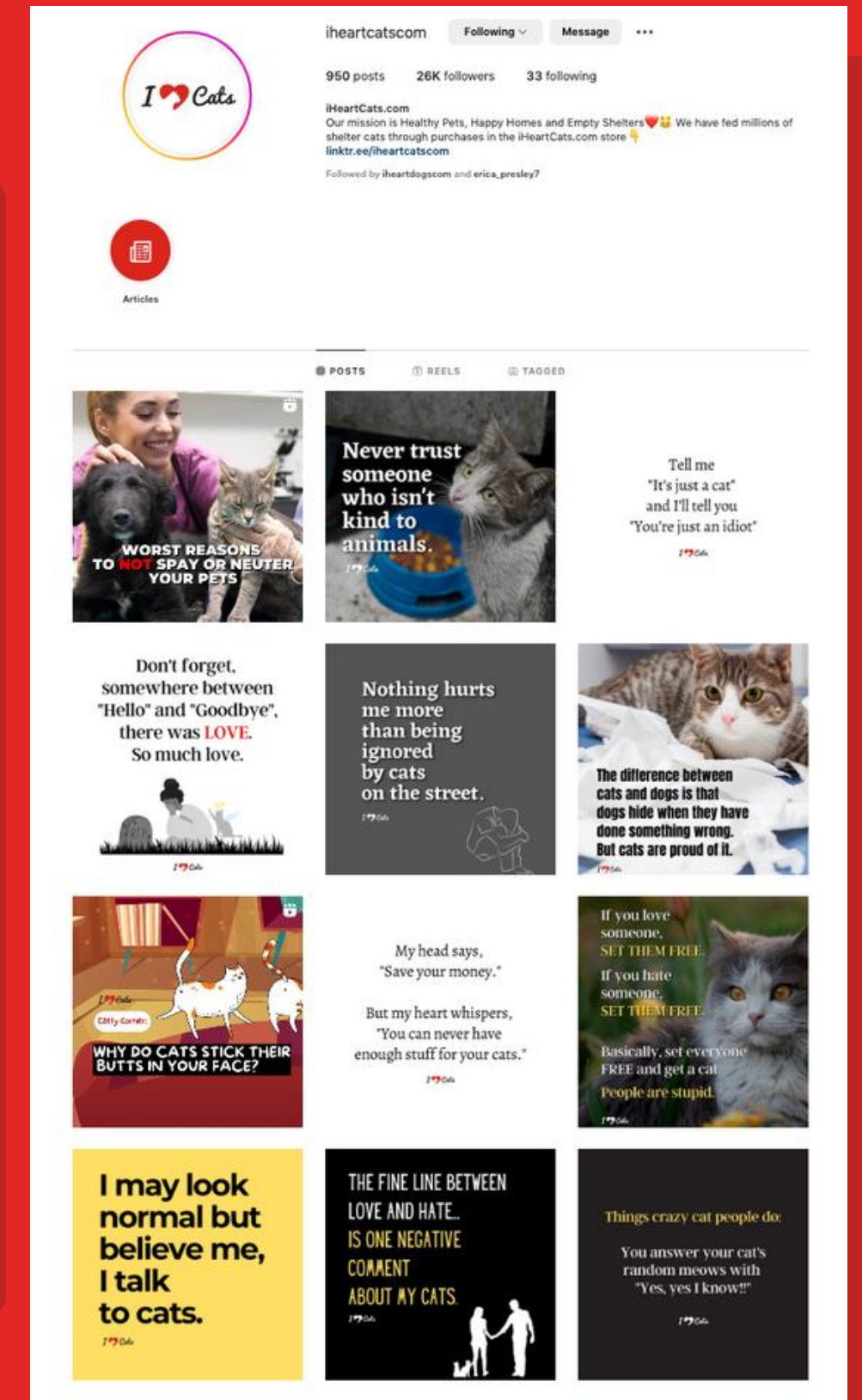
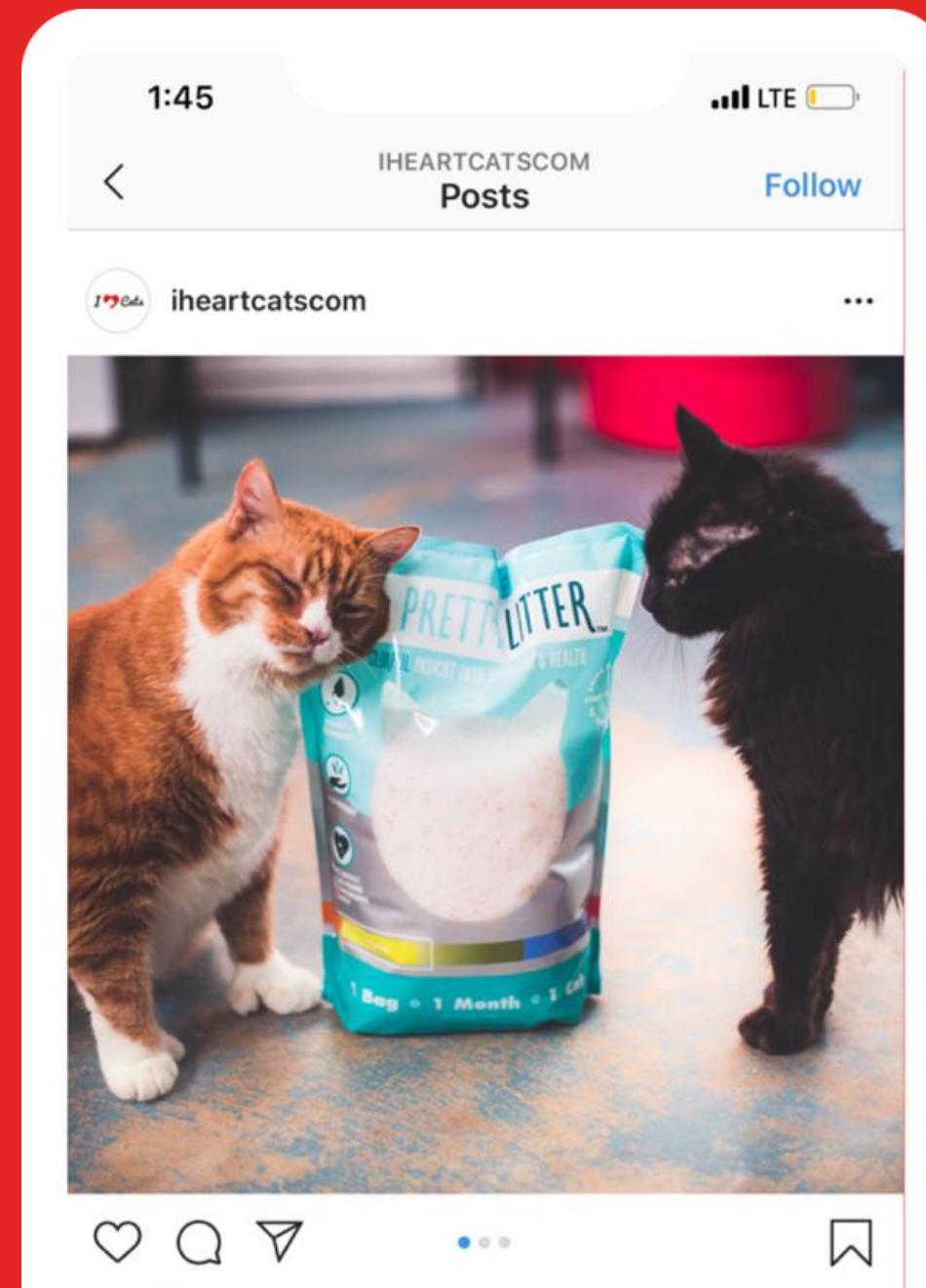
Branded Post to iHeartCats' 105K+ Instagram Followers

