

Pet Press

LONG ISLAND'S GUIDE TO EVERYTHING PETS



Our Readers Loved It And Asked For More!

NOW PUBLISHED 3X'S A YEAR!

The Long Island Press' Pet Press supplement will feature fresh and edgy content on pets and pet related events. Working with the experts and our editorial team we will cover everything from great places to have your pets groomed and to have them trained. If you are looking to reach a unique audience of readers*, feature your business, product or service in the Pet Press series.

Long Island Pet Facts

- 62% of households have a Pet
- \$274 million is spent annually on Pet Food
- \$33 million is spent annually on Pet Supplies
- \$9 million spent annually on Pet Services
- \$307 million spent annually in Pet Shops

*55% of our readers do not read a daily newspaper, MRI Spring 2011

- Pet Professionals**
- Veterinary Care**
- Groomers**
- Adoption**
- Pet Safety**
- Breeders**
- Pet Apparel**
- Shows**
- & Events**



OVER 100,000 DISTRIBUTED EACH AND EVERY WEEK!

We deliver more than 85,000 copies to more than 2,000 high traffic retail locations in Nassau & Suffolk, distribution at NYC's Penn Station plus an additional 25,000 digital subscribers!

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5X	\$1,199	\$679	\$379	\$169	\$149	\$1,499

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 2010 NEWSPAPER OF THE YEAR

Long Island Press

INFORMING, ENTERTAINING AND EDUCATING THE OPINION LEADERS OF LONG ISLAND