PETS MAGAZINE

For people who care deeply about animals



FOR ADVERTISERS AND PARTNERS

Media Kit

2027

Your guide to reaching a high-engagement pet-owning audience

24,000+
monthly readers

66%
ABC1 audience

44%
international readership

Book a placement: editor@petsmag.co.uk →

www.petsmag.co.uk

WHO WE ARE

About Pets Magazine

Pets Magazine is the world's Number 1 ranked pet magazine, recognised for four consecutive years by leading media platform FeedSpot.

Featured on global digital newsstand PressReader since 2024, our reach extends well beyond the UK, connecting brands with an international audience of passionate pet owners.

We are a digital-first lifestyle title for modern pet parents, covering health, behaviour, welfare, products and the people who shape the animal world.

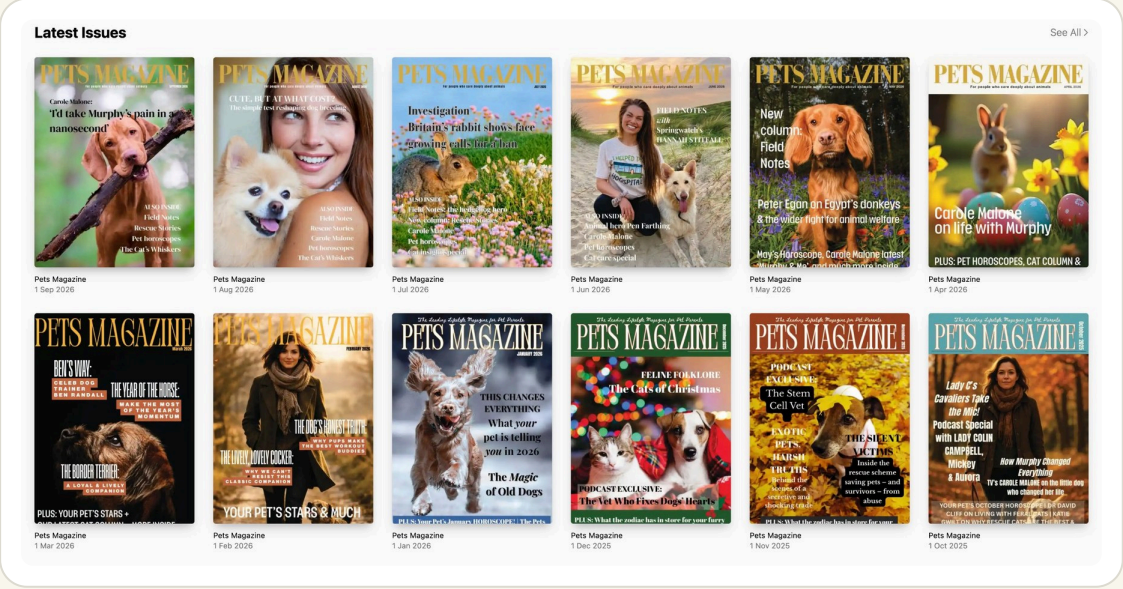
Our readers are engaged, emotionally invested in their pets, and willing to spend on quality products, expert advice and premium services.

Fact box

Monthly readers	**24,000+**
Average time on site	**3.6 mins**
Average reader age	**43**
ABC1 audience	**66%**
UK readers	**56%**
US and global readers	**44%**

> *We really appreciate the friendly and supportive team at Pets Magazine. It's been great to reach pet owners through a publication that shares our passion for animal welfare.*
>
> Marketing Executive, Petcover

TWELVE MONTHS. TWELVE EDITIONS. ONE DEVOTED AUDIENCE.



Read the latest issue on PressReader

THE OPPORTUNITY

Why partner with Pets Magazine?

A loyal, purchasing-intent pet audience with international reach.



We're an exciting digital-first lifestyle magazine for pet parents and all pet lovers. Our audience spans dog lovers, cat enthusiasts, horse riders and small pet owners, all passionate about enhancing their pets' lives.

