

# Media Kit

2021-2022



The #1 Pet Podcast & Radio Network - since 2007

Pet Life Radio is the largest and #1 award-winning pet podcast & radio network on the planet, featuring over 75 weekly pet-related talk shows hosted by the most well-known pet experts, authors and radio and TV personalities in the world of animals and pets! As a podcast pioneer, Pet Life Radio has been podcasting worldwide since 2007!

Pet Life Radio is available on-demand from the PetLifeRadio.com website, Apple Podcasts, Spotify & over 30 podcast distributors. Our live 24/7 live radio stream is broadcast worldwide to over 250 million subscribers on the PetLifeRadio.com home page as well as iHeartRadio, Audacy, TuneIn Radio, Stitcher Radio, iTunes Radio, Aha Radio, Agogo, Streema, iStream Radio, and ooTunes.

Pet Life Radio won a prestigious Genesis Award from the Humane Society of the United States and is the official radio network of the American Humane Association Hero Dog Awards.

Pet Life Radio has hosted A-list celebrity guests like Jennifer Aniston, Betty White, Amy Schumer, Paris Hilton, Tina Fey, Ed Asner, James Caan, Miranda Lambert, Glenn Close, Christie Brinkley, Kristen Bell & many more!



Pet Life Radio podcasts are enjoyed by over 7 million monthly listeners!

The advantages of advertising in our shows include the fact that just about all listeners to Pet Life Radio are pet parents, hitting the bullseye with your target audience! You're reaching only the people you want to use your product or service!

Advertising on PetLifeRadio, with radio commercials within each show along with companion banner ads across the PetLifeRadio.com website will be great exposure to millions of pet owners and pet lovers worldwide.

Our many talk shows have a global reach with over 7 million listening impressions per month and growing!

- ✓ Pet Rescue
- ✓ Pet Health
- ✓ Training
- ✓ Pet Fashion

- ✓ Pet Culture
- ✓ Pet Products
- ✓ Pet Travel
- ✓ Entertainment

- ✓ Pet Books & Authors
- ✓ Pet Business
- ✓ Working Animals
- ✓ Pet Grooming

Our 24/7 live radio stream broadcasts worldwide to over 250 million subscribers!

Our 7 million+ listeners want to buy your pet product!

## AUDIO ADS

PetLifeRadio is a podcast and live radio network, broadcasting to listeners interested in animals and pets. We offer you professionally produced audio ads (radio commercials), which are placed in all of our programming, or just in specific shows, depending on your choice.

## AWARD-WINNING COPYWRITERS & PRODUCERS

We have award-winning copywriters and commercial producers right here on staff at Pet Life Radio! We will create an awesome 30 or 60 second radio commercial and it will run during the commercial breaks of our shows, and/or you can sponsor an entire show and have your ad run at the beginning, middle and end of a specific show or shows.



# WE'RE IN YOUR CAR!

PET LIFE RADIO ADVERTISING  
IS THE WAY TO GO  
... ON THE GO!

