

A photograph of a person from behind, wearing a backpack and carrying a small brown dog in a grey and orange pet carrier. The dog is looking forward. The background is a blurred outdoor setting.

BringFido:

2020 media kit

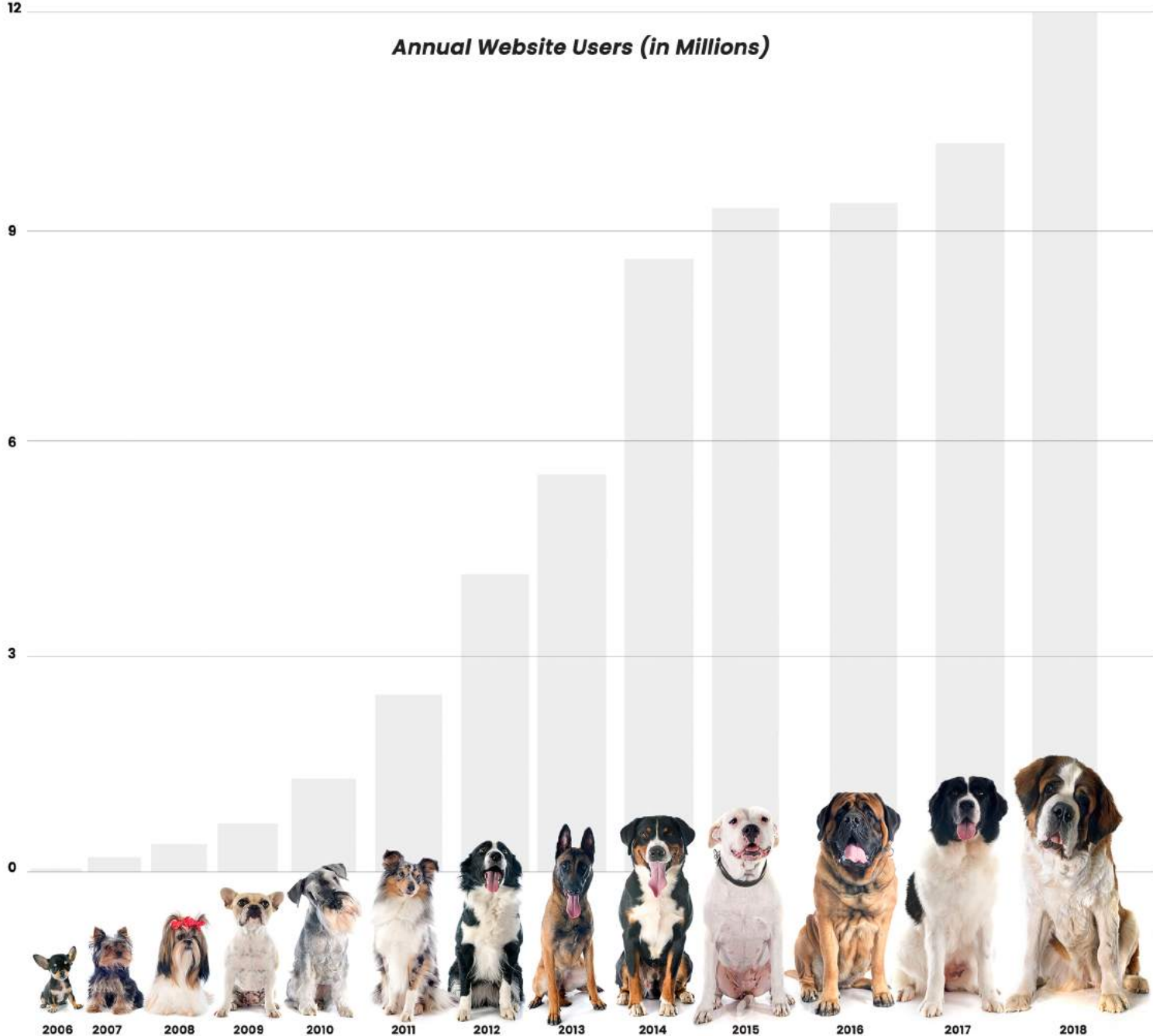
our mission

At BringFido, we believe that dogs deserve a vacation, too! Over the past 13 years, our team has been working hard to sniff out the best places for pet parents to stay, play and eat with their pups. In that time, we've uncovered more than 250,000 hotels, parks, beaches, restaurants and other places that welcome our furry friends. Millions of dog lovers rely on our website and mobile apps to help plan their perfect dog friendly trip, making BringFido the world's largest and most trusted pet travel and lifestyle brand.