Whether you're looking to promote products, services or a brand, we offer tailored solutions to connect you with a highly engaged, pet-loving community.

We can offer

- A loyal, pet-focused audience with strong purchasing intent
- A long-form content environment - not disposable social media
- International exposure via PressReader
- High editorial credibility and an established industry reputation
- Website features that keep working long after they publish
- Flexible, collaborative campaigns tailored to your goals

> *Working with Pets Magazine has been refreshingly straightforward. Marie takes the time to understand the brand rather than just selling us space, and the features feel like a genuine collaboration. It's rare to find a publication that works that way.*
>
> **Green & Wild's**

ADVERTISING & PARTNERSHIP OPPORTUNITIES

Rates for 2027

NEW RATES EFFECTIVE
25 October 2026

Quality placements, trusted editorial environments and campaigns designed to deliver lasting value.

Individual placements

Collaborative Brand Feature — WEBSITE ONLY — £195

Sponsored content, clearly labelled and published permanently on petsmag.co.uk with a link to your website. You supply the copy and images; we edit and publish. Not included in the monthly magazine.

Add-on: Written for You — + £175

A professionally written, editorial-quality feature crafted by our editorial team. Can be added to any Collaborative Brand Feature, including within a package.

Full Page Digital Magazine Ad — MONTHLY MAGAZINE — £175

A full-page advertisement in one issue of the monthly digital magazine, for brand authority and high-impact visibility.

Brand packages

MOST POPULAR

Amplify Package — £325

- Collaborative Brand Feature
- Full Page Digital Magazine Ad
- Two social media posts

Save £45 on the two paid placements, with social promotion included

Launch Package — £195

- Collaborative Brand Feature
- One social media post
- The ideal first step for new partners

Social promotion included free

Ready to book?

All rates are per placement. Bespoke campaign partnerships available on request.

editor@petsmag.co.uk →

Registered charities, rescues and good causes receive 10% off every placement and package. See page 5.

BECAUSE WELFARE COMES FIRST

Supporting Good Causes

Championing the charities, rescues and not-for-profits who do the work that matters.

Animal welfare is at the heart of everything Pets Magazine publishes. We have told rescue and welfare stories from across the UK and around the world - and our editor founded a national wildlife conservation campaign. When good causes speak, we believe audiences should hear them.

If you are a registered charity, rescue, CIC, community project or other not-for-profit, we want to make it easier for you to reach our engaged, compassionate readership.

10% OFF

Every placement and package in this kit

For registered charities, rescues, CICs, community projects and other not-for-profits. Please enquire - we will always do our best to help.

What we can offer good causes

- 10% off every placement and package in this kit
- Sympathetic, editorial-quality storytelling for appeals and campaigns
- Amplification across Pets Magazine social channels
- Priority consideration for podcast and feature coverage
- Guidance from an editorial team with deep animal welfare experience

From international rescue missions to grassroots fundraising appeals, we know how to tell welfare stories with the care they deserve.

To enquire, email us with 'Good Causes' in the subject line

Please include your charity or organisation details and what you would like to achieve.

editor@petsmag.co.uk →

NEXT STEPS

Let's tell your story

Booking a placement is simple - and every campaign is handled personally by our editorial team.

1

Choose

Pick the placement or package that fits your goals - or ask us to recommend one.

2

Email

Contact editor@petsmag.co.uk with your chosen option and any campaign dates in mind.

3

Launch

We confirm availability, timings and specs, then bring your campaign to life.

Ready to book?

Email us with your chosen option and any campaign dates in mind.

editor@petsmag.co.uk →

Good to know

- All rates are per placement. Bespoke campaign partnerships available on request.
- Collaborative Brand Features are sponsored content, published permanently on petsmag.co.uk. They do not appear in the monthly magazine.
- Editorial features require high-resolution images.
- Registered charities and good causes receive 10% off all rates - please enquire.
- All adverts must comply with the ASA Code of Practice.

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We work with brands and causes who value storytelling, trust and meaningful engagement.