- 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





# I Media Bundle

## 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](#)

**iHeartCats.com**  
December 18, 2019 · 🌐

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!



**HEARTCATS.COM**  
**Cat Feeding: Scheduled Feeding Time or Free Feeding?**  
Feeding our cats is an important part of their daily care, however, the way...

<b>42,894</b> People Reached	<b>2,819</b> Engagements
---------------------------------	-----------------------------

👍❤️😂 443      84 Comments 43 Shares

👍 Like      💬 Comment      ➦ Share

### Performance for Your Post

<b>42,894</b> People Reached		
<b>642</b> Reactions, Comments & Shares ⓘ		
<b>398</b> Like	<b>393</b> On Post	<b>5</b> On Shares
<b>56</b> Love	<b>56</b> On Post	<b>0</b> On Shares
<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
<b>2</b> Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>2</b> Sad	<b>2</b> On Post	<b>0</b> On Shares
<b>139</b> Comments	<b>125</b> On Post	<b>14</b> On Shares
<b>43</b> Shares	<b>43</b> On Post	<b>0</b> On Shares
<b>2,177</b> Post Clicks		
<b>4</b> Photo Views	<b>1,069</b> Link Clicks	<b>1,104</b> Other Clicks ⓘ
<b>NEGATIVE FEEDBACK</b>		
<b>53</b> Hide Post	<b>2</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