BringFido®

Annual Website Users (in Millions)



Since launching in 2006, BringFido has helped more than **50 million people** take their dogs on vacation. Today, 'ruffly' 70% of users visit our website from a mobile device and **90% reside in the United States**. However, we're proud to have active users in **187 countries** around the globe. More than **95% of our customers are dog owners**, but we've also helped pet owners travel with cats, birds, rabbits, rodents, reptiles, horses, and even a tiger. If it's fur, it's family!

demographics



UNIQUE VISITORS
12MM

MALE / FEMALE
36/64

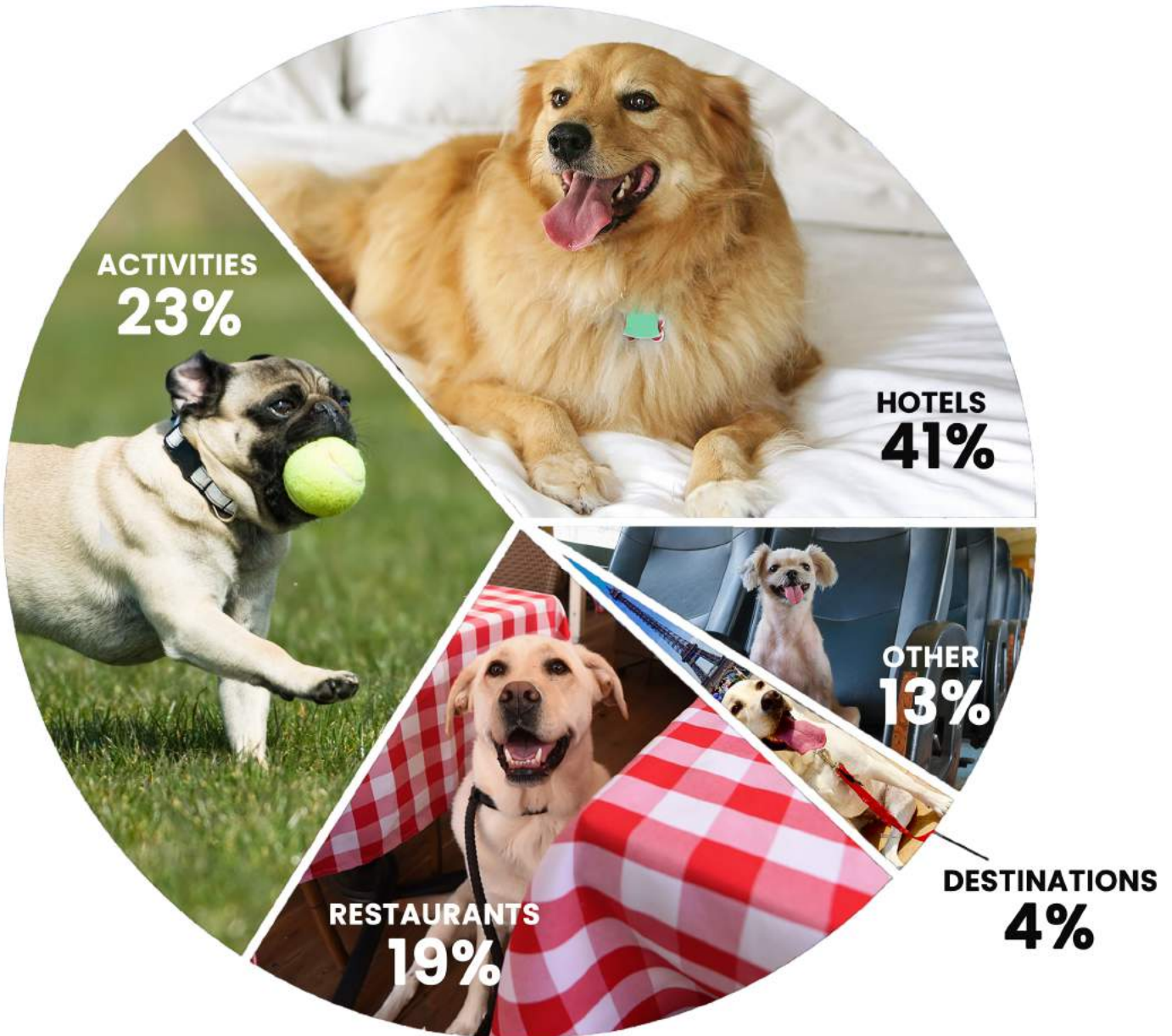
MEDIAN AGE
40

COLLEGE GRADUATE
81

U.S. RESIDENT
90

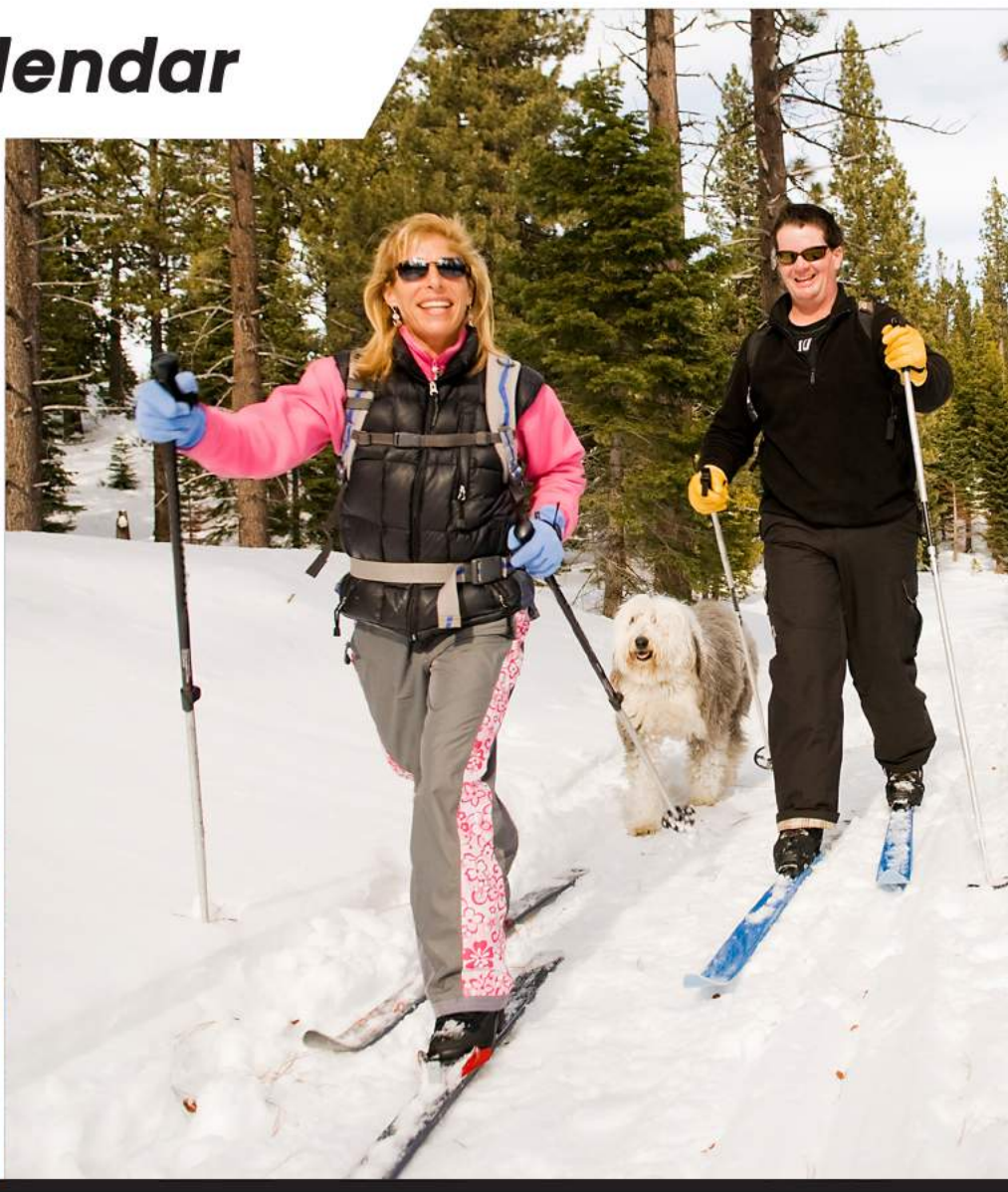
BringFido®

category mix



TOTAL PAGEVIEWS:
50,000,000

editorial calendar



JANUARY

- Healthy New Year's Resolutions for Dogs
- Getting Fit with Fido
- Best Ways to Celebrate Fido's Birthday
- Winter Fun with your Pooch

FEBRUARY

- Puppy Bowl Favorites
- Celebrating Valentine's Day
- Laissez Bon Temps "Rover" (Mardi Gras)
- Treat Your Pet Like a Star on Oscar Night

MARCH

- National Peanut Butter Day
- Luck of the Irish (Setter)
- Dogs Gone Wild (Spring Break Destinations)
- Happy Trails

APRIL

- Camping on the Beach
- Best Ways to Spend a Tax Refund Check
- Earth Day Products & Activities
- Best Yappy Hours Worldwide

MAY

- Dog Friendly Botanical Gardens
- Celebrating Dog Moms
- Dog Friendly Craft Breweries
- Budget Friendly Vacations

JUNE

- Pride Week for Dogs
- Treating Dog Dads
- Pet Friendly Wedding Venues
- Water Dogs

JULY

- Fourth of July with(out) a Bang
- RV'ing with Pets
- National Ice Cream Day
- Cycling with Dogs

AUGUST

- How to Surf with Fido
- Exploring the Wild West
- Navigating National Parks
- Tailgating in the South

SEPTEMBER

- Bring Home the Bacon
- Best Off-Season Beaches
- Dog Friendly Orchards & Vineyards
- More Farm Adventures with Fido

OCTOBER

- Pug Friendly Pub Crawls
- Hayrides and Pumpkin Patches
- All Aboard! Dog Friendly Trains
- Howl-o-Weenie

NOVEMBER

- Teaching Old Dogs New Tricks
- Dog Friendly Museums
- Business Travel with a Dog
- Hold the Turkey (Thanksgiving)

DECEMBER

- Pet Friendly Christmas Vacations
- Dear Santa Paws (Best Stocking Stuffers)
- Dog Friendly Parades & Markets
- Year-End Donations for Animals

work with us

When companies market their products and services with BringFido, they're supporting the growth of a resource that promotes safe pet travel and healthy pet lifestyles. If your consumer brand strategies align with our belief that "dogs deserve a vacation, too!", we'd love to talk about mission-driven sponsorships.



BringFido:

advertising

We offer **multi-platform sponsorship packages** that showcase advertisers and create engaging experiences for our pet-loving consumers.

NATIVE AND BRANDED
CONTENT SOLUTIONS

EMAIL MARKETING

DISPLAY ADVERTISING

VIDEO ADS

DATA CAPTURE

PRODUCT SAMPLING

SOCIAL CAMPAIGNS

EVENTS / EXPERIENTIAL

CONTENT LICENSING

CUSTOM RESEARCH

MULTI-PLATFORM
SPONSORSHIP PACKAGES

BringFido®

rate card



NATIVE CONTENT SOLUTIONS

from \$500

EMAIL MARKETING

\$500 to \$10k

DISPLAY ADVERTISING

from \$3 CPM

VIDEO ADS

inquire for rates

DATA CAPTURE

inquire for rates

PRODUCT SAMPLING

inquire for rates

SOCIAL CAMPAIGNS

from \$500

EVENTS / EXPERIENTIAL

inquire for rates

CONTENT LICENSING

starting at \$100k

CUSTOM RESEARCH

inquire for rates

MULTI-PLATFORM SPONSORSHIPS

inquire for rates

BringFido®

contact us

A golden retriever dog is sitting at a wooden desk, looking at a laptop. The dog's tongue is hanging out, and it appears to be looking at the laptop screen. The background shows a bookshelf filled with books.

www.bringfido.com/advertising
advertising@bringfido.com

BringFido®