We're on all the streaming apps

iHeartRadio

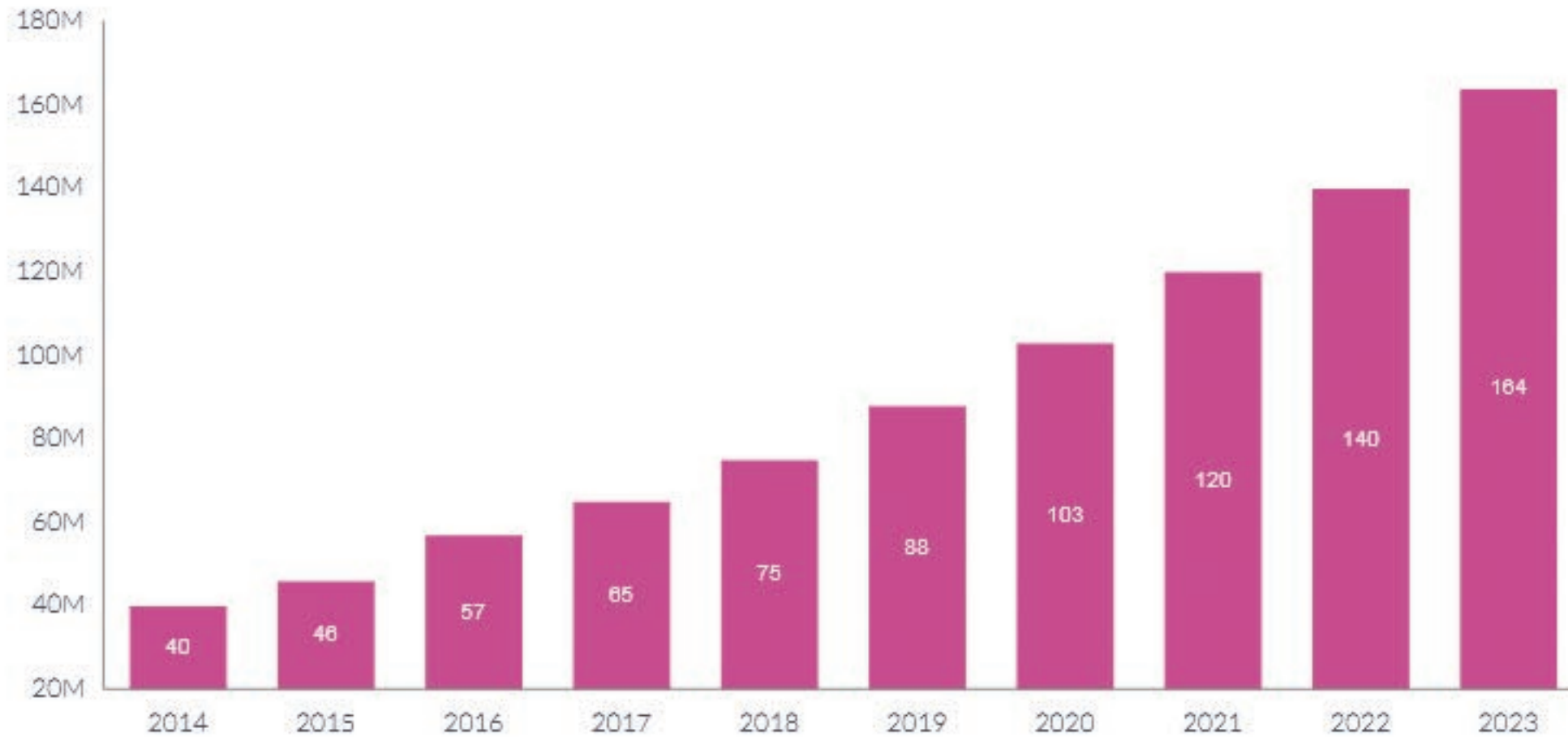
Audacy

TuneIn

Stitcher

Aha

## Podcast Audience Growth Rate

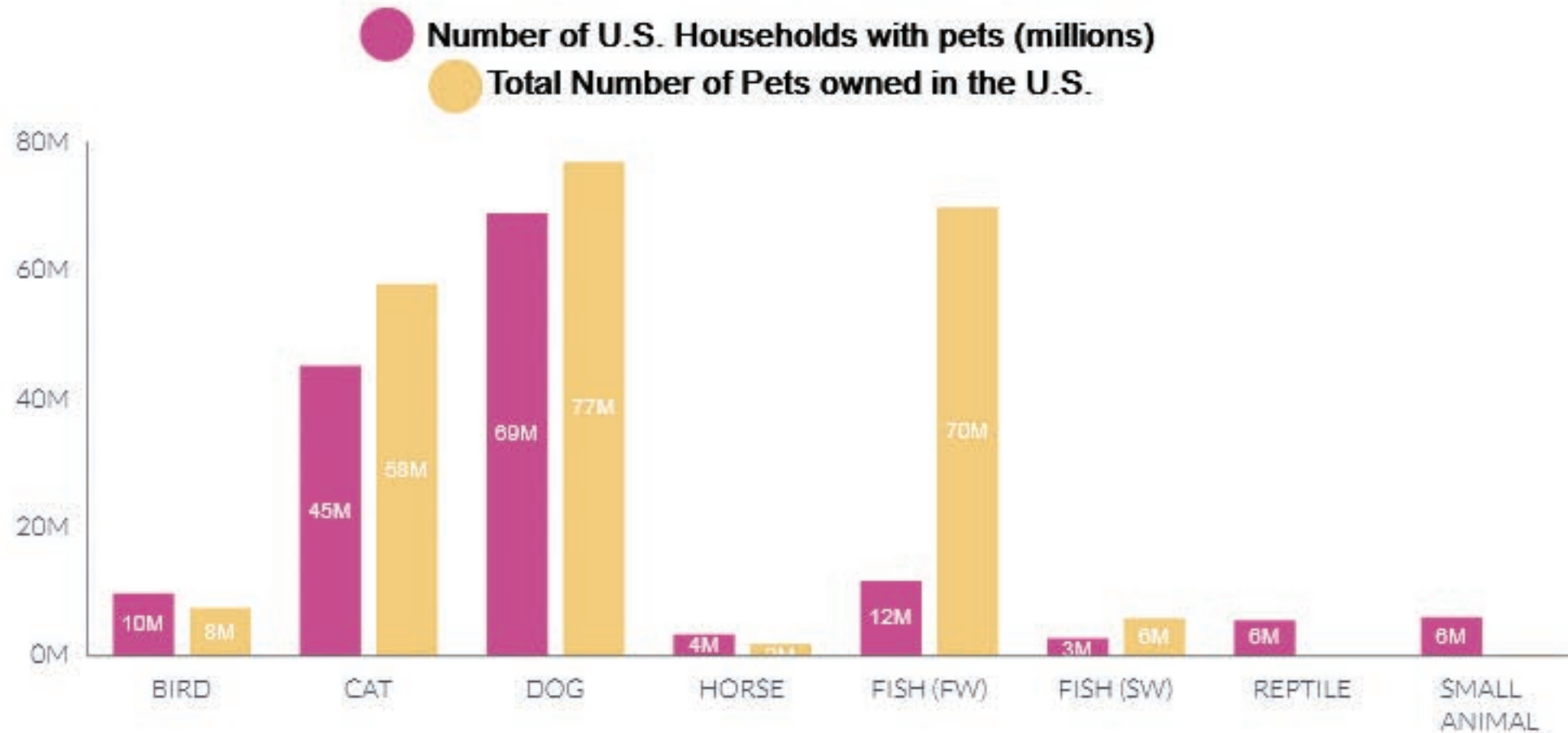


There is no other pet related media that is as large and reaches more pet parents and pet lovers than Pet Life Radio! **None.** Not magazines, not newspapers, not other smaller radio stations or pet radio shows. And much less expensive than TV ads. Next time you're out on the street or on a plane, train or bus, notice how many people have earbuds on and are listening to their smartphones or tablets.



The U.S. podcast audience could double by 2021 - *Nielsen 2020*

## Pet Ownership (APPA 2021-2022)

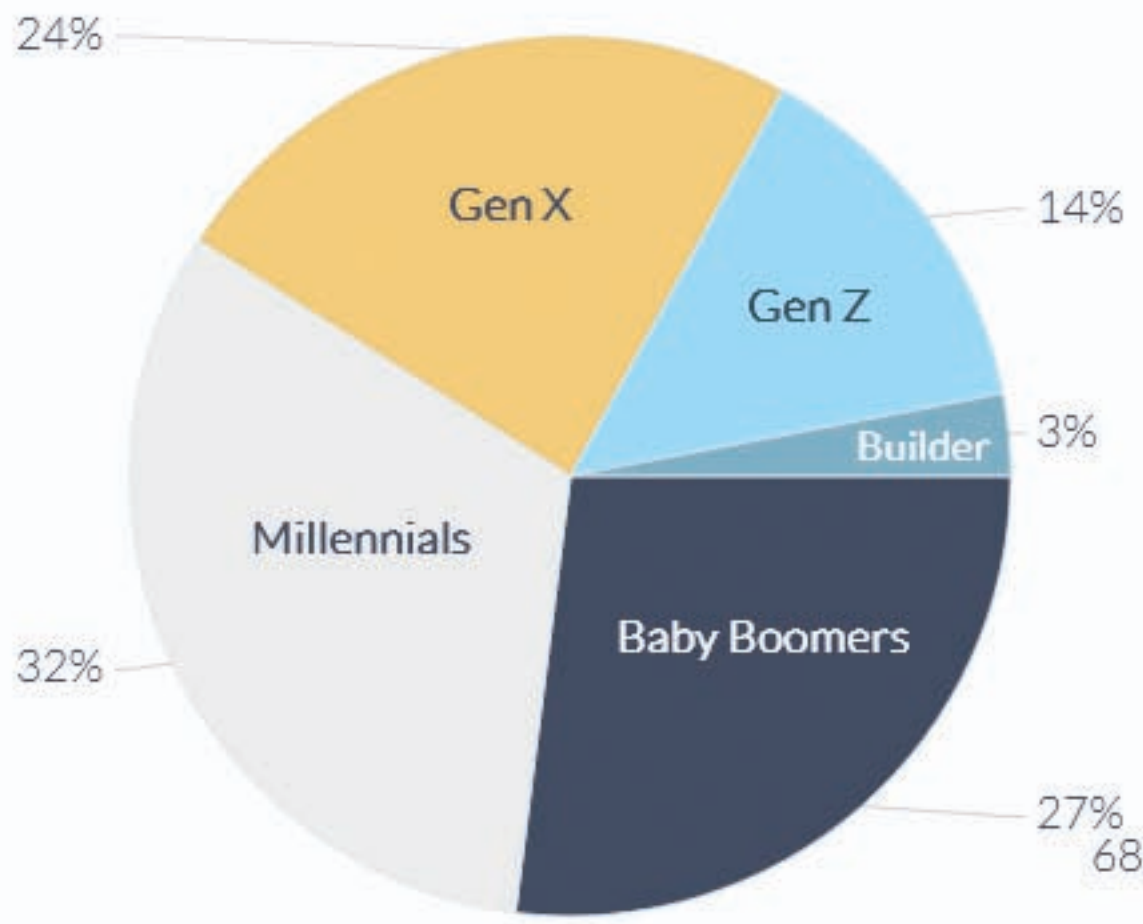


"Want to know the latest trends in carpeted cat furniture? What to do about your dog's strange skin rash? If you really can train a rabbit to walk on a leash? There's probably a show on Pet Life Radio to answer these questions — and just about anything else animal lovers would like to know, 24 hours a day, seven days a week"

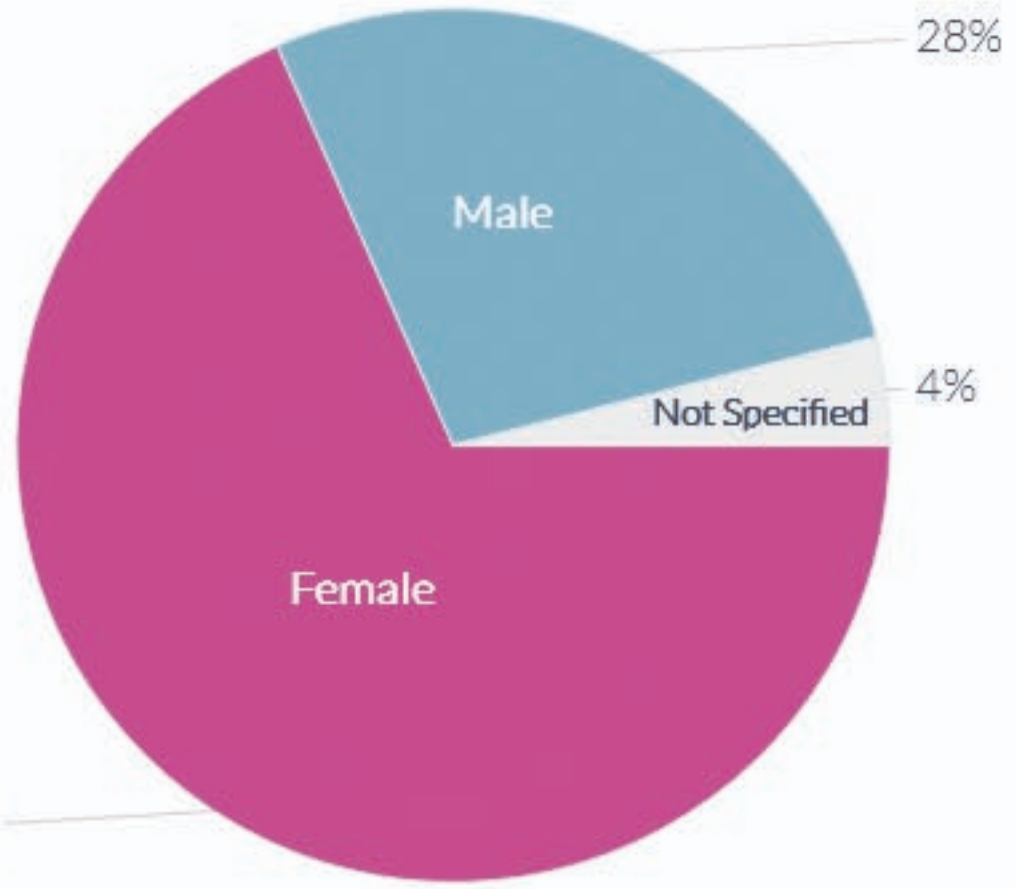


- *South Florida SunSentinel*

# Our listeners



Age



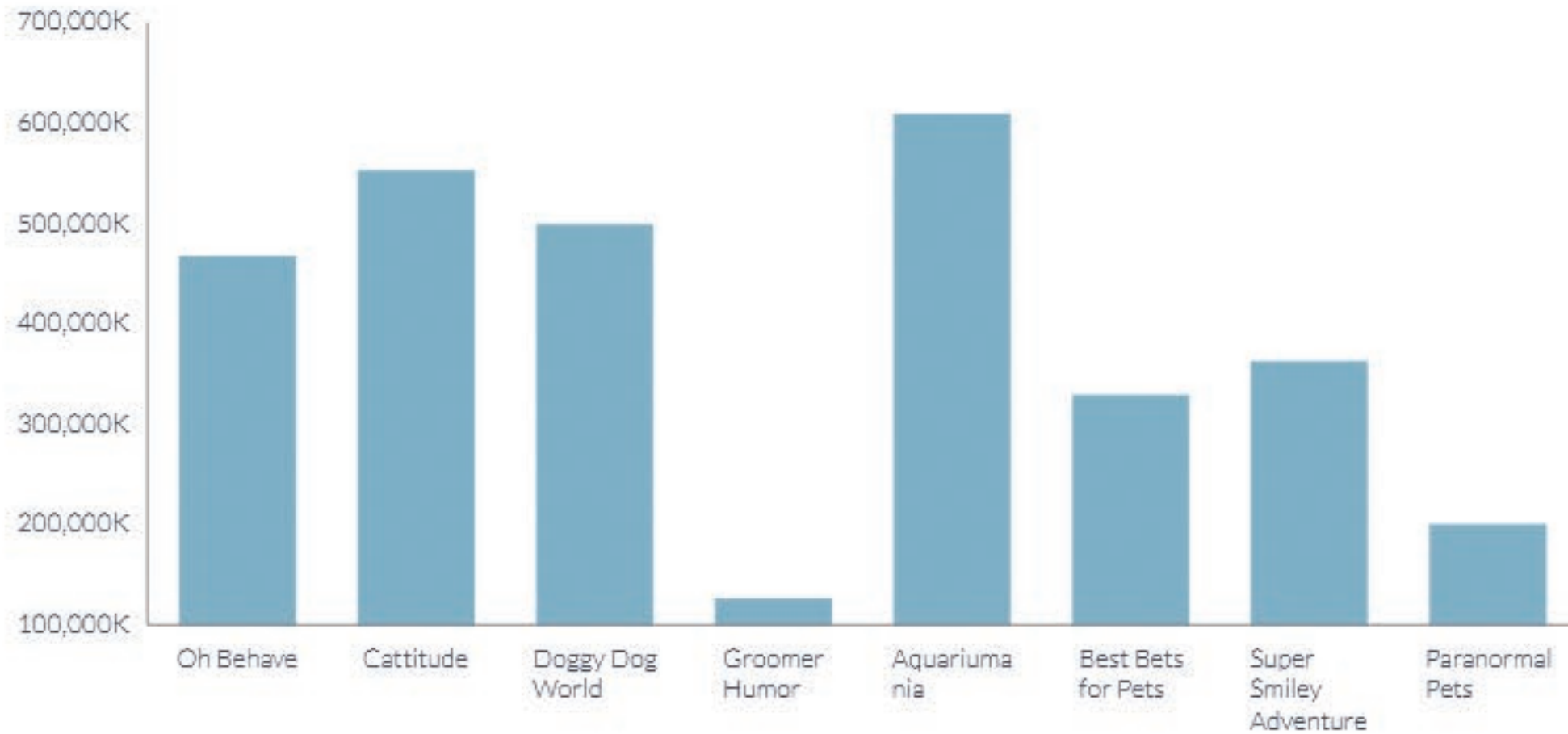
Gender

"Pet Life Radio is like a one-stop shop for all the pet info that you can handle, including a ton of fun and informative podcasts, videos, pet fashion tips as well as health information"

- popsugar



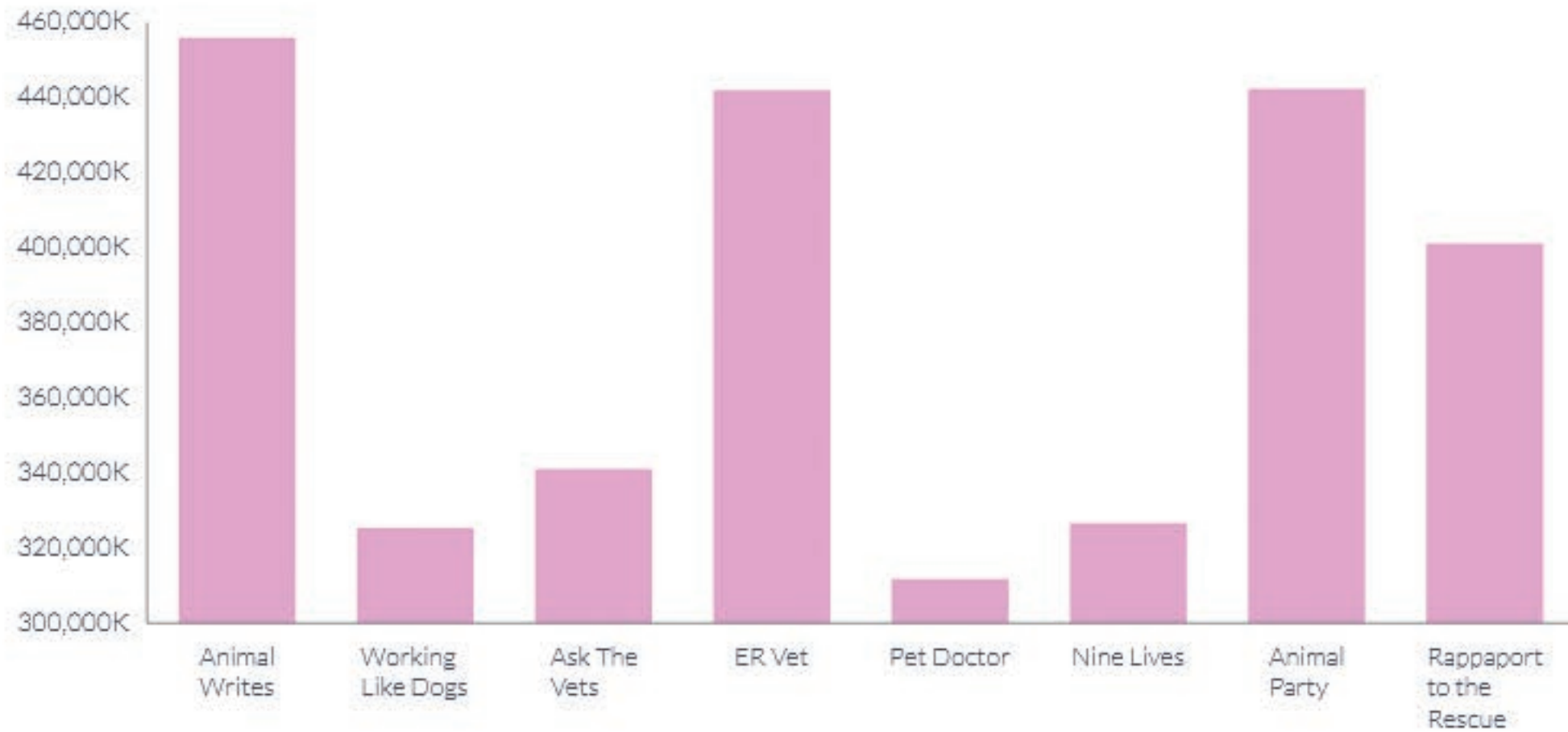
# Show Impressions



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Average monthly streams/downloads

# Show Impressions



Average monthly streams/downloads

*We cover all the major pet events.*



## Pet Life Radio

HSUS Events

Global Pet Expo

SuperZoo

World Dog Awards

Hero Dog Awards

Puppy Bowl

Dog Bowl

Kitten Bowl

Pet Fashion Week

Movie Premieres

Red Carpets

and many more!

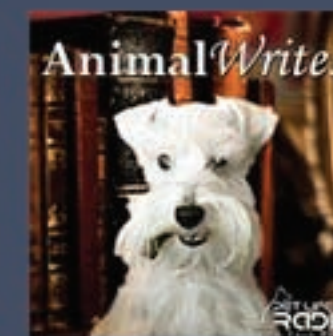
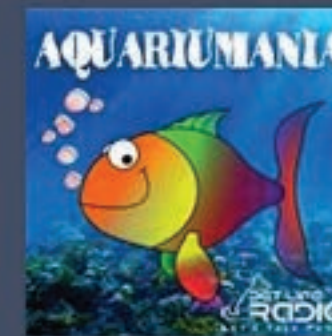


AJ Cook	Brad Garrett	Edward Herrmann	Jamie Lee Curtis	Kate Walsh	Mandy Moore	Pauley Perette	Tina Sinatra
Al Roker	Brenda Lee	Emily Deschanel	Jane Lynch	Katherine Heigl	Margaret Cho	Priscilla Presley	Tippi Hedren
Ali MacGraw	Burt Ward	Emmanuelle	Jason Cameron	Kathy Griffin	Martin Short	Rachael Ray	Torrey Devitto
Alison Sweeney	Cesar Millan	Vaugier	Jason Ritter	Kathy Ireland	Mary Lynn Rajskub	Rachelle Lefevre	Ty Burrell
Aly & AJ	Charles Martin	Emmylou Harris	Jenna Ushkowitz	Katie Cleary	Max Charles	Rebecca Romijn	Tyler James
Amanda Seyfried	Smith	Eric Dane	Jennifer Anison	Kel Mitchell	Max Greenfield	Richard Belzer	Williams
Amber Riley	Charlotte Ross	Fiona Gubelmann	Jennifer Coolidge	Kellie Pickler	Mayim Bialik	Riley Keough	Vanessa Lengies
Amy Schumer	Chaz Dean	Fival Stewart	Jeri Ryan	Kirsten Vangsness	Megyn Price	Roma Downey	Vanessa Williams
Andy Cohen	Christie Brinkley	Fred Willard	Jerry O'Connell	Kristen Bell	Melissa Claire Egan	Rose McGowan	Wendie Malick
Andy Garcia	Christopher	Gilbert Gottfried	Jillian Michaels	Kristen Renton	Meredith Viera	Roselyn Sanchez	Yearley Smith
Angela Kinsey	Meloni	Gina Gershon	Jim Davis	Kristin Bauer	Michael Madsen	Roslyn Kind	
Annie Duke	Cloris Leachman	Greg Biffle	Joanna Krupa	Kristin Chenowith	Miranda Lambert	Ross Mathews	
Ashley Bell	Danica McKellar	Harland Williams	Joe Mantegna	Kristy Swanson	Missi Pyle	Russell Simmons	
Atticus Shaffer	Danny Trejo	Hilary Swank	Joel Grey	Laura Vandervoort	Moby	Ryan O'Neal	
Audrey Landers	David Arquette	Ian Anderson	John O'Hurley	Lily Tomlin	Naomi Judd	Shirley Jones	
Bebe Neuwirth	David Frei	Ian Somerhalder	John Paul DeJoria	Linda Blair	Natalie Decker	Shorty Rossi	
Becca Tobin	Dean Koontz	Ice-T	Johnny Weir	Lindsay Pulsipher	Nate Berkus	Simon Cowell	
Bernadette Peters	Denise Richards	Iliza Shlesinger	Jon Provost	Lisa Edelstein	Newt Gingrich	Skyler Samuels	
Bernie Kopell	Devo	Isaac Mizrahi	Jordana Brewster	Lisa Vanderpump	Noah Cyrus	Steve Wosniak	
Betty White	Dick Van Patten	Isabella Rossellini	Jorja Fox	Loretta Swit	Owain Yeoman	Steven Weber	
Big Boi	Dr. Marty Becker	Jack McGee	Joyce DeWitt	Lorraine Bracco	Owen Wilson	Susan Olsen	
Bo Derek	Drew Barrymore	Jackson Galaxy	Julia Barr	Louis Gossett Jr.	Paris Hilton	Sutton Foster	
Bob Barker	Ed Asner	James Caan	Justin Guarini	Lyndsy Fonseca	Paul Shaffer	Tara Lipinski	
Boo Boo Stewart	Edie McClurg	James Cromwell	Kaley Cuoco	Mackenzie Phillips	Paula Abdul	Tina Fey	

"It seems celebrities enjoy visiting some of the programs on Pet Life Radio. The list goes on and is quite impressive."

- *about.com*

CURRENT SHOWS



CURRENT SHOW LINEUP

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## ARCHIVED SHOWS

Tails of the City	In A Purrfect World	DSPN	Pets In The city
What Were You Thinking	Jungle Deep	Wynn With Dogs	Petz Rock
The Dr. Courtney Show	Loving Animals	Horsing Around	Pet Marketing Strategies
Vegas Rock Dog Radio Show	My Dog Digs Dirt	The My Smart Puppy Minute	Prince Of Ponds
Take Me Home	Bird's Eye View	On The Road w/Mac & Molly	Sassy Seniors
Alive Again	Hablando de Perros y Gatos	The Pampered Pooch	Teacher's Pet
Vet Candy	Be Humane	PawVogue	Wings 'n Things
Get Pawsitive Results	Animaltopia	Pet Peeves	The Pet Chef
The Doggy Dish	Awesome Animal Advocates	Exotic Pet Vet	Travel Tails

These shows/podcasts are either on hiatus or have ended their run, but they are still being actively streamed and downloaded and are still available for advertising.



**Dear Ms. Palika**

In a way I feel as though I should be calling you Liz because of the number of times I've listened to you on the doggy dog world podcast. First up I wanted to say thank you for all of the awesome tips and tricks of the trade you have passed on over the past 35 or so podcasts, in the lead up to adopting my little boy Malakai. - Gryphon Jackson, Adelaide, Australia

P.S. After your podcast on puppy first aid kits I made one up for my aunt in Victoria it arrived approximately one week before the major bushfires and she was able to help not just her dog but her neighbours dog as well during that hard time, thank you.

**Dear Pia,**

I am enamored by your podcasts and have been listening to all of the starting from the beginning. I am keeping all the training ones on my ipod and starting from the beginning with my dogs and working with them daily. Before I ask my question, thank you so much for making these podcasts! I love your style, you make training fun! I can't wait to enjoy them enjoying learning with me! I can't say enough about how much I appreciate your advice. - Lizza

**Dear Susan,**

I want to thank you so very much and let you know, because of your show Wrigley has been adopted to a wonderful family. We are so grateful words can not be expressed. Thanks again... - Donna Wilhite, President, RatzenMauzers RMCA Las Vegas

**Hi Tom.**

I love your Cattitude podcasts. They are interesting & informative. I also really like the tradition of naming according to year. 2008 is F so my kittens are Furby & Frisbee. You can tell a cats' age by what their name is. Anyway, keep up the good work & I hope to hear from you soon. - Sherry from Hamilton, Ontario, Canada

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KUDOS

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**Hi Brandy,**

I love your paranormal pet show and have been listening in Australia for a few years now. I have not been able to find the posting on the St Petersburg site that you referred to at the end of the podcast. Would you be able to post me the direct link to it? Looking forward to more shows and hugs to the pugs lol. Regards - Louise

**Hey there, Dr. Yanong,**

Just stumbled upon your podcast and wanted to let you know how much I like it. You get awesome guests and do a great job interviewing them. . .I'm mostly into fresh water, but have been keeping fish for over 30 years now and have done a little bit of everything. . . . .it is educational and often re-educational as you or your guest will remind me of what I once knew. Lot's of 'oh yeah' moments. Since I don't have a community of fish keepers here it's also great for learning about new resources (new to me). Thanks. - Sean

**Hi Roy,**

**BEST AQUARIUM SHOW!** Awesome show the doc is a superb host, I believe he could host any type of show kind of the tom merrit of fish. Love the guests very informative I've learned so much please keep releasing new episodes I love the professionalism of the show **AWESOME!** - MadMan08

**Dear Brent,**

This is Nina from Hong Kong. Mo Mo, my little darling, a 16 1/2 year old mongrel passed away last week. Also, I feel sorry to hear about your story with Mike. Can't imagine how difficult it had been for you. Yet it's also because of this experience, you've become who you are today. You're a tool that God used to heal our broken hearts. Keep up with your wonderful job, Brent. Once again, thank you for your encouraging words and stories. I'm sure I'll soon be able to start a new chapter with joy and laughter with my little darling on the other side. I love you Brent

Pet Life Radio

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**Hi Bob,**

I live in Sydney Australia and wanted to let you and Linda know that I love your podcasts and enjoy hearing all about your lives with your pets! Rest assured that I will be downloading and listening to each of your new podcasts as they appear on itunes. Thanks again for your the effort that you and Linda put into the podcasts, I enjoy them all. - Regards, Karen Riddell.

**Dear Liz,**

I came across your podcast only recently (I live in Australia and I can't find any Aussie podcasts). I'm hooked. You girls are great. It is terrific listening to friends talking about something they love. Some good info too. I have enjoyed listening to podcasts like yours that have really brought a renewed enthusiasm to have real friends and not just another pet. I can't wait to get my new pup and start the adventure all over again. - Laurie

**Dear Dr. Jeff,**

Dr Jeff, just wanted to say that I enjoy listening to your program on Pet Life Radio. Best Regards from Melbourne! I am about to get a puppy, is it possible to get a Kong toy? Thanks a lot. - Zan M.

**Hello Mrs. Palika,**

My name is Kolby, and I am a young woman who is totally blind. I am working with my new Guide Dog, a female rough coat collie. I listen to It's A Doggy Dog World, and I appreciate the information and knowledge that you and your co-hosts share in every episode. I know that you understand the bond between Assistance Dog and handler from personal experience. My first Guide Dog changed my life. - Kolby G.



# Pet Life Radio

KUDOS

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KUDOS

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**Hi Megan,**

I love you- you're just awesome! - BW Barkley

**Hi Liz!**

You are probably going to get a lot more emails from me! I am a huge fan! - Olivia

**Hi Tom!**

As someone often labeled an "overthinker", naturally I've begun enjoying your podcast before even initial contact with any breeder about my quest to be adopted by a feline flatmate. - MNE

P.S. Should perchance you mention any of this on the show, please, please don't use my name. My divorce is only going ahead b/c he thinks I'm in a coma. Seriously! With my luck and your number of enthusiastic listeners, a non-zero chance is far too chance for me.

**Hi Liz!**

I have just recently discovered Pet Life Radio and the show that you, Kate & Petra share! I LOVE that you guys bring so much fun and laughter to your podcast! - Julie