Reported stats may be delayed from what appears on posts

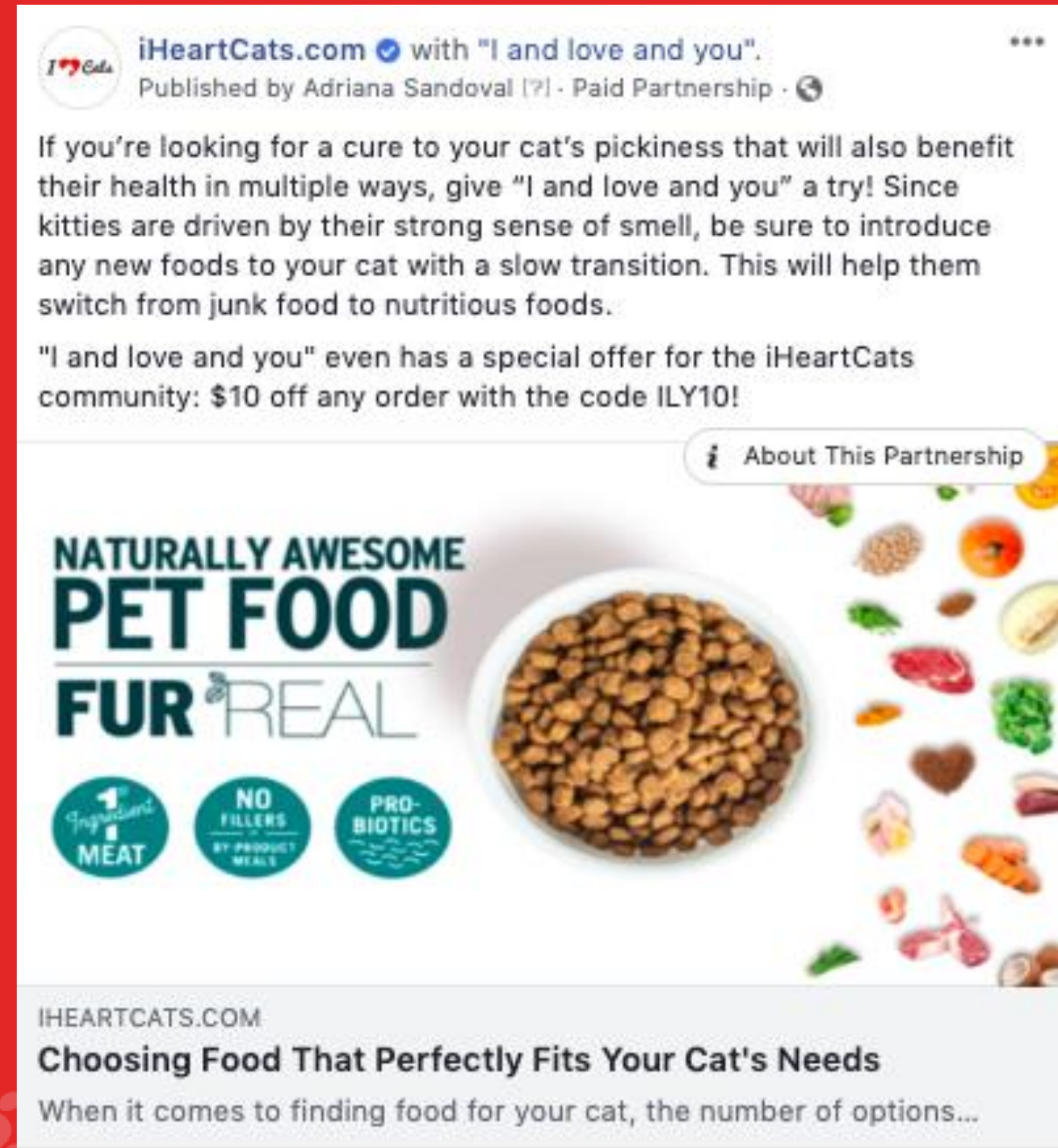


## I Media Bundle

# 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.



The image shows a Facebook post from iHeartCats.com. The post header includes the profile picture, the name 'iHeartCats.com' with a verified badge, and the text 'with "I and love and you"'. Below this, it says 'Published by Adriana Sandoval [?] · Paid Partnership ·'. The main text of the post reads: '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.' Below the text is a promotional offer: '"I and love and you" even has a special offer for the iHeartCats community: \$10 off any order with the code ILY10!'. There is a button that says 'About This Partnership'. The main visual is a white bowl filled with brown kibble, surrounded by various fresh ingredients like salmon, carrots, and green beans. Text overlays on the image include 'NATURALLY AWESOME PET FOOD' and 'FUR REAL'. Three circular icons highlight features: '1 Ingredient MEAT', 'NO FILLERS BY PRODUCT MEALS', and 'PRO-BIOTICS'. At the bottom of the post, it says 'IHEARTCATS.COM' and 'Choosing Food That Perfectly Fits Your Cat's Needs' followed by the text 'When it comes to finding food for your cat, the number of options...'. The background of the entire image is red with white paw prints.



**MEDIA BUNDLE  
PRINT MAIL**





## I Media Bundle

# 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





## Media Bundle

# 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





## I Media Bundle

# 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!!**

CONTACT:

**ERICA PRESLEY**

**[Erica@homelifemedia.com](mailto:Erica@homelifemedia.com)**

**SANTIAGO DUQUE RAMIREZ**

**[Santiago@homelifemedia.com](mailto:Santiago@homelifemedia.com